CREATING A WINNING CULTURE FOR EVERYONE

Six Universal Truths for Improving People, Teams and Organizations

A Culture Enhancement Program for Organizations

CULTURE EATS STRATEGY FOR BREAKFAST.
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Organizational culture includes the values, attitudes, expectations, knowledge, practices, and capabilities of the individuals and groups within an organization. Factors that have the biggest impact on a winning culture are:

- A Positive and Engaging Organizational Purpose
- Clear Values and Behaviors for the Desired Culture
- Leaders Who are Role Model of the Positive Culture
- Inclusive, Respectful and Satisfying Relationships
- Opportunities for Development for Team Members

THE IMPACT OF A WINNING CULTURE

- **Improved Recruiting**: 77% of job candidates feel that company culture is important when applying for a job.
- **Better Retention**: 65 % of employees say they will stay at a company long-term with a positive culture.
- **Higher Satisfaction:** 60% of employees say that company culture has a bigger impact on their satisfaction than salary.
- **Enhanced Performance:** 66% of employees are more motivated to perform in a positive organizational culture.

THE PROGRAM

Building a strong culture requires an emphasis on the "**whole**" individual, not just on job related skills. The six proven practices taught in this course help team members increase their personal happiness, improve their relationships at work, and promote greater civility in the organization. Here is a brief summary of the six principles team members learn to implement:

1. GIVE UP THE EGO

We all possess "two selves" in life. One is our "**true self**" which has tremendous potential to learn, grow, and contribute. The second is our "**ego**," which develops based on our experiences, feedback from others, successes, and failures. In other words, it is a fabrication we carry around with us that isn't who we really are or could become. This "egoic self" sets bounds and limitations on our actions and accomplishments. Participants evaluate their self perceptions and create a plan to alter their limiting beliefs.

2. REFRAIN FROM JUDGING

We construct images of other people in the same way we construct images of ourselves. These perceptions are often based on rather superficial cues: color, race, nationality, education, livelihood, etc. The problem is, our perceptions of others are always incomplete and often inaccurate. These biases we develop can lead to personal alienation, divisions between groups, and tension in organizations. Participants learn to evaluate their biases and create plans to become more understanding and inclusive at work.

3. DO GOOD DEEDS DAILY

Good deeds obviously benefit the receivers of the kindness, but they also benefit the givers. Numerous studies show that serving others can significantly improve our health, happiness, relationships, and success in our careers. In addition, doing good deeds helps us realize we have value and something to contribute in the world, which increases our feelings of self-worth and overall life satisfaction. Participants learn to focus on others and various ways they can add more value to team members and the organization.

4. FORGIVE ONE ANOTHER

The more relationships we develop in life, the more likely we are to offend and be offended by others. Holding grudges against people who offend us, however, can canker our souls – it's like drinking poison and waiting for the other person to die. Letting go of our anger and forgiving one another is critical for emotional health, satisfying relationships, and civil behavior in organizations. Participants reflect on their feelings toward people who have offended them, and create a strategy for letting go of anger and moving on.
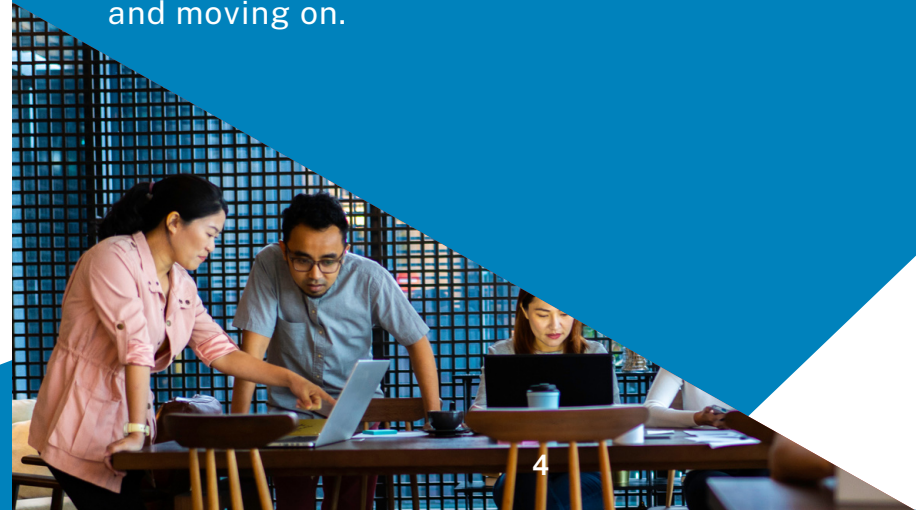
5. SHARE OUR GOOD FORTUNE

Craving for possessions can lead to sorrow when we don't have them, but obtaining them creates a different set of problems: attachment, greed, hoarding, lust, and fear of losing what we have. Research confirms that an intense love and attachment to material possessions can produce stress and frustration in our lives. Generosity, on the other hand, is related to vitality, self-esteem, and overall quality of life. Participants reflect on their attitude toward possessions, and create a plan to be more generous with their time, talent and resources.

6. CARE FOR OUR NEEDY

We are all connected as a human family and our actions cause ripples of reactions around us. Hence, if we take care of people in need, we are taking care of ourselves and our communities. When individuals, teams, and organizations participate in community service projects, everyone wins: problems are solved, team members are fulfilled, and the community values the organization. Participants reflect on how they and/or their team can make meaningful contributions in the broader community.

IMPACT OF PROGRAM

These six principles impact our lives in real time, no waiting for weeks to see the results. If we practice one or more of them today, we will be happier and more civil today. If we practice them over time, they become a more permanent part of our character. Hence, the program has a significant impact on individuals, teams, and organizations. Here are some of the specific outcomes organizations will realize when they implement this program.

- A larger and more diverse pool for recruiting
- Better employee retention in the organization
- Increased happiness and satisfaction of members
- Improved performance in the organization
- More civil conversations among team members
- Less anger, conflict, and holding onto grudges
- Better collaboration between diverse groups
- Mores sharing of knowledge, talent, and resources
- More acts of kindness and service among members
- Increased purpose in serving the broader community

PROGRAM MATERIALS

Creating a Winning Culture for Everyone includes the following training materials for each participant:

1. A video based course featuring numerous experts on happiness, relationships, team building, and organizational culture.
2. The book "One People One Planet: Six Universal Truths for Being Happy Together" by Michael Glauser, entrepreneur, professor, and strategy consultant.
3. A journal participants use to track their daily actions and progress implementing the six practices in their work and lives.

PROGRAM FORMAT

Creating a Winning Culture for Everyone can be taught and implemented in a variety of ways. Here are some of the options:

1. Team members can complete the online course, read the book, and then meet each week to discuss various ways to implement the principles in their work.
2. A qualified trainer can facilitate one 90 minute session each week for eight weeks while participants implement the principles.
3. A qualified trainer can conduct a two-day offsite workshop with follow up coaching after the event.

WHAT PEOPLE ARE SAYING

"If my actions of doing good deeds can help my organization do the same, then we will have **unbelievable teamwork**, and reach heights we never knew were possible."

"I now try to put aside the pre-judgements I have and get to know people for themselves, and **it is the best thing I have ever done**."

"Throughout this program I have learned more about myself than I have in **my whole life**."

"I have learned that happiness is not found in things, but in **relationships**,"
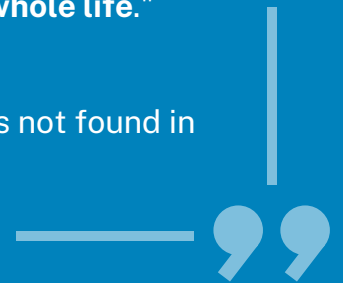
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