

CORPORATE CULTURE WORKSHOP



The cost of not training is greater than the cost of training

Objective:

The purpose of this workshop is to integrate Customer Focus into the infrastructure of the organization.

Who Should Attend:

8 selected team leaders. The President/CEO may or may not be a part of the steering committee. Selection of these team leaders should be based on guidelines provided by CCF.

Format:

This is a series of sessions with a steering committee comprised of 8 company leaders selected by the President/CEO. These sessions run from 8:00 AM - 2:00 PM and are scheduled 45-60 days apart.

Outcomes:

Better understanding of the components necessary to design Customer Focus into the culture of the organization and learning how to integrate these roles.

Generation of action plans for each of the 8 components.

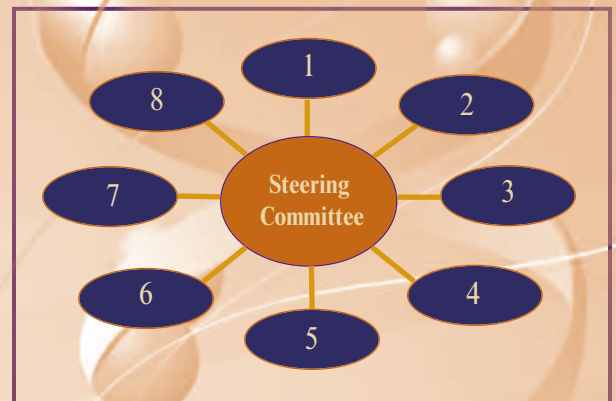
Long-Term Results:

Customer Focus is now designed into the infrastructure so that it becomes sustained.

Development of leaders that have initiative skills to implement subsequent strategies.

"It is fair to say that Whitsons has been transformed. My entire team now has a common vocabulary. Our Customer Focus attitude and culture has given us a competitive advantage. As a result, our business has grown dramatically."

Robert E. Whitcomb
Chairman & CEO
Whitsons Culinary Group



Session I:

The first session discusses corporate culture and how to implement a formal process to change corporate culture. The steering committee will learn 8 specific components to design Customer Focus into the culture.

Session II:

Committee members present their plans for the respective components. Participants add ideas and comments to enhance presented plans and listen for opportunities to integrate the components.

Subsequent Sessions:

The Steering committee will meet on their own periodically to continue the process. CCF can coach/facilitate this process as needed by the organization.