The CardenGroup
BUILDING EXCELLENCE

BLUEPRINT FOR ENGAGEMENT©

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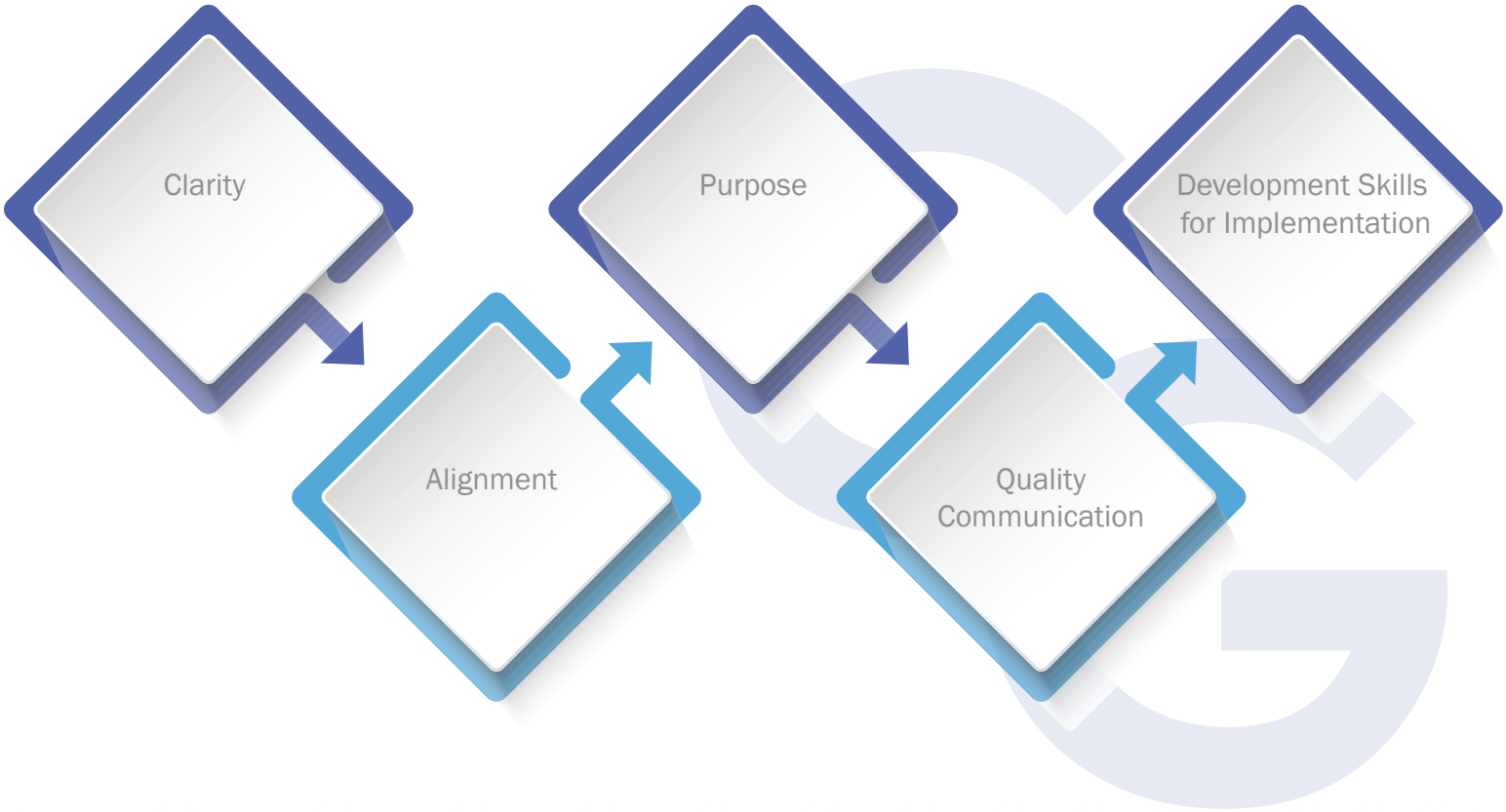

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CLARITY

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 Clear, Ensure Alignment

Alignment Increases
- Engagement
- Happiness
- Positive environment
- Teamwork
- Productivity (Production)
- Efficiency
- Work product (Outcomes)
- Growth
- Profits
- Retention

Alignment Decreases
- Stress
- Anxiety
- Frustration
- Anger
- Confusion
- Attrition
- Losses

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

PURPOSE

Value Premise

Everything should align up and down the organization.

- 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

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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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