

# Getting Naked

**-BUILDING TRUST AND LOYALTY**

**WITHIN UM FINANCE**

John Rodriguez Oct 16-17, 2012



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**“If we provide great customer service, people will pester us with a bunch of stupid questions. Do we really want that?”**

*Organizational Health is the single greatest competitive advantage in business. It is virtually free and accessible to any leader who wants it, and yet it remains largely untapped in most organizations.*

# TWO REQUIREMENTS FOR SUCCESS

## Smart

- Strategy
- Marketing
- Finance
- Technology

## Healthy

- Minimal Politics
- Minimal Confusion
- High Morale
- High Productivity
- Low Turnover

# THE FOUR DISCIPLINES OF A HEALTHY ORGANIZATION



# THE STANDARD MISSION STATEMENT

“Dunder Mifflin Incorporated provides its customers with quality paper products and the expertise required for making informed buying decisions. We provide our products and services with a dedication to the highest degree of integrity and quality of customer satisfaction, developing long-term professional relationships with employees that develop pride, creating a stable working environment and company spirit.”

**(from a t-shirt in New York City.....)**

# A HEALTHY ORGANIZATION



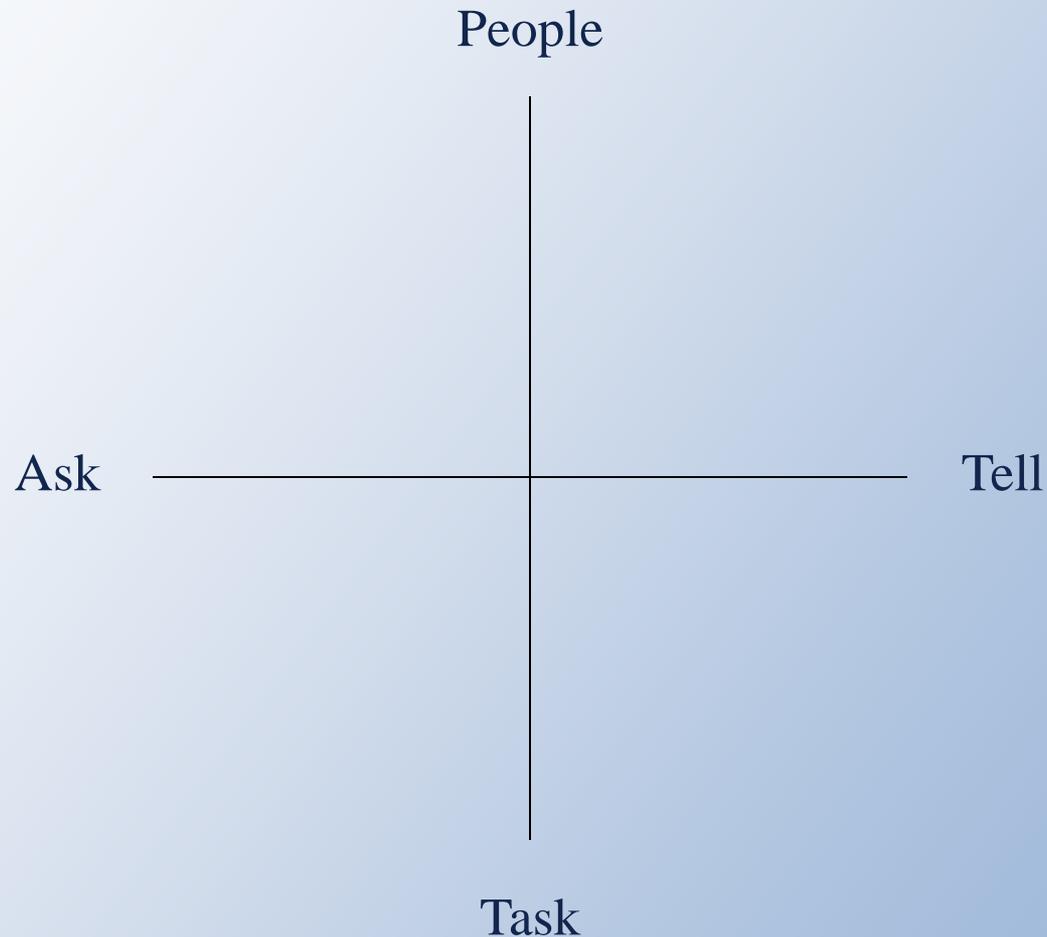
1. Why do we exist?
2. How do we behave?
3. What do we do?
4. How will we succeed?
5. What is most important, right now?
6. Who must do what?

# Why isn't the Healthy side Promoted?

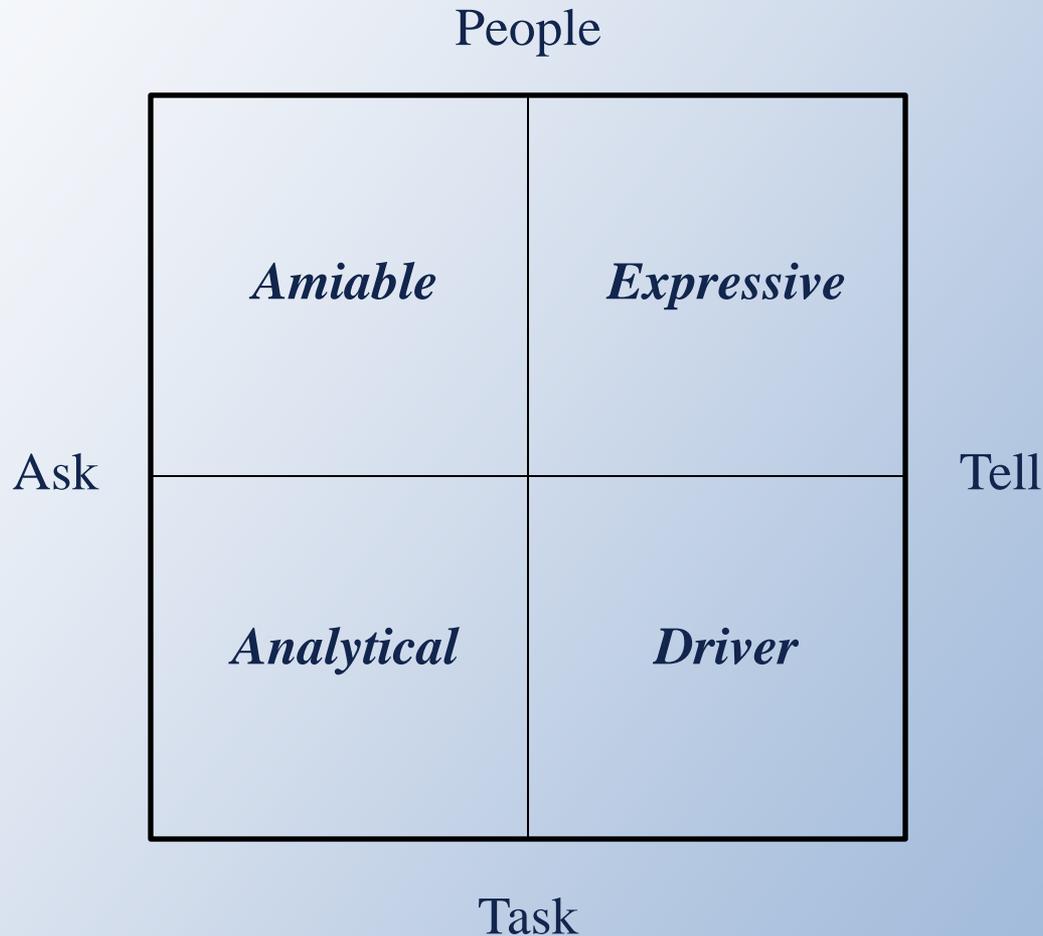
- **Sophistication** - It's hard for some to embrace something so simple.
- **Adrenaline** – It's hard to slow down and deal with “soft” issues when the daily adrenaline rush is elsewhere.
- **Quantification** – Benefits of a Healthy Organization are powerful, but difficult to accurately quantify.

Communicating clarity (repeating things 7 times) takes effort

# THE WORKING STYLES – BUILDING TRUST



# THE WORKING STYLES – BUILDING TRUST



# BEING VULNERABLE BUILDS TRUST

## - DISCUSSION QUESTIONS

1: Where did you grow up?

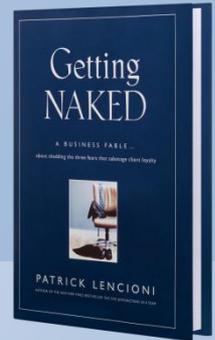
2: Where were you in the birth order?

3: What was a childhood challenge that you had to overcome?

# THE NOBILITY OF SERVICE



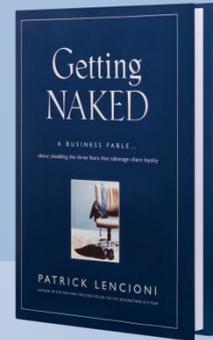
# GETTING NAKED



## Definition of Vulnerable, according to Webster;

- 1: capable of being physically or emotionally wounded
- 2: open to attack or damage
- 3: liable to increased penalties but entitled to increased bonuses after winning a game in contract bridge

# GETTING NAKED



# RULE OF 1/3

Human nature has built in skepticism on change. Focus on the positive to change the culture.

- 1/3 of participants find something relevant & positive
- 1/3 of participants will look for and find the negative
- 1/3 will wait and see which 1/3 is winning and align

# NEXT STEPS – Your growth

- Although these principles are pretty simple, most of us will have forgotten them by the end of the week.
- Your growth depends on your daily agenda, so please continue the conversation in your work groups or at home. Remember “hope is not a growth strategy”.
- Some conversation starters could include:
  - How can I help my organization be more healthy?
  - Mission statement – How can I create one that “sticks”?
  - Fundamental attribution error – Your examples?
  - Working styles – Why is this important to recognize?
  - 3 Fears – What does it mean to “lose the business” in my work group?
- What do you have to lose?