



The Workshop: Creating the Accomplishment-Driven CultureSM

Today's success is about bringing value to your job, not fulfilling your job description.

Organizations need to teach employees how to articulate their value. More often than not, when asked what they do, people respond with titles and words from a job description. This does not even begin to define value. It is a limiting way to think and to be. Teaching the team how their work affects each other builds value.

Do you have one or more employees who do not seem to understand how they fit into the picture? Maybe they're not performing as well as they might? Do you have employees who are doing mediocre work when what you need is 100%?

As a nonprofit organization, you may have members of the board who are not showing up 100% with their skills, talents, energy, and resources.

The Workshop Experience

Creating the Accomplishment-Driven CultureSM is a one-half day workshop – experience co-developed by Marion Spears Karr and Jean Craig Long. As a team, Karr and Long teach for profit and not-for-profit businesses how to shift mindset from a task-oriented and job description fulfillment mentality to a new paradigm and create the accomplishment-driven culture.

©2010 ExecQuest Consulting Inc; Jean Craig Long Consulting; www.jeancraiglong.com. All rights reserved.



Also, CEOs, executives, and managers have a responsibility to reward employees who think in terms of accomplishments (an extra hour for lunch, a gift certificate, a cool plant on their desk, etc).

Providing resources for training opportunities that help employees discover for themselves their value and that of others on the team, is critical.

What the workshop can do for you:

- Build a more robust set of accomplishments
- Boost individual and team performance
- Increase a sense of value
- Clarify each team members' role in success
- End busy work
- Improve annual reviews
- Build a plan

What participants say:

- "I absolutely have a better understanding of where I fit in and the value that I provide to the overall success of the team."
- "I would recommend the workshop to people both at my company and at other companies. "
- "Employees tend to only think of what they are doing at the moment instead of thinking in terms of the big picture and what is best for the future of the company. Many companies would benefit from the program, and it would help to motivate employees."



Creating the Accomplishment-Driven CultureSM is applicable to divisions/departments/agencies/teams in both for profit and not-for-profit organizations. It is designed for discovery, interaction, enlightenment, humor, and long-term impact.

Who is Marion Spears Karr? Karr is an 18-year veteran of executive recruiting who helps clients create an atmosphere of growth, development, and rewards for its most precious resource – its people – and maximize the value gained from that resource. His latest achievement and contribution to the world is skateboarding across North Carolina to raise awareness and funds for brain injury.

Who is Jean Craig Long? Long is an independent consultant emphasizing organizational resilience and adaptability who has an ability to visualize future demands and priorities. Her experience includes over 25 years in nonprofit resource development, publication in two national planned giving magazines, and she is the recipient of the Women of Achievement Award in recognition for Leadership in Public Service to the State of North Carolina by the Integral Science Institute.

What is the benefit to your organization of employees understanding the value they bring to the workplace? Wouldn't you rather work with someone who is lit up with possibility and motivated to contribute to the organization's accomplishments?



What did you do today to make your organization better? When was the last time you asked yourself this question?

To learn more about how to create an accomplishment culture that is relevant today with the future of the organization in mind, please see a full report on my website, www.jeancraiglong.com, or click on this link: <http://www.jeancraiglong.com/pdfs/CoreReportCreatingAccomplishmentDrivenCulture.pdf>, or contact me directly:

Jean Craig Long
email: jean@jeancraiglong.com
704-661-2026