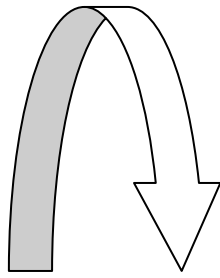
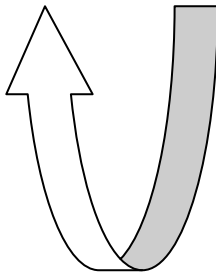


Team Session - Workbook

7-Keys to a Winning Team



**CONTINUOUS
IMPROVEMENT**



**ESTABLISH
PURPOSE & DIRECTION**

1. Strong Leadership
2. Rules of the Game

**BUILD
SHARED VISION**

3. Common Goals

**DEVELOP
SHARED
MISSION – ACTION PLAN**

4. Action Plan

LEAD THE ACTION

5. 100% Inclusion
6. Support
Risk-Taking

**EVALUATE
RESULTS AND PROCESS**

7. Test & Measure

Today's Agenda: Defining VALUES ... Building a SHARED VISION

What values underpin these simple, yet powerful visions?

"The land of milk and honey" – Moses

"A man on the moon" – John F. Kennedy

VALUES: deeply held beliefs that govern and guide our behavior in:

- Our Relationship with Clients
- Our Interactions with Team Members
- Our Relationships with colleagues
- Our Commitment to Ourselves / our Families
- Our contribution to our industry
- Our place in the Community
- Our place in the Universe

1. Scan the attached "Values" list (see attached).
2. Select three to five values that best represent what you feel to be right, good and true about your business – not necessarily what they are, but what you feel they ought to be.
3. Attach at least one of the values you selected to each of the categories above.
4. Think of an instance where one or more of these values were tested, how you (or your business) responded, and what the results were.
5. Draft a Statement of Core Values (what are they, and why are they important).
6. Compare current behavior with the values you have on your list. What needs attention?
7. Select one of the values we have highlighted to be the one you would most like to focus on.

Shared VISION

A VISION IS...

- A picture of our purpose achieved, our values supported
- How we, our customers and other stakeholders “experience” our business in a desired future
- Tangible and vivid, described in sensory terms
- Challenging and exciting
- A picture, not a statement
- Inspiring
- Meaningful

STEP 1: Clarifying Your Personal Vision

- What is your dream, a compelling picture of your desired future, your passionate calling, and/or personal agenda as an owner or manager?
- What does your ideal organization look like, feel like, sound like?
- What really enthralls, absorbs, and excites you?
- How will you know if you have achieved what you most desire?
- In what do you absolutely and totally believe? What are you absolutely and totally convinced can happen?
- What legacy do you want to create?
- What do you have around you to make it happen – values, resources, support?
- Who are you BEING in order to bring this about?

Shared VISION

STEP 2: Integrating Your Vision

1. What are we building together?
2. Why are we building it? How does it support our values?
3. What are the details of what it looks like when it is finished?
4. What will it provide us with?

A VISION IS...

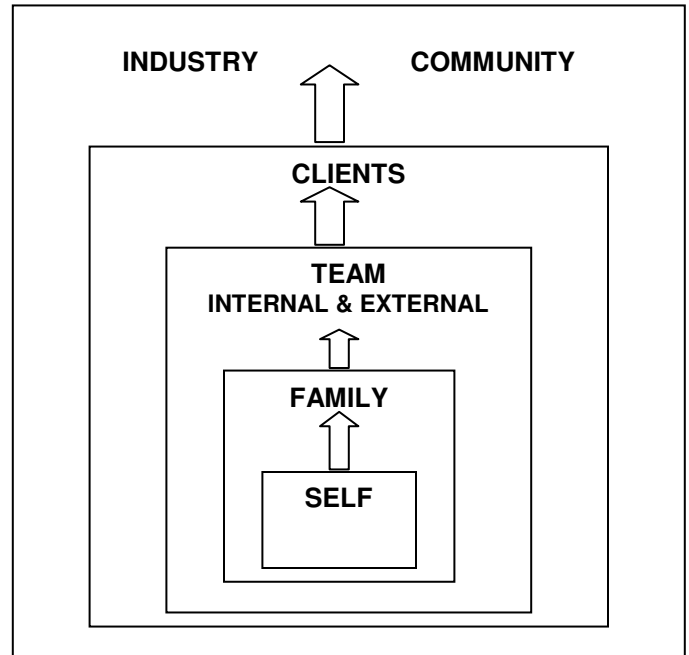
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COMMUNICATING YOUR VISION EFFECTIVELY

When communicating your Vision, and if you are stuck in development mode, try applying any of the following to inspire creativity:

- | | |
|-----------------|---------------|
| • Metaphors | • Theme Songs |
| • Analogies | • Poetry |
| • Examples | • Quotations |
| • Anecdotes | • Humor |
| • Word Pictures | • Pictures |
| • Slogans | • Artifacts |

NOTES:



A. CLIENTS:
“ The purpose of a business is to get and keep customers.”

What business are we *really* in?

Our business serves _____
 (a detailed description of client or client type AND their situation)

in their desire to _____.
 (the *benefits* and outcomes they are looking for)

We deliver this through _____.
 (what you actually do – in whole or in part)

We achieve our vision by attracting _____ clients.
 (their ideal characteristics)

B. TEAM

“The team delivers for our clients, and the clients grow our business.”

We achieve our vision by attracting _____ team members,
(their ideal characteristics)

who seek _____.
(the *benefits* and outcomes they are looking for AND that we provide)

In return, we receive _____ from them.
(our needs, wants, and expectations)

C. INDUSTRY and COMMUNITY

We achieve our vision by contributing _____
(time, talent, resources)

to _____ so they can achieve _____.
(name of organization) (their purpose/vision).

D. OUR FAMILIES and OTHERS we care about.

Our vision provides/means _____ for our loved ones.
(benefits and outcomes)

E. OURSELVES

Our vision provides/means _____ for me.
(benefits and outcomes)

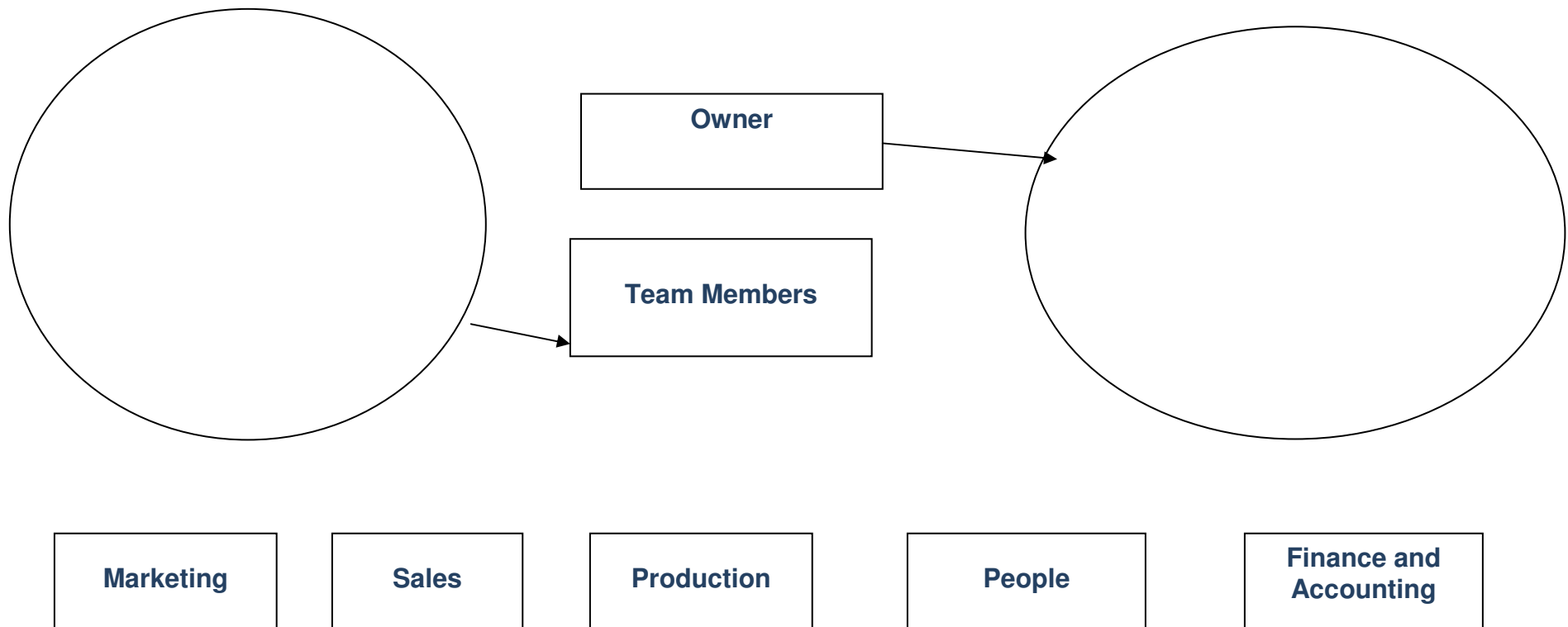
SYSTEMS IMPROVEMENT PLAN

DATE: _____

	ACTION	NAME	DATE
MARKETING			
SALES			
PRODUCTION			
PEOPLE			
FINANCE/ ACCTG.			

VISION	CURRENT REALITY	ACTION REQ'D.

The Major Functions/Roles And Accountability of Your Business



Values List

Accuracy
 Achievement
 Adaptability
 Adventure
 Affection
 Alertness
 Ambition
 Assertiveness
 Authenticity
 Balance
 Beauty
 Boldness
 Broadmindedness
 Calmness
 Capability
 Career
 Caring
 Clear thinking
 Compassion
 Competence
 Confidence
 Conscientiousness
 Consideration
 Contentment
 Contribution
 Cooperation
 Courage
 Creativity
 Customer Service
 Dependability
 Determination
 Diligence
 Discipline
 Distinction
 Dynamism
 Education
 Effectiveness
 Encouragement
 Energy
 Enjoyment
 Enterprise
 Enthusiasm
 Excellence
 Faith
 Fitness
 Flexibility
 Focus

Forgiveness
 Freedom
 Friendship
 Fulfillment
 Generosity
 Gentleness
 Good attitude
 Good humor
 Growth
 Happiness
 Hard work
 Health
 Helpfulness
 Honesty
 Hope
 Humility
 Imagination
 Impartiality
 Independence
 Innovation
 Integrity
 Joviality
 Joy
 Kindness
 Knowledge
 Leadership
 Learning
 Love
 Loyalty
 Maturity
 Method
 Meticulousness
 Modesty
 Naturalness
 Nurturing
 Optimism
 Organization
 Originality
 Patience
 Peace
 Perseverance
 Persistence
 Personal fulfillment
 Personal mastery
 Playfulness
 Pleasantness
 Politeness

Possessiveness
 Practicality
 Precision
 Professionalism
 Progress
 Prosperity
 Punctuality
 Purposefulness
 Quality
 Quickness
 Resourcefulness
 Respect
 Responsibility
 Satisfaction
 Security
 Self-actualization
 Self-control
 Sensibility
 Simplicity
 Sincerity
 Skill
 Sociability
 Status
 Strength
 Success
 Sympathy
 Tact
 Talent
 Teamwork
 Thankfulness
 Thoroughness
 Tolerance
 Tranquility
 Trustworthiness
 Truthfulness
 Understanding
 Uniqueness
 Value
 Versatility
 Victory
 Vigor
 Warmth
 Willpower
 Wisdom
 Wit
 Youthfulness
 Zeal