

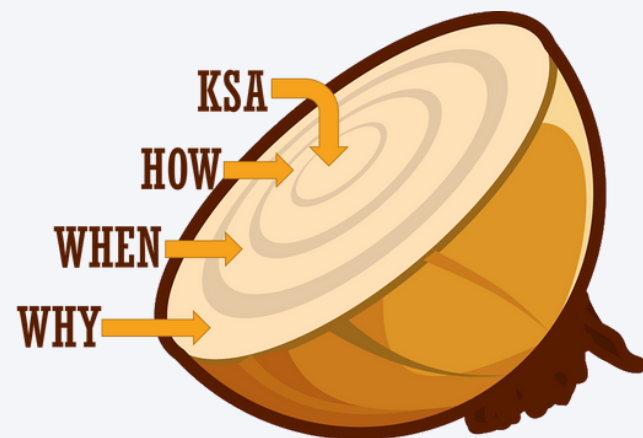
WHAT | ELEVATOR PITCH



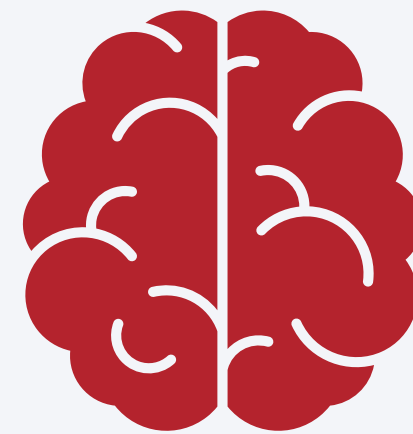
WHY

The Purpose

Knowing "why" gives us direction. It helps us decide what we will do and what we will intentionally choose not to do (prioritize). What are your beliefs, purposes, causes and benefits?



The "onion" model, the flipped classroom, the "Golden Circle" and *Start with Why* are foundational building blocks that support a deeper level of understanding.



When we start with the why and communicate from the inside-out, we are speaking directly to the parts of the human brain that control behavior.

WHEN

When is it indicated and/or when it occurs.

- E.g. April 1 through May 31, 2021
- E.g. Inclusion criteria (CPAP, etc.)

"Any organization can explain **what it does**; some can explain **how they do it**; but very few can clearly articulate **why**."

-Simon Sinek

HOW

The Process

The "how" are the processes and methodologies that we implement to realize the "what." The steps outlined in the "how" may include policies, training, videos, tools, quick drills, podcasts, live evolutions, etc.

WHAT | MISSION SUPPORT

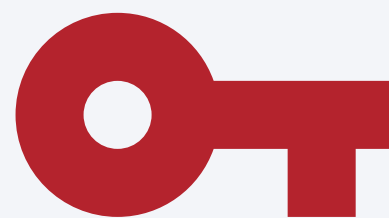


WHY

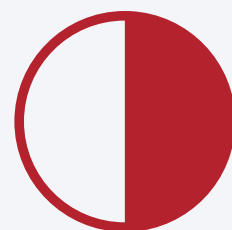
The Purpose

Because our purpose is our promise.

A truly powerful purpose statement is one that achieves two objectives: clearly articulating strategic goals and motivating your workforce (hbr.org).



For many employees, the key motivator is a sense of purpose. This is vital for instructors!



Over half of those surveyed say they're not even "somewhat" passionate about their jobs.



If you seek to inspire your workforce, you must clearly communicate why you exist and what value you provide.

WHEN

Indications/Timeline

Mission support should begin with a needs-based assessment (gap analysis) specific to your organization and its mission.

"Greatness is not born, it's grown."

– Daniel Coyle, *author*

HOW

The Process

As trainers, we can support the mission using "**The Talent Code**"

1. Deep Practice - Changing the way we train can increase skill 10X faster!
2. Ignition - Motivation and inspiration spark continuous improvement.
3. Master Coaching - Fuels passion, inspires deep practice, and brings out the best.

WHAT | DEEP PRACTICE



WHY

The Purpose

Struggle is not an option: it's a biological requirement.

"Targeted, mistake-focused practice (deep practice) is effective because the best way to build a good circuit is to fire it, then fire it again, over and over".

WHEN

Indications/Timeline

Deep practice is not based on the quantity of training. The quality of our training should be our primary focus.

Chains of habit are too light to be felt until they are too heavy to be broken."
-Warren Buffett

HOW

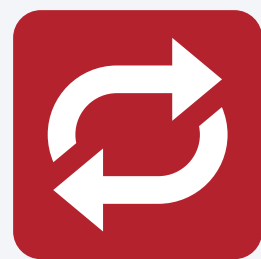
The Process

The Three Rules of Deep Practice



Rule One: Chunk It Up

Chunking takes place in three dimensions. **First**, look at the task as a whole. **Second**, divide it into its smallest possible chunks. **Third**, slow it down, then speed it up.



Rule Two: Repeat It

Repetition is **invaluable** and **irreplaceable**. When it comes to building skills, nothing is more effective than executing the action, firing the impulse, fixing errors and honing the circuit.



Rule Three: Learn to Feel It

The objective is to reach a balance point where you can sense the errors when they come. If we want to avoid making mistakes, we first have to feel them immediately.

WHAT | IGNITION



WHY

The Purpose

Who do you want to be? What do you want to be?

Ignition is about the set of signals and subconscious forces that create our identity.

The very moments that lead us to say, "That is who I want to be."

WHEN

Indications/Timeline

Ignition supplies the energy, while deep practice translates that energy over time into forward progress.

HOW

The Process



Develop an Identity (individually & organizationally)

Ignition is about the set of signals and subconscious forces that create our identity. The very moments that lead us to say, "That is who I want to be."



Recognize Primal Cues

Primal cues can trigger huge outpourings of energy. Primal cues are all around us and include a need for personal safety, future belonging, and scarcity.



Use "Effort-Based" Language

Building skill is about building confidence. Effort-based language works because it speaks directly to the core of the learning experience. Praise for effort, not IQ!

"Excellence without effort is as futile as progress without preparation"

– William Arthur Ward

WHAT | COACHING



WHY

The Purpose

Be a coach, not a critic!

Constructive and personalized coaching accomplishes the following:

- Improves individual performance
- Facilitates a deeper level of learning
- Reinforces the concept of teamwork
- Increases staff engagement
- Helps build personal awareness
- Provides a setting to gain perspective

WHEN

Indications/Timeline

Your willingness to accept and provide coaching is at the very root of continuous improvement. Therefore, coaching plays a constant, never-ending, role in our on-going pursuit of excellence.

"If it doesn't challenge you, it won't change you."

-Frank Devito

HOW

The Process



1. ADAPT YOUR COMMUNICATION STYLE

Strong coaches are adaptive communicators. Cultivate and draw on a diverse range of influencing styles based on the needs of your audience.



2. BE A MOTIVATOR

A coaching leader designs effective incentives, stimulates emotional engagement, and helps them imagine their desired outcome.



3. FOCUS ON THE OUTCOME

Results-focused leaders deliver tangible outcomes valuable for the organization, as well as individuals. Focus on outcomes, collaborate, and offer solutions.



4. SPOT THEIR STRENGTHS

Developing employees unique strengths is a more impactful way to boost performance than focusing on their week spots. Confidence boosts competence.



5. BUILD THEIR TRUST

Coaching in itself can build trust between employees and their leaders – but it's also a foundation for progress made. Trust must be earned!

WHAT | MENTORING



WHY

The Purpose

Because we owe it to one another. Mentoring works. Make it happen.

Promotes collaboration - Bridges generational gaps - Develops talent - Retains talent - Fosters diversity - Provides professional socialization - Provides personal support

WHEN

Indications/Timeline

Mentoring is a true force-multiplier within the framework of a professional development model that provides guidance at all levels, at all times.

HOW

The Process

How to Improve Workplace Culture with a Strong Mentoring Program



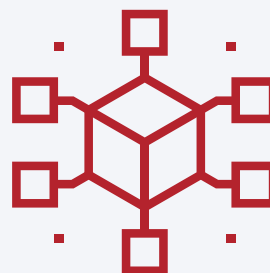
Make it personal

If the program comes across as another obligatory program, mentees and mentors are likely to resent it or merely go through the motions.



Provide clear expectations

Mentees should see it as an investment in their personal and professional growth. Mentors should know their time is valued and the benefits of mentoring are reciprocal.



Provide a structure that supports the mission

If it is not part of a regular, ongoing conversation, you will never achieve the rapport necessary for successful mentoring.

"A mentor is not someone who walks ahead of us to show us how they did it. A mentor walks alongside us to show us what we can do." - Simon Sinek

WHAT | GAP ANALYSIS



WHY

The Purpose

Bridging the gap is our responsibility. Be a bridge builder.

A gap analysis is the process organizations use to compare their current performance with their desired or expected performance.

WHEN

Indications/Timeline

- Annual training programs
- Curriculum design
- Professional development programs

“Knowing is half the battle.”

-G.I. Joe

HOW

The Process

Conducting a Gap Analysis: A Four-Step Template



1. Identify the current situation

Define what is important for your organization.
Prioritize, strategize, mobilize!



2. Be SMART

Set S.M.A.R.T. goals based on where you would like to go. Be specific, be strategic, be engaged.



3. Analyze the gaps

Where are you? Where do you want to be? It is critical that you understand the fine details.



4. Build the bridge

Establish a plan to close the gap. Develop action items and execute the plan.