WELCOME.
ABOUT AUTHENTIZITY, LLC

• Tenured Business Growth Strategist (26+ Years).

• Gallup CliftonStrengths Finder Certified Coach.

• Deep history of successfully assembling collaborative teams.

• Intuitive Mentor/Motivator, leveraging Individuals’ talents to maximize engagement.

• Priority Optimization to farther, faster.

• Proven, Proactive, Results-Driven Problem Solver.
SO MUCH CULTURE COVERAGE

Want to Show Employees You Care About Company Culture? Do These 3 Things Immediately

Why Great Employees Leave “Great Cultures”

10 Examples of Companies With Fantastic Cultures

Keep Your Best Employees: Culture Is Key
THE DOWNWARD SLIDE TO LIFE WITHOUT PURPOSE
REMEMBER / ENVISION
YOUR BEST SUPERVISOR EVER?

• How did they communicate? How often?
• What were their values?
• How did they leverage your strengths, talents, engagement, etc.?
• How did they celebrate successes?
  • Both the organization’s and their employees’?
• How did they drive teamwork and collaboration?
QUESTION

• What kind of supervisor do you want to be?
A DINOSAUR ONE, PERHAPS???

“What will happen when we think about what is right with people rather than fixating on what is wrong with them?”
CLIFTONSTRENGTHS FINDER®

Identified 34 prevalent talent themes

More than 33 million potential combinations

Positive language to describe:

• How we think
• Why we behave in certain ways
• What’s great about us
THE 34 TALENT THEMES

Achiever
Activator
Adaptability
Analytical
Arranger
Belief
Command
Communication
Competition
Connectedness
Consistency
Context
Deliberative
Developer
Discipline
Empathy
Focus
Futuristic
Harmony
Ideation
Includer
Individualization
Input
Intellection
Learner
Maximizer
Positivity
Relator
Responsibility
Restorative
Self-Assurance
Significance
Strategic
Woo
## 4 Domains of Team Strengths

<table>
<thead>
<tr>
<th>Executing</th>
<th>Influencing</th>
<th>Relationship Building</th>
<th>Strategic Thinking</th>
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<tbody>
<tr>
<td>People with dominant Executing themes know how to make things happen.</td>
<td>People with dominant Influencing themes know how to take charge, speak up, and make sure the team is heard.</td>
<td>People with dominant Relationship Building themes have the ability to build strong relationships that can hold a team together and make the team greater than the sum of its parts.</td>
<td>People with dominant Strategic Thinking themes help teams consider what could be. They absorb and analyze information that can inform better decisions.</td>
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</tbody>
</table>

### Achiever
- Arranger
- Belief
- Consistency
- Deliberative
- Discipline
- Focus
- Responsibility
- Restorative

### Activator
- Command
- Communication
- Competition
- Maximizer
- Self-Assurance
- Significance
- Woo

### Adaptability
- Connectedness
- Developer
- Empathy
- Harmony
- Includer
- Individualization
- Positivity
- Relator

### Analytical
- Context
- Futuristic
- Ideation
- Input
- Intellection
- Learner
- Strategic
GALLUP RESEARCH FINDINGS

One-third of global employees strongly agree with the statement: “The mission and purpose of my organization makes me feel my job is important.”

By moving that ratio, business units have realized:

- a 51% reduction in absenteeism,
- a 64% drop in safety incidents and
- a 29% improvement in quality.
IT’S TIME TO TURN MANAGERS INTO COACHES

Gallup research indicates that:
• “Only one in five employees strongly agree that they are managed in a way that motivates them.”
GALLUP HAS IDENTIFIED THE 5 TRAITS COMMON TO THE BEST MANAGERS ARE:

1. **Motivate:** Inspire teams to get exceptional work done.
2. **Approach:** Set goals and arrange resources for the team to excel.
3. **Initiate:** Influence others to act; push through adversity and resistance.
4. **Collaborate:** Build committed teams with deep bonds.
5. **Investigate:** Take an analytical approach to strategy and decision-making.
THE BEST MANAGERS ARE TRANSITIONING TO COACHES
THREE REQUIREMENTS OF COACHING

• Establish Expectations.
• Continually Coach.
• Create Accountability.
5 CONVERSATIONS TO DRIVE PERFORMANCE

1. ROLE & RELATIONSHIP ORIENTATION
   - Once/Annually; Two-to-Three Hours
   - Align Employee Strengths to Organization’s Objectives

2. QUICK CONNECT
   - Once/Week; One-to-Ten Minutes
   - Timely Recognition; Progress Progression; Just Touch Base

3. CHECK-IN
   - Once or Twice/Month; Ten-to-Thirty Minutes
   - More Planned than Quick Connect
   - Review Expectations, Workload, Goals and Needs

4. DEVELOPMENTAL COACHING
   - Once or Twice/Year; Ten-to-Thirty Minutes
   - Aspirational and Developmental Opportunities; Direction and Advice

5. PROGRESS REVIEWS
   - Twice/Year; One-to-Three Hours
   - Topics to Include:
     - My Purpose
     - My Goals; My Metrics
     - My Development
     - My Strategy; My Team
     - My Wellbeing

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What 3 Measures can you implement this week to drive these kinds of conversations?
BOTTOM LINE

1. Does each employee know what's expected of him/her?
2. Can each person get their work done without distractions?
3. Can you give people choices for when and where they work?
4. Does everyone have a personal space that they can call their own?
5. Is it easy for employees to interact with their coworkers?
6. Can you effectively coach & develop each employee using the five conversations?
7. Can you hold every employee accountable?
QUESTION

Do you know your employees more by their weaknesses or by their strengths?
STAND UP IF YOU...
STAND UP IF YOU...

...make a list of things to do, even on the weekends.
STAND UP IF YOU...

...need to pick someone to race while driving.
STAND UP IF YOU...

...impatiently “remind” the elevator that you are waiting.
STAND UP IF YOU...

...are instinctively curious and ask lots of questions.
STAND UP IF YOU...

...have a color-coded or otherwise organized closet.
STAND UP IF YOU...

...have a small, tight-knit group of friends. Who needs anything more?
STAND UP IF YOU...

...commit and stick to it, even if it overloads you.
QUESTION – AS A MANAGER

As a Manager, are you self-aware about your own strengths?
Do you take them for granted and expect everyone to think in the way that you do?
What keeps organizations and individuals from leveraging their innate talents?

MOST people are either UNAWARE OF or UNABLE TO DESCRIBE their own strengths or the strengths of others.
5 CLUES TO TALENT

1. Yearning – Naturally drawn
2. Rapid Learning – Pick up quickly
3. Flow – Automatically know
4. Glimpses of Excellence – Surprise yourself
5. Satisfaction – Excited to repeat
EMBRACING LEADERSHIP

Maximize Human Capital (Your Employees)
• Which of my Strengths can I lean in to manage/assist them?
• Be a Coach as well as a Supervisor.
• Create/Cultivate Relationships.
• Set Clear Expectations/Hold them Accountable.
• Provide Consistent, Transparent Communications.
• Be a Talent Scout.
• Inspire.
• Collaborate with other Managers (Peer-to-Peer.)
IT’S ALL ABOUT TEAMWORK...
WHAT IS A STRENGTH-BASED TEAM

A strengths-based team is a group of *imperfect* but *talented* contributors who are *valued* for their *strengths* and who *need one another* to realize individual and team excellence.
TEAM SUCCESS

If we are a strengths-based team, we...

...know and intentionally use our unique strengths.

...know and appreciate each other’s strengths.

...combine our strengths as a team to achieve success.

...are connected to a common purpose.

...effectively communicate.
5 STEPS TO A STRENGTHS-BASED CULTURE

1. Start at the Top / Executive-Level Sponsorship.
2. Give every employee the opportunity to discover their strengths.
3. Build an internal network of strengths coaches.
4. Integrate strengths into performance management.
5. Transform your internal programs.
8 LESSONS TO BUILDING A COMPANY THAT PEOPLE ENJOY WORKING FOR
Books For Consideration...

Say what you think – it’s not mean; it’s clear.
Books For Consideration...

A brave leader is not someone who is armed with all the answers. A brave leader is not someone who can facilitate a flawless discussion on hard topics.

A brave leader is someone who says: “I see you. I hear you. I don’t have all the answers, but I’m going to keep listening and asking questions.”
Take Authentizity’s Free Culture Assessment...

How Strong Is Your Team Culture?

Take the 20 minute assessment to get your team's Culture Score, then learn specific steps to start building a world-class team culture.

TAKE THE FREE ASSESSMENT

"By embedding a culture-based / culture-expanding tool such as CliftonStrengths Finder into an organization, there becomes a shared language amongst colleagues as well as more empathy and appreciation for diversity of thought and experience. That ultimately leads to more engaged, content and passionate employees because their superpowers are in maximum overdrive." - Dawn F. Landry

https://coach.soar.com/team-culture-assessment
http://authentizity.com/a-value-journey-collective-ebook/
THANK YOU!

Authentizity

THANK YOU!