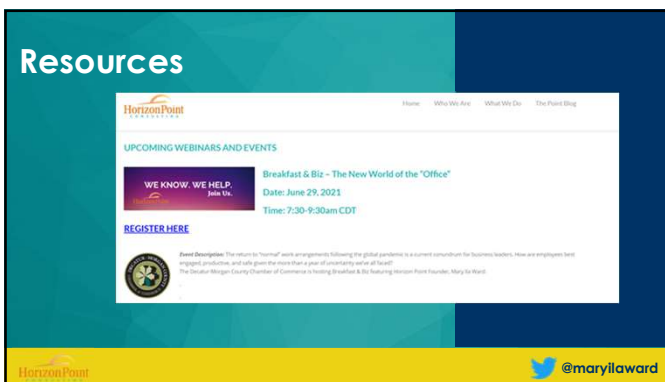
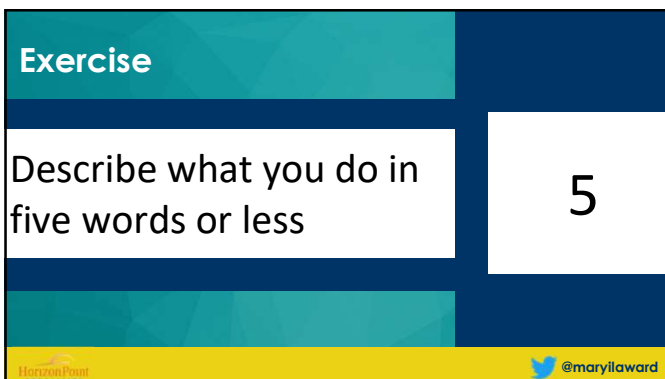




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The Forest: Your Culture

- Values
- Story



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The Trees

- Buckets
- Bullets
- Working Memory
- Relationships



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CULTURE ISN'T COMPLICATED

It is simply a result
of daily behaviors.

IF YOU DO NOT DEVELOP
YOUR CORPORATE CULTURE
IT WILL DEVELOP ITSELF.

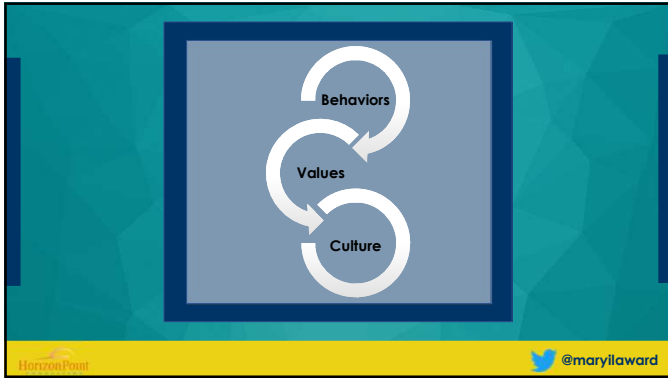
**CORPORATE CULTURE
DOESN'T HAPPEN BY ACCIDENT**
AND IF IT DOES, YOU'RE TAKING A RISK.

MONIQUE WINSTON, CHIEF EXECUTIVE OFFICER | OPTIMA LENDER SERVICES

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How do you create or calibrate your organizational values?

**The Good, the Bad and the Ugly of Behavior:
Case Study Activity**

8

Case Study Brainstorming

Case Study Title:

Ground Rules:

- Incident/outcome, whether positive or negative, has to involve the whole enterprise - i.e., Everyone would know about it
- Brutal honesty in describing the event

Brainstorming:

- Describe what happened - What were you trying to accomplish and why?
- Why did the good/bad happen?
- Timeline
- Key decisions that were made (where did the breakdown or positive outcomes begin to happen?)
- Do you see any trends in the behaviors of the good/bad?

WHEN?

WHAT HAPPENED?

WHY DID THE GOOD/BAD HAPPEN?

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Service

We are a service driven organization that leads with empathy, emotional intelligence, and a community first mindset. We seek to understand and support each other, our partners, our clients, and other COGS across the state. This also means acting with openness and flexibility when needed by adapting to the ever-changing demands in the work we do.

Initiative

We lead with a willingness and drive to accomplish our goals to serve all our stakeholders. We are focused on doing the best work and being the best through hard work and perseverance.

Accountability

We lead with ethics and guardrails in our work to ensure that we take initiative and are service driven. We do not make promises we cannot keep, and we take ownership of our work and its outcomes. We are playful, detail oriented, judicious, and seek to ensure processes and procedures are in place to always keep a forward looking and thinking approach to our work.

Transparent Communication

We lead with transparent communication in all that we do. This ensures that we are accountable, and service driven. This means setting clear expectations, sharing information at all levels of the organization, and ensuring all staff are educated and trained on the work that we do. We keep a professional posture in all our communications.


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CULTURE ISN'T COMPLICATED

You articulate the behaviors through simple narrative.

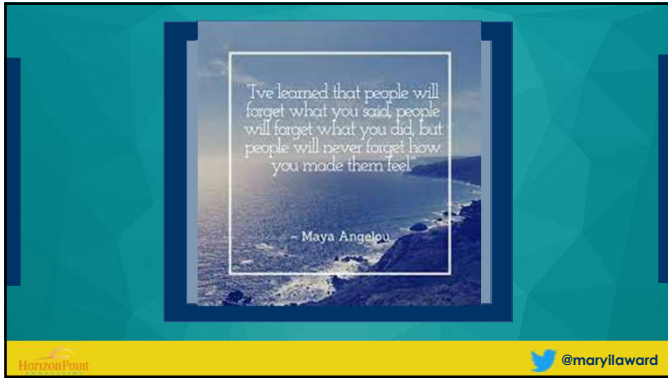
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I didn't have time to write a short letter, so I wrote a long one instead.

Mark Twain

© 2019 HorizonPoint

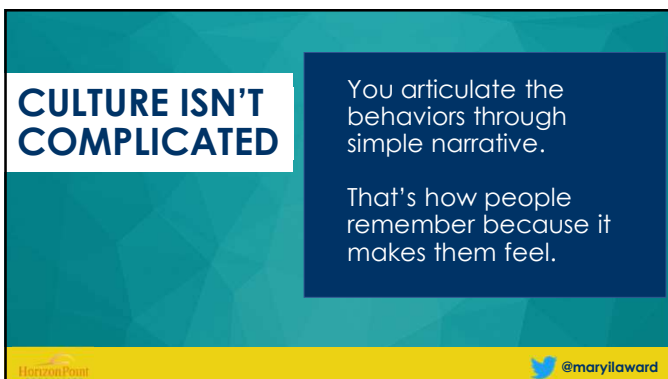
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14



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Telling Your Story

Everyone has a story worth telling.


Sharing our personal stories helps us to describe who we are and helps us get to know one another. This leads to authenticity and inclusivity, which leads to better workplace outcomes.

Use the following blanks to explain key parts of your story - *who you are*. Here are some things to think about:

- What are key memories and experiences from your childhood/youth?
- Who are the major influences in your life? How have they shaped your story?
- What work experiences have you had that have shaped who you are?
- What "Aha!" moments have you had that changed the way you view the world and your role in it?


Remember, this is not about what you are. It is about *who* you are.

Key Story 1: _____

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Welding Values and Story Together





150 200

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The Trees

- Buckets
- Bullets
- Working Memory
- Relationships



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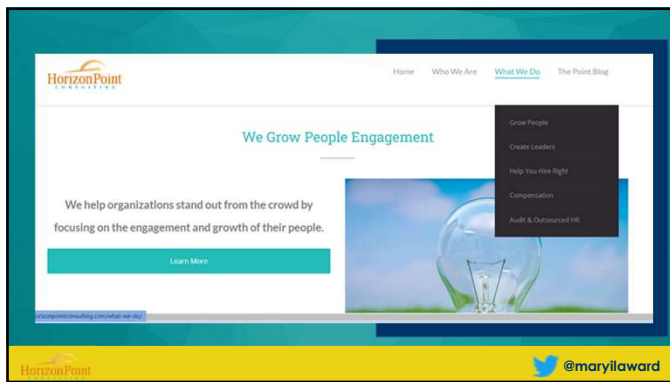
Buckets


- By What
- By Who
 - You Serve
 - You Are



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21




WHO WE ARE NEWS IMPACT SERVING PEOPLE SERVING COMMUNITIES




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- Bullets not paragraphs




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- Does the language make sense to those who you need you?

“Alabama CARES”
“Ombudsman”
“Medicaid Waiver”

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Exercise

Recite your childhood home phone number.

7

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• The Rule of 7

The Magic number 7 (plus or minus two) provides evidence for the capacity of short term memory. Most adults can store between 5 and 9 items in their short-term memory. This idea was put forward by Miller (1956) and he called it the magic number 7.

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Home Who We Are What We Do The Point Blog

We Customize

Key Training Topics

Below are some key training topics and outlines we use as a basis to customize programs for your organization.

Beyond Leadership
Designed for Managers of People

- Understand Yourself & Others - Managers
- Performance Management
- Change Management
- Basics of Leadership
- Stress Management
- HR Basics/Sensitivity Training
- Building a Psychologically Safe Workplace
- Skill vs Will

Beyond Talent
Designed for Individual Contributors and Managers

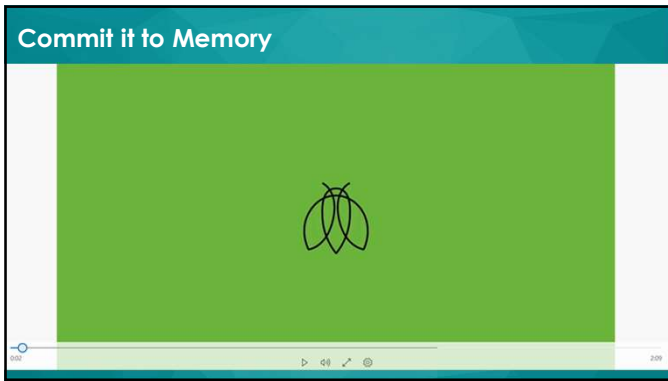
- Understand Yourself & Others - Individual Contributor

“Lists with Less win.”
Leidy Klotz

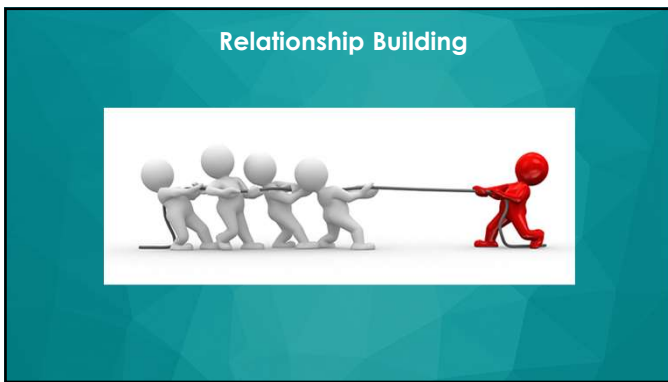
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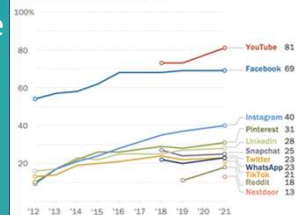


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Go to your target audience

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.
Source: Survey of U.S. adults conducted Jan. 25-Feb. 6, 2021.
"Social Media Use in 2021"

PEW RESEARCH CENTER

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Go to your target audience

% of U.S. adults in each demographic group who say they ever use ...

	Facebook	Instagram	LinkedIn
Total	69%	40%	29%
Men	61%	36%	31%
Women	77%	44%	26%
Age 18-29	70%	71%	30%
30-49	77%	48%	36%
50-64	73%	29%	33%
65+	50%	13%	11%
White	67%	35%	29%
Black	74%	49%	27%
Hispanic	72%	52%	19%
Less than \$30K	70%	35%	12%
\$30K-\$49,999	76%	45%	21%
\$50K-\$74,999	61%	39%	21%
More than \$75K	70%	47%	50%
High school or less	64%	30%	10%

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Exercise

Where is one place you need to "go" to reach a key audience?


1



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You've got to
take the walk...





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The Point Blog

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