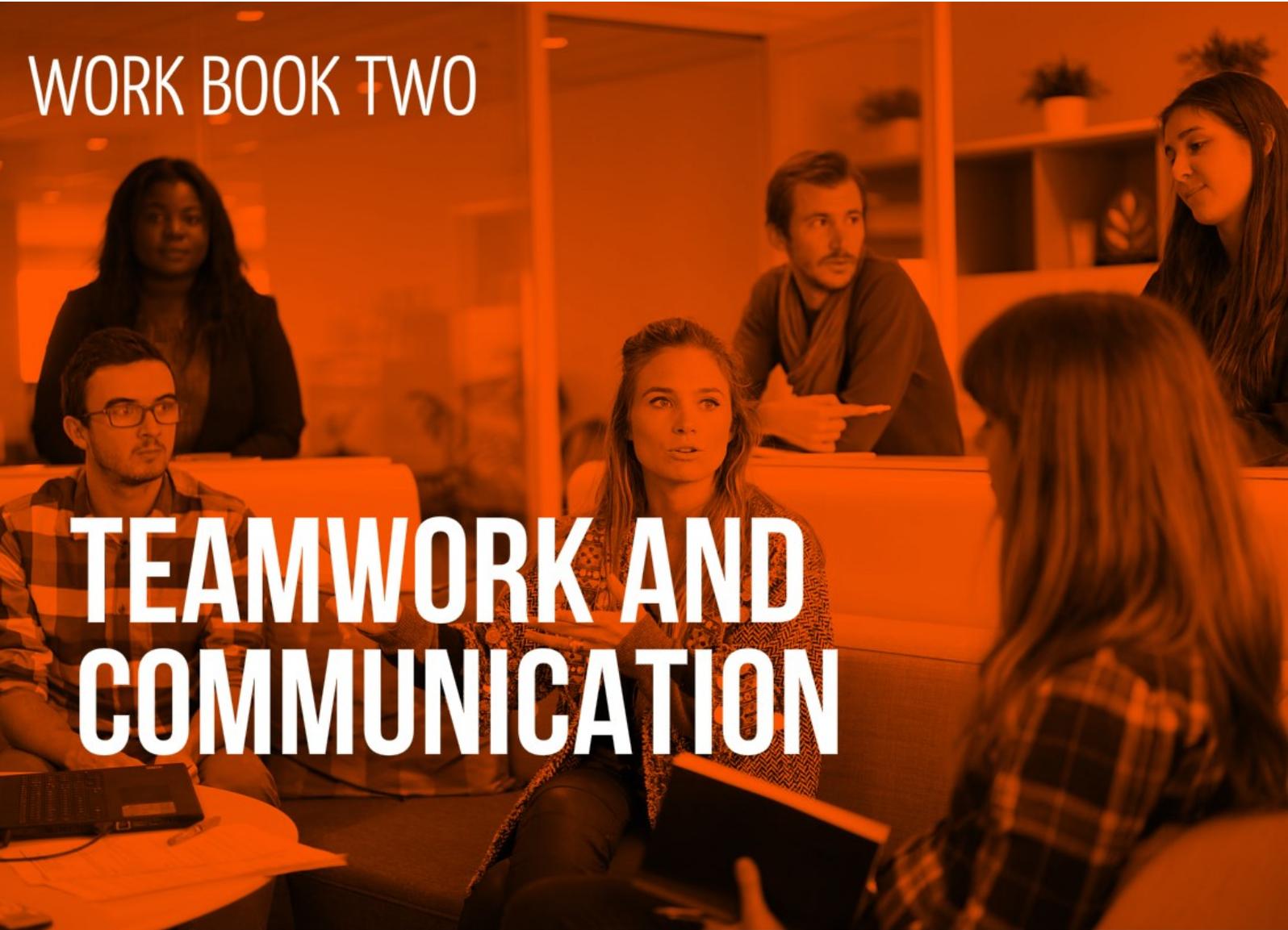


WORK BOOK TWO



TEAMWORK AND COMMUNICATION

LEARN WHY TEAMWORK AND COMMUNICATION

ARE ESSENTIAL FOR THE SUCCESS OF YOUR BUSINESS

COACHING ACADEMY SPECIALIST

Where Small Businesses Grow



MEAGHER

Core Values

Teamwork And Communication

“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.”

– Steve Jobs, Co-founder, CEO, Chairman Apple Inc

What Are Core Values?

Core values are part of a company's DNA. They define what an organisation stands for, highlighting an expected and ultimate set of behaviours and skills. A company's values lie at the core of its culture. Values are fundamental, enduring, and actionable.

Driving priorities and decisions, values help determine how a company spends its time and money. The actual values of an organisation are determined mainly by where it invests its resources and how its employees behave, not what the leader says or what's posted on company walls.

When properly executed at the leadership level, core values play a fundamental role in attracting and retaining talented employees, making difficult decisions, prioritising resources, reducing internal conflict, differentiating the brand, and attracting the right breed of customers.

Why Your Company Needs Core Values.

Human capital is the lifeblood of today's enterprises. Attracting top talent in a fast changing global marketplace and retaining them takes more than high salaries and benefits packages. Talented people want to work in environments where they can develop and thrive. Top performers seek out organisations with values that match their own.

Teamwork And Communication/Continued

As a consequence, the importance of a company's culture is becoming more apparent. Numerous research studies have highlighted that corporate culture is a primary driver for innovation.

- A commitment to sustainability and to acting in an environmentally friendly way. Companies like "Shell" have environmental sustainability as a core value.
- A commitment to innovation and excellence. Apple Computer is perhaps best known for having a commitment to innovation as a core value. This is embodied by their "Think Different" motto.
- A commitment to doing good for the whole. Google, for example, believes in making a great search engine and building a great company without being evil.

For your company's Core values to have any merit and credence, you will need to choose from the following list the ones, that are right for you or your organisation:

1. **Teamwork**
2. **Communication**
3. **Respect**
4. **Integrity**
5. **Honesty**
6. **Safety**
7. **Attitude**
8. **Competence / Knowledge**
9. **Accountability**
10. **Community**
11. **Creativity**
12. **Diplomacy**
13. **Success**
14. **Diversity**

12 Reasons Why CEOs Should Take Core Values Seriously

1. They can set a foundation for the organisation's culture.
2. They can improve morale and can be a rich source of individual and organisational pride.
3. They can align a large group of people around specific, idealised behaviours.
4. The values can guide difficult decisions by determining priorities in advance.
5. The values can help positively influence how employees interact with one another.
6. The values can help you attract, hire, and retain the right type of employees.
7. The values can help you assess performance (both individually and organisationally).
8. They can help prevent conflict and mitigate conflicts that do arise.
9. They can help you improve innovation.
10. They can help differentiate your brand in the minds of your customers and partners.
11. They can impact how the organisation serves its customers.
12. They can help you attract the right breed of customers.

Teamwork

- Demonstrate compassion and respect for each other.
- As members of one team, enhance efforts of others with recognition and praise when they are due, constructive criticism when it is needed, and esteem for the contribution of each individual to the total team effort.
- Promote cooperation and support among colleagues in order to enhance our combined/joint knowledge and wisdom.
- We encourage effective working relationships within and between departments, suppliers and customers, to address issues and achieve valuable results.
- Success depends upon our ability to perform as a highly effective team. We acknowledge the mutual responsibility of our shareholders, colleagues, suppliers and customer to provide a high quality service and to work together to meet our common goals. Together everyone achieves more.
- We value individual ability and diversity to provide exceptional quality service that exceeds customer expectations. We create an atmosphere of mutual support, respect and cooperation. We believe in the spirit of cooperative effort, realising our success depends on our ability to perform as one highly effective team.

Communication

- Communicate openly, honestly and supportively.
- Honest interaction with both our customers and fellow employees creates an atmosphere of trust, promoting a higher quality of service.
- We foster open and clear discussion that encourages the willingness to speak up and to listen, within a framework of respect and understanding.
- We believe in simplicity, accuracy and clarity in communications with our customers and each other.
- We value our commitment to listen and speak openly, honestly and effectively thereby encouraging an open exchange of ideas within a framework of respect and understanding.
- Use clear consistent, concise and direct communication. Involve those who need to be in decisions and communicate before implementation, so there are no surprises. Talk to the right person when you have a problem.
- Staff need to understand how and why the core value of communication is relevant to their role within the company. We must avoid generic statements which are fluffy to say the least.
- This core value needs to be communicated not just through a locally held work instruction or internal memo, but through training and clear demonstration of appreciation and recognition.
- Above all there should be ample evidence of this core value through continuous good example from the top management. This will avoid staff thinking of double standards if they see management flouting the core value

Success Story and Positive Mental Attitude.

Christopher Reeve

Christopher Reeve the actor, (Superman) was thrown from a horse in 1994 and suffered a spinal cord injury which left him completely paralysed from the neck down, requiring a mechanical ventilator even to breath.

When questioned he said that “ following a brief period of complete despair, these feelings passed relatively quickly and that he now considered himself to be a lucky guy.

He cited the blessings of a beloved wife and children. “I don’t have a brain injury, so I still have a mind I can use”

Focusing on his resources Reeve has elected to use his mind to increase awareness and educate the public about spinal cord injury, to help others, and has plans to continue with a heavy schedule of speaking engagements..

**DON'T FORGET TO WATCH THE
“TEAMWORK AND COMMUNICATION”
VIDEO.**