

The 3 C's: Culture, Communication and Commitment



Setting the Stage for Successful Mission through Organizational Communications and Culture Development Coaching

“Good communication is critical to the effectiveness of a team...Communicating is the bloodstream of trust...Communicating on a team is a matter of success or failure.”

Walter C. Wright, executive director of the Max De Pree Center for Leadership,
professor and president of leaders Regent College

Would You Like To:

- Enrich relationships, improve communication and reduce conflict among team members
- Improve individual and team performance
- Communicate a clear, engaging message to your key targets (board, donors, volunteers, media, consumers)

Through the 3 C's approach we can help you:

- Identify innate strengths and instruct you on how to better utilize them
- Identify potential problem areas that could lead to stress, tension and team inertia
- Better manage expectations, both individually and collectively
- Teach you how to more effectively initiate action, prevent and solve problems
- Create a culture of respect, collaboration and achievement within the team
- Provide clarity in your communications

Culture:

No More Drama – Respect & Value in the Workplace. Understanding One Another is critical to working as a team and to creating a culture of respect among team members. We will help you to understand yourself and your neighbor and to value the contributions that each individual brings to the overall creative process.

Finding the Sweet Spot - For You and Your Team. We all have innate strengths through which we instinctively solve problems or create new ideas or product. We will identify your natural, "hardwired" strengths that you use on a daily basis to solve problems and accomplish your best work on the job or in life.

Building Teams from a Position of Strength. The right fit is critical when building a team. Many approaches seek to identify areas of weakness and attempt to correct the resulting behavior. Unknowingly however, that approach often creates more problems because it seeks to change the instinctive way people work. By



identifying and focusing on the individual strengths of each team member, we will help you get more done in less time by teaching you to create and maintain team synergy.



Communication:

Speaking the Same Language – Differently! The way people communicate differs because individuals gather, share and process information according to their innate hard-wiring. Communication within your organization is vital to your communication outside of your organization. You will learn the communication needs of your colleagues, your board of directors, your investor/donors, and your volunteers and how to more effectively communicate within your organization.

It Takes a Village. Problem solving robs us of time and effort that could be spent more productively, and when it comes to a team or organization, the best solutions are reached when everyone is heard. Collective problem solving without the fuss can be difficult. We will teach you how to not only achieve a less stressful and more effective approach to problem solving, but even help you to prevent problems before they become a reality.

Great Expectations! Stress is a given for any job. The expectations we each bring and the expectations of our peers and supervisors are the source of much of this stress. We will help you reduce stress and minimize the conflict that comes from keeping yourself and others happy.

Communicating with Your World. The principles to effective internal communication also apply if you are to reach the world with your message. We will help you craft that message, understand your audience and the platforms that are available when communicating with your organization's outside world.

Commitment:

Git 'er Done. You can achieve more with Less Effort. The innate strength to create or produce that is resident within each of us is of little value without the motivation and commitment to reach a desired end. In contrast, many possess extreme passion and dedication but are often thwarted and led astray from our most productive efforts by the tyranny of the urgent and the necessity of the mundane.

We will provide you with a proven creative process that will enable you to establish and clarify goals, reduce or eliminate tasks that deprive you of your best creative energy, and help you take control of the precious commodity of your time and creative energy – leading you and your team to a more efficient and productive lifestyle.

Our Approach:

Our workshops and coaching draw from almost three decades of personal experience communicating with clients from a wide array of disciplines, the media, and the general population. We combine our public relations expertise with an assessment tool that we incorporated into our agency almost 15 years ago called the Kolbe Conative Index® developed by Kathy Kolbe over 35 years ago.





The Kolbe Concept® holds that creative instincts are the source of mental energy that drives people to take specific actions. This mental drive is separate and distinct from passive feeling and thoughts. Creative instincts are manifested in an innate pattern that determines an individual's unique method of operation.

With our own Kolbe Certified™ Consultant, we help individuals and organizations better understand and control this mental resource and help individuals and teams live more effectively and productively.

Uniqueness. Unlike personality tests (such as the Meyers-Briggs Type Indicator) or skills based tests that measure aptitude, the Kolbe Conative Index® assesses the part of our mind that determines how we take action when faced with a problem to be solved, a task to be completed or a goal to be achieved. The Kolbe Conative Index® is the only valid and reliable method of assessing the innate strengths of individuals and teams as an instinctive method of complex problem solving.

Validity & Reliability. The Kolbe System™ is backed by more than three decades of scientific research and validation and

- Is proven to be distinct from cognitive (aptitude or IQ tests) and affective (personality tests) measures
- Is not biased by gender, age, or race
- In 96% of cases, shows no changes between zones on test-retest
- Meets the standards of the American Psychological Association

Workshop. The most effective approach is to conduct an initial one-day workshop (6-8 hours). During this time, we help you and your team understand your innate strengths and how to use those strengths in working together to reach the common goals of the organization.

For the CEO, president or team leader, we will offer a complimentary Kolbe A™ Index and personal interpretation session prior to the workshop. This will help you to have a better understanding of the process and help to define objectives for the workshop.

Fees for a half-day or one-day workshop are determined by the number of participants so email tina@barnabasagency.com or call 903.654.1319 for a quote.

Follow-up workshops are available to address new issues or revisit areas on a more in-depth basis. We also offer individual coaching on several levels to help you communicate with and through your team more effectively.

Ongoing Services:

- Individual coaching with team members as needed.
- Coaching with organizational leader or key personnel
- Hiring new personnel to improve or maintain team synergy

To begin your team's transformation, call or email Tina Jacobson, 903-654-1319 or tina@barnabasagency.com.

Since 1987, The B & B Media Group, Inc. has provided specialized services that achieve the communications and public relations goals of each client. The Barnabas Agency, a division of The B & B Media Group, Inc., was formed in 2002 to come alongside ministries, organizations and individuals needing assistance and guidance with their overall public platform, strategy, branding and communications needs.

