



# MOVING TO GREAT

A Product of



## Our Philosophy

We believe that there are three fundamental factors that influence human and organizational performance. Those three factors are:

- *Skills*
- *Knowledge*
- *Attitudes and Habits*

Skills and knowledge are absolutely necessary in the intense competitive, performance driven culture that businesses operate in today. However, research strongly supports that if your people do not have the proper attitudes and habits of thinking (that control their behaviors) towards the skills and knowledge, your people will never fully reach their potential, and consequently, neither will the organization.

## What We Do Best

We fully acknowledge the necessity of new skills and knowledge. Our area of expertise is focused on the single most significant causal factor in individual and organizational performance, and cultural transition and enhancement – *your people's ability to positively and proactively participate in the change.*

*Marcus Buckingham, Jim Collins, Tom Rath, Daniel Goleman, Jeffrey Pfeffer and Robert Sutton, James Kouzes and Barry Posner, The Gallup organization...*What is one thing all these authors and researchers agree on? Your people, their personal effectiveness and ability to assimilate change will influence your growth, viability and profitability in the marketplace significantly more than your systems and processes.

We utilize a proven, inspiring and effective method of introducing the awareness, tools, motivation and inspiration necessary for individual and organizational growth and development. We have consistently demonstrated our ability to make a significant impact on organizational performance with companies from every industry.



[www.thegamechangersinc.com](http://www.thegamechangersinc.com)

## So How Do We Do It?

We concentrate on the most significant causal factor that determines all self-directed, purposeful behavior; the personal beliefs and attitudes that control a person's abilities and expectations. These attitudes and beliefs ultimately dictate their performance and behaviors.

Moving To Great (MTG) is a people development process designed to help maximize the productivity and effectiveness of your entire organization.

We partner in and compliment your organizational development efforts by systematically improving the attitudes, beliefs, behaviors and expectations of your people. LWP positively impacts business performance metrics more than any other "human capital" investment your organization can make. What results can you expect?

- *Measurably higher employee morale and organizational confidence*
- *Reduced absenteeism and turnover of key associates*
- *Increased accountability for outcomes*
- *Improved sales and productivity improvement results*
- *Significantly improved collaboration and teamwork*
- *Decreased hostility, blaming, and "we" vs. "they" thinking*
- *Faster adoption of new ideas, processes and initiatives*

When individuals have the tools to change the way they think, they have the tools to change their lives. When people take full responsibility for the wins **and losses** in their lives, they will also do the same in their work life. Victim mentality will be a thing of the past.

## Our Process

How do we actually get the results? MTG is an intense development experience that focuses on enhancing the critical thinking skills, attitudes and behaviors necessary for improving both personal and organizational performance.



*Reorientation Through Change*



MTG is a systematic, efficient approach that allows an organization to affect its culture at any scale they choose. Our processes have been utilized with intact leadership teams and adopted in organizational wide implementations to rapidly, efficiently and positively impact a company's culture.

Just a sampling of topics covered include:

- *Expanding personal awareness to make better decisions*
- *Identifying and challenging limitation and comfort zones*
- *Reducing fear of failure when learning new skills and adopting new approaches*
- *Acting on knowledge vs (sometimes incorrect) beliefs*
- *Displacing unproductive habits and behaviors*
- *Promoting greater confidence in both yourself and your peers*
- *Developing your "emotional intelligence" to increase your influence with others*
- *Linking core values and defining "success" for you (and your team)*
- *Effective goal setting and action planning*

The principles that we focus on are fundamental for success. They are high performance principles that have always been used and always will be used. They are the "laws," if you will, of human effectiveness.

Improvements in performance, both personal and professional, and the quality of our efforts do not improve if these laws are violated. Conversely, we will consistently experience a high return on our time and energy both personally and professionally if we are in alignment with the "laws."

Our process focuses on the most significant causal factors for success:

- *The underlying but potent collection of attitudes and beliefs we have stored about ourselves and our abilities (intellectual – head)*
- *Our capacity to deal with and bounce back from life's circumstances and setbacks (emotional – heart)*

Science and research have substantially supported, correlated and captured in abundance through business books, the inexorable link between personal effectiveness, employee satisfaction and direct bottom line business results.

How do we bring these factors together into congruency to allow your business to create a culture of achievement, enhanced employee satisfaction and significantly improved business results? By investing in and capitalizing on your single most valuable asset – your people.



We provide a systematic and efficient method to move your people to a place of high expectations for both themselves and the organization, and we provide the tools to back it up so it is not just another case of hope deferred – which is rampant in so much that is offered to businesses today.

Our program goes to the very heart of the issue - your people's unharnessed potential. What is holding your people (and the organization) back is not their skills and knowledge, although they may need to improve. It's not the equipment and resources, although they may need to be upgraded. What is really holding them and the organization back is their belief in themselves and the organization that they CAN do and be something different than they are today.

Different results require different means. We provide a non-traditional approach to performance management. Instead of forcing change upon people (through processes, programs, systems, etc), *engage* them in the process. Empower them to be active participants and partners in the process by providing a holistic approach and dealing with the whole person (the head and the heart).

## **Intellectually Speaking (the head)**

### *Comfort zones:*

Your people and your organization have well established comfort zones. These comfort zones dictate to a large degree whether you are able to experience and successfully implement change in your life or organization. Comfort zones, simply stated, are the areas in which we comfortably perform.

When we are asked to perform outside our comfort zone we experience anxiety and tension. Our first and primal response is to push back and stay in “my” comfort zone. Here are typical behaviors that will manifest when we are put (or simply asked to step) outside our comfort zones:

- *Resist the change (sabotage)*
- *Endure the change (weather the storm; it won't last - apathy)*
- *Escape the change (leave the environment)*

These are innate human responses to change. Traditionally, we have dealt with this by forcing our way through the change by willpower, spending a lot of money on incentive programs, employee turnover, elaborate training and new systems, when often times we don't allocate any or adequate resources in equipping our people to change.

The most effective and least expensive route to effective change would be in equipping your people and helping them to change their comfort zone so they are comfortable with the future and uncomfortable with the present.



### *Self-image:*

Our comfort zones are controlled by our self-image. We all have self-images. They are the collection of beliefs we have of ourselves and our abilities. Your people have a collective image about the organization as well.

These self-images are the storage containers of all your experiences (real or imagined) and sensory input throughout your life. These images are then stored in your mind. These images are the “I Can’s” and the “I Cant’s” in your life, and they are physically manifested as your comfort zones.

There is a key to changing your comfort zones and opening the door to new opportunities and higher performance – literally removing the “lid” from your potential. It is accomplished by changing your internal beliefs and attitudes about yourself and your organization by changing your self-image. You have no doubt heard the expression “changing from the inside out.” This is literally what is happening; change truly is an “inside job.”

The resistance to change and the capacity to embrace new ideas, methods and technology is significantly enhanced through this process. It is no longer a difficult effort of willpower. When willpower goes head to head with our images and comfort zones (our internal beliefs and expectations), it usually loses. This is seen in the:

- High turnover that can accompany significant change in an organization
- Prolonged execution of change
- The full potential of initiatives and opportunities never fully realized

## **Emotionally Speaking (the heart)**

### *Self-esteem:*

We are emotional creatures and there is no getting around that. For us to be fully engaged and fully participating in life, we need to be healthy emotionally. A program that deals with performance change would be incomplete if it did not address the emotional component of self-esteem. Our definition of self-esteem:

*The degree that you consciously or unconsciously like and respect yourself and feel confident to deal with life’s challenges. It is how warm, friendly and appreciative you feel toward yourself.*

When we are asking people to perform at higher levels, we need to ensure they are emotionally healthy enough to step boldly into these new opportunities without the baggage of fear of failure.



Fear of failure is the primary reason people don't step up and step out. People with healthy self-esteem will accept new challenges and opportunities more willingly and enthusiastically because they are not haunted by the fear of failing. Failing to them is not debilitating. We see this manifested in organizations regularly. People's own fears sabotage their personal success or keep them from ever trying anything new in the first place.

If your people don't have a healthy perspective of their self-worth, then when they fail (and we all do) at something, they perceive themselves as a failure and they are effectively eliminated from productive participation.

On the other hand, people who have a healthy perspective of their self-worth upon failing are quick to get back on their feet. The recovery time is much shorter and they rapidly become a productive, participating member of the team again.

An additional and important benefit of healthy self-esteem is teamwork. We exist in a business climate that cherishes and needs collaboration and effective teaming, often times with people from different cultures, backgrounds and experiences. You cannot afford to have people who don't have a healthy sense of self-worth and self-confidence.

The destructive and costly effects of individuals with unhealthy self-esteem on a team are seen all around us:

- Fearful of change, seeks safety of the familiar
- Withholding (of participation, praise, information)
- Entering territorial boundaries (do things to intentionally bug others)
- Non-communicative, evasive, muddy in communication

The benefits of people with healthy self-esteem are sharing and serving.

#### *Values:*

There has been extensive research in the area of values clarity. Research reported in the book *The Leadership Challenge* showed a direct correlation to personal values clarity and workplace loyalty.

In the cases where employees had a clear understanding of their personal values, they were significantly more likely to be loyal to their employer. Ironically, those who did not have clarity of their personal values had significantly lower levels of loyalty – EVEN when the organization's values were clearly articulated and understood.

The conclusion is this: Clarity of our personal values, even in the absence of knowledge of, or alignment with, the organization's values made a significant difference in a person's loyalty and satisfaction in the work place.





It is a reality that most people have never given serious, conscious thought to their personal values. This alone will help your people become more purposeful, consistent and satisfied in their personal and professional lives. Since our process is a holistic approach to change, we provide your people the opportunity for personal values clarification.

## **Purposeful Outcomes**

Our program focuses all of the new awareness, and tools for changing our images, comfort zones and esteem level, toward very predetermined outcomes. We help identify what is important to the organization and the individual while focusing all the attention, energy and newly acquired skills for change towards these outcomes.

Finally, you develop a plan of action through an innovative, inspiring goal setting process to leave the program with very specific stretch outcomes, a road map for reaching the goal, and people who actually believe it can happen.

## **Summary**

By design, MTG is one of the few educational programs that focuses primarily on helping your employees develop personal performance skill sets. Why? Because the concepts and skills that are so powerful at improving non-work performance are equally potent at improving professional performance. This enables people to achieve and consistently perform at higher levels.

It is true: Discovering the “right attitude” is everything...especially when it comes to making a contribution to the organization’s bottom line. Our “secret” is simple: To the degree that your people are flexible, adaptable, confident, and committed to succeed, your business will experience success.

