

the practice of people. *change.* business.



**Vitalwork**<sup>®</sup>  
people. *change.* business.

# Vitalwork® Partnership for Results™

*how our working partnership  
can define your future*



## YOUR VISION

*and a plan to get you and your people to that place are the two elements that make it possible to achieve results of any significance.*

*That's why our practice model calls for your plan to be designed via a collaboration between you and Vitalwork. In fact, you'll find that all of our work is done in partnership with you.*

*We invite you to look at  
HOW VITALWORK WORKS.*

## ENVISION | AND MAKE YOUR COMMITMENT

Vitalwork Partnership for Results begins with **your vision**. Three years from now, looking back, what has to have happened in that time for you to be satisfied with your progress? What **Challenges, Opportunities** and **Results** are relevant to your current situation and might impact that vision? Your answers to those questions will be used to create what we call our **COR Analysis™**.

This is an opportunity for you to take a welcome step aside from your daily demands to contemplate your future. This part of the process takes 'as long as it takes' for you to envision, appreciate and articulate your desired future. We'll help you do it—and in the doing, we will both become more knowledgeable about each other, and more comfortable with the nature of our partnership.

## ASSESS | YOUR CURRENT STATE

Now that we know the end point, we draw a thorough picture of the **starting point**. We collaborate with you to gather the best data for your organization. We use a variety of tools—from senior team interviews to surveys of your workforce. Through these tools, we validate and expand on your perspective of the organization. The **Current State Report** we deliver captures the broad issues and nuances that reflect your culture and will drive the best methods to impact that culture.

*clarity future possibility insight collaboration flow transformation p*

ENVISION

ASSESS

DESIGN

ENGA

## DESIGN | A WORKING PLAN

We synthesize what we know about your organization and vision and make detailed recommendations for **a course to follow**. In designing a solution, we ask, Where can we have the largest, most fundamental impact on your business; where's the highest ROI? Where are you dealing with a chronic complaint (no one takes responsibility; people don't see the big picture; we're not getting the return we should expect from our talent) that doesn't appear to have a solution? Our experience shows that a solution does exist. We ask for your feedback and keep crafting this **Work Plan** until it's ready to implement.

## ENGAGE | SPARKING PEOPLE. CHANGE. BUSINESS.

This is the phase where we do the **vital work** that's required. Our **workshops, coaching, and assignments** enable people to participate in a process of personal and organizational transformation that's consistent with your vision. Generally occurring over several weeks or even months, our engagements are marked by continuous flexibility. Your circumstances change, the market shifts—no matter what, we adapt so that your vision is realized.

## EVALUATE | RESULTS AGAINST GOALS

We revisit the original Current State Report and Work Plan to measure our progress. We look for tangible, **measurable results**—using tools such as engagement surveys, post-work interviews, participant feedback, observation of changed behaviors. Our **Evaluation Summary** delivers the data you need to show where value and ROI were realized.

## SUSTAIN | MOMENTUM FOR THE FUTURE

The work we do with your people is only worthwhile if it has **lasting impact**. We spend time with you to determine ways to keep the momentum alive. We review what to "keep an eye on" to sustain progress and prevent a drift back to previous patterns. Our **Momentum Recommendations** detail it all.

## CELEBRATE | RESULTS ACHIEVED

We recommend a formal **acknowledgement to honor** the participants and their learning, their results, and their future possibilities. We will work with you to create an appropriate celebration to do so.

*Our mission is always to help you achieve tangible business results. Decades of experience have taught us that people change business. You'll see for yourself how that simple fact can revolutionize your entire business.*

## THROUGHOUT | COMMITMENT TO YOU

From the first moment we become your 'vision partner' until you've integrated our work together into the fabric of your business, we are committed to your success.

We demonstrate it in how we listen, share observations, customize our talent to your challenges, and adapt as work goes on. Among the efforts we provide:

### REGULAR SESSION DEBRIEFS

After every session, we come back to you to report trends, constructive observations, the group's progress (while honoring participant confidentiality).

### SPONSOR COACHING

How can you make the most of our work with your people? We'll suggest ways to maximize your own effectiveness.

### PROGRAM PARTICIPANT COACHING

Sometimes the work at hand brings up related issues that aren't appropriate to handle in a group setting. People are encouraged to contact us for individual coaching on these issues. We can also be contracted to provide more extensive private coaching.

### ADMINISTRATIVE SUPPORT

We provide your designated logistical support staff with a plan for optimal program execution. Your staff will be prepared to account for every detail. When participants sit down, everything is ready; they can focus on getting the most from the program.

### SUPPLEMENTAL INFORMATION SHARING

We regularly share information with you and your participants—articles, commentary, web links, assessment tools—to help you continue your learning.

### KNOWLEDGE PRODUCTS

Program participants often want to pursue a deepening of understanding and skill. Our knowledge products have been designed to support self-paced learning and team development.

*Partnership communication working relationships uncommon results*

*Without deviation from the norm, progress is not possible. — Frank Zappa*

## WHAT'S NEXT | WHATEVER YOUR VISION REQUIRES

Some of our clients need only one 'round' of Vitalwork Partnership for Results before they're ready to tackle their challenges on their own. For others, the results achieved through our relationship open up other possibilities for change within the organization—and so we re-engage our practice model to tackle a new challenge.

It is our intention that you integrate the experience of Vitalwork Partnership for Results to become self-reliant and independent in handling the issues that surround people, change, and business. Once we have engaged with you, we also consider you a lifelong partner, and are always eager to hear about your successes, challenges, and hopes for the future.



*We are called to be architects of the future, not its victims. — R. Buckminster Fuller*

"I have engaged Vitalwork at two companies in very different industries, both focused on very high levels of customer service and 'taking it to a new level.' I've liked that Vitalwork has worked hard to deeply understand the business—not just surface-level management concepts. They quickly understood the culture and specifically what needed to be addressed, and then brought the discussion and the vision to a new level of what we could achieve.

Their process is unique because it addresses how to talk to people, gain their insights, and get their buy-in, which is far from any typical training or seminar that you would ever see. It is hard to describe, but very powerful for anyone who has gone through it. The feedback from people who have been through it is impressive: there is a strong piece that touches them deeply and challenges their thought processes."

— Martin Mucci, Senior Vice President of Operations, Paychex Inc.

## THE WORK—AND THE FUTURE | AWAIT YOU

Now is the moment you are thinking about how you can use the momentum and energy that Vitalwork Partnership for Results can bring.

**Seize this moment.**

Contact us today: 585-387-9222

## VITALWORK | PHILOSOPHY AND PRACTICE

At Vitalwork, we believe that the key to a competitive company lies in hiring the right people, developing them to be great, and creating a culture in which they will want to stay.

We have partnered with business leaders since 1989 to bring this 'vital work' into practice—and fruition. Our offerings address hiring, coaching, leadership, team dynamics, and organizational culture.

Our clients are national in scope and found within industries such as technology, healthcare, telecommunications, financial services, manufacturing, and pharmaceutical.

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