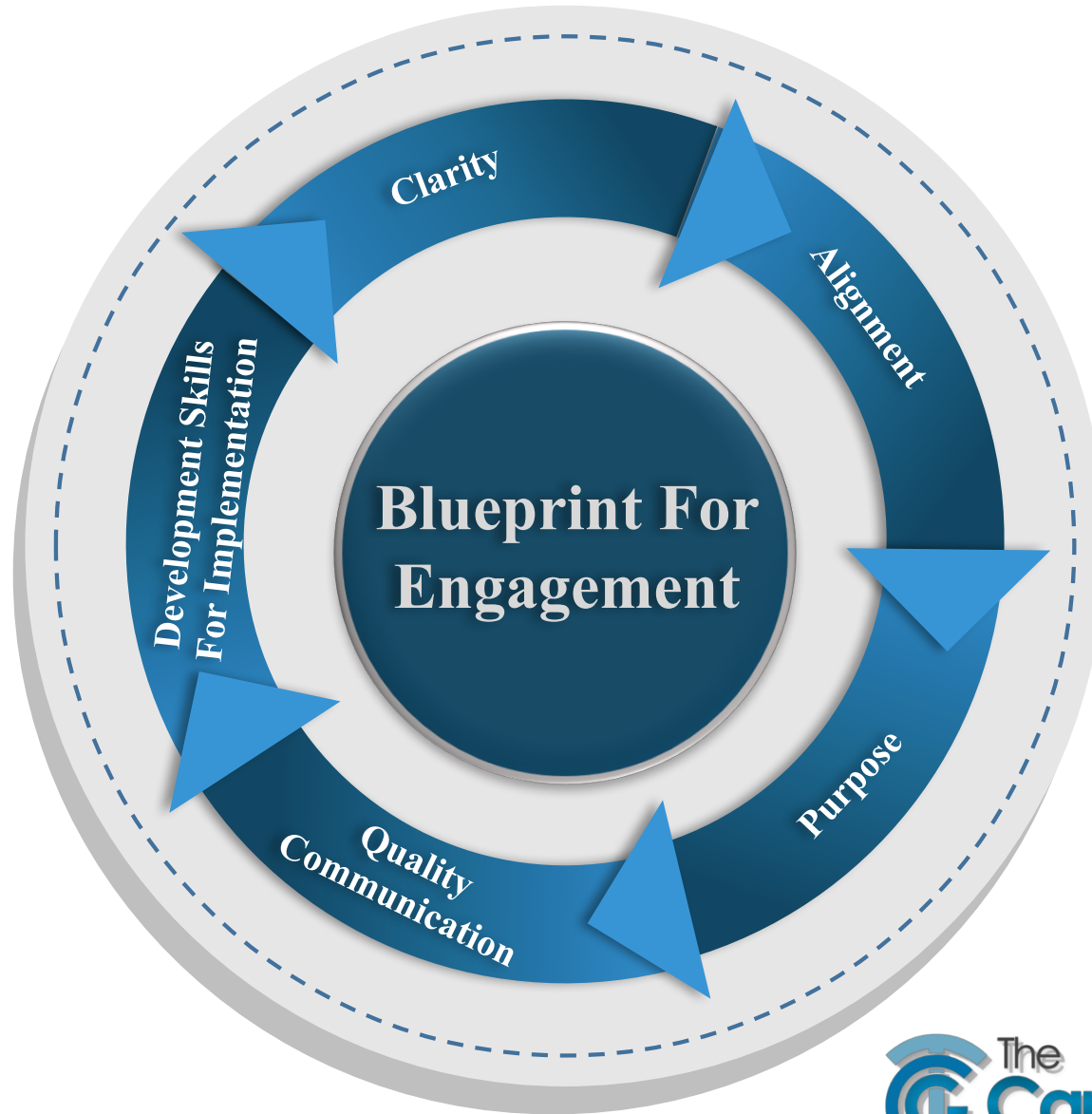


# Blueprint For Engagement – The Carden Group



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## Clarity

### Specific Areas Of Clarity

- **Direction (Goals)**
  - Expected Outcomes
  - (KPIs/Measurements)
  - Commitments
  - Actions
  - Personal Achievement
- **Expectations (Rules Of Engagement)**
  - Leader to team
  - Team to leader
  - Team to team
  - Individuals to leader
  - Leader to individuals
  - Leaders to leaders
- **Relationships**
  - Trust
  - Respect
  - Rapport
  - “Working Together”
  - Profitable action and value
  - Understanding “energy and stuff”

### Organization Clarity

- Vision
- Mission
- Focus Areas

### Departments/Team Clarity

- Focus Areas
- Rules of Engagement
- Purpose

### Interdepartmental Clarity

- Focus Areas
- Rules of Engagement
- Purpose

### Individual Clarity

- Focus Areas
- Experiences
- Growth
- Contribution
- Purpose
- Opportunity/Obligation

## Alignment

*Once Everyone Is Clear Ensure They Are Aligned*

### Alignment Increases

- Engagement
- Happiness
- Positive environment
- Teamwork
- Productivity (production)
- Efficiency
- Work product (outcomes)
- Growth
- Profits
- Retention

### Alignment Decreases

- Stress
- Anxiety
- Frustration
- Anger
- Confusion
- Attrition
- Loses

*Alignment helps remove people not aligned with direction & expectations and creates room for people that are aligned*

## Purpose

### Value Premise

- What do I really do?
- Who is impacted by my work?
- Those impacted how do they benefit?

### Experiences

### Growth

### Contributions

### Opportunity vs Obligation

- 4 D's
- Immediate actions to improve profitable action

*Everything should align up and down the organization*

# Blueprint For Engagement – The Carden Group

## Quality Communication

Communication allows for true understanding of what others are feeling and thinking, and it helps eliminate the guesswork.

*Authentic (quality) communication helps drive real results and removes confusion.*

### Quality Communication Areas

- Effective 1-on-1's with purpose
- Team meetings/huddles
- Quality feedback with purpose
  - Positive intent
  - Transparency
  - Johari's window (**Arena Living**)
  - Open to give and receive feedback
- Open communication policy
- Understanding how to quit

### Eliminate Triangular Communication

Lack of communication hinders progress because instead of knowing how others feel or what they are thinking, people just assume they know. This can lead to gaps in relationships and results.



## Development Skills For Implementation

- Leadership
- Communication
- Sales
- Customer Service
- Presentations

TCG has been privileged over the years to work with many top brands (*a few listed below*) that are using our techniques to improve engagement for even better results. Let's talk to explore how we can help you create even better engagement and results.



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