



BOB.

PLEASANT.

PUNCTUAL.

TAKES INITIATIVE.

PANICS UNDER PRESSURE
AND CREATES
WIDESPREAD CHAOS.

TEAM PRODUCTIVITY PLUMMETS.





SALLY.

INTELLIGENT.

ORGANIZED.

RESOURCEFUL.

EVERYTHING IS AN
ARGUMENT AND
SHE ALWAYS WINS.



EMPLOYEE TURNOVER
HITS ALL-TIME HIGH.

TOM.

CHARMING.

CREATIVE.

CHARISMATIC.

RARELY DELIVERS
ON HIS COMMITMENTS.

CUSTOMERS BOLT
FOR THE COMPETITION.





YOU.

SMART.

FRUSTRATED.

AT WIT'S END.

AND
REALIZING THAT . . .
people. *change.* business.

**BUSINESS TAKES A MAJOR TURN
FOR THE BETTER.**



WORKING RELATIONSHIPS

HAVE A LOT TO DO WITH WHETHER YOUR BUSINESS . . . IS WORKING



Getting a little worried?

Thinking these 'relationships' are all about keeping track of Joanna's birthday and Sam's kids' soccer schedule and ordering in free pizza on casual Fridays and . . . oh, and did we mention that there's some encounter session work, a few group hugs and one giant Kumbaya?

RELATIONSHIPS? AT WORK?

DO WE HAVE TO GO THERE?

Ask anybody who's worked with Bob, or Sally, or Tom. The way people interact with each other—and with your customers—can make or break your business. At Vitalwork, we know that if you want to improve your business performance, you must improve your working relationships.



COME ON, HUM ALONG WITH US,
AND PASS THE S'MORES....

are they working?

WORKING RELATIONSHIPS REDEFINED



Working relationships are not about people socializing with their coworkers. Or even liking them, necessarily.

**WORKING RELATIONSHIPS
REQUIRE RESPECT, TRUST,
COLLABORATION AND
HONESTY IN SUFFICIENT
MEASURE TO ACHIEVE
DESIRED RESULTS.**

“We now live in a knowledge-based economy that requires creating experiences that customers want to buy. To create these experiences, employers need employees to engage with each other and with customers. But most of us weren’t educated for collaborative work. Instead, we’ve been graded on individual performance. Ask for help on a test—you’re cheating. Ask for help on a job—you’re incompetent.



The focus of Vitalwork is to help people shift how they think about themselves in relationship to their work, their coworkers and what they can achieve in collaboration. Embrace this approach, and your future can outshine your past.”

—MIKE COOK, FOUNDER,
VITALWORK, INC.

NO POKER NIGHTS OR WHITEWATER RAFTING
OR JEWELRY PARTIES....

THE MAIN REQUIREMENT OF PEOPLE. *CHANGING*. BUSINESS. (FOR THE BETTER):

INVESTING IN WORKING RELATIONSHIPS
THAT CAUSE THE FUTURE TO BE
DIFFERENT THAN THE PRESENT



You've tried other worthwhile approaches. Fired one manager, hired another. Redesigned some processes. Re-engineered your compensation structure. But Sally is still stirring up conflict and Tom still does not follow through on his commitments. That's why the working relationships which lie at the heart of most business challenges are the core focus of every Vitalwork program.



Our work with people is straightforward and simple and rooted in a deep relationship with you and your vision for your company. It doesn't require guitars, hiking boots, or hugs. People don't have to pretend to be someone they're not. It just requires time, and a commitment to making the future look different than today. It's not easy. But it's worth it.

"The hard stuff (facts, data, numbers) is certainly needed. But it's people—the 'soft stuff'—who glue it all together to drive your results to the highest level."

—MARTIN MUCCI, SENIOR VICE PRESIDENT OF OPERATIONS,
PAYCHEX INC., ABOUT HIS EXPERIENCE AS A VITALWORK CLIENT

ISN'T IT TIME TO OPEN IT UP?

585-387-9222 | INFO@VITALWORK.COM

JANE.
MESSY. FORGETFUL. REQUIRES CAFFEINE.

MAKES TIME TO MENTOR NEW HIRES,
EVEN IF THEY WORK FOR SOMEONE ELSE.



EMPLOYEES TURN DOWN
BETTER-PAYING JOBS ELSEWHERE.

BILL.
OPINIONATED. LOUD. IMPATIENT.

WORKS AS LONG AND HARD AS IT TAKES
TO SOLVE A CUSTOMER PROBLEM.



REPEAT SALES QUADRUPLE.

MARY.
PERFECTIONIST. DEMANDING. OVERLY AMBITIOUS.

ALWAYS DELIVERS WHAT SHE PROMISES.



TEAM MEMBERS EXCEED GOALS
EVERY QUARTER.

Vitalwork, Inc.
One Lockwood Drive
Suite 320
Pittsford, NY 14534
585-387-9222
info@vitalwork.com
www.vitalwork.com

Vitalwork[®]
people. change. business.