



## Make Work Great

Improved accountability, enhanced culture,  
increased output, and reduced stress...  
one person at a time  
(8-24 hour multi-media seminar)



### Overview

*Make Work Great* destroys the notion that culture change must originate from the top of the org chart and flow downward. It puts executives, managers, and employees together – metaphorically and maybe physically. Then, it puts tools and techniques for creating cultural change in their hands. It teaches everyone some simple behavioral patterns to make them better at what they do right now. As they practice those patterns individually, they can't help but model them to others, and change begins even before the session ends.

Each participant also receives a personalized *Behavioral and Cultural Pattern Inventory*, the first assessment ever to measure these behavioral patterns and the resulting Output versus Stress Ratio. Assessments are available in self-only or 360-feedback versions.

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***Graduates of this program increase their output,  
reduce stress, and become agents of cultural change.***

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### A Practical Approach

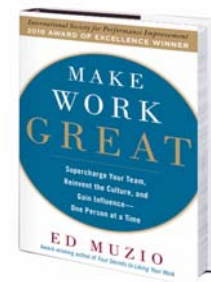
*Make Work Great* is a group learning sequence in the purest sense. It is flexible in implementation, and can be run either as a 1-3 day workshop, or as a sequence of 2-4 hour modules spread over time with both live and virtual delivery.

Designed for the adult learner, this course is filled with activities in which participants interact with each other and deal with the realities of their workplace as it exists today. Learning is rapid and application is instantaneous; when participants leave the session they have already begun to apply their new patterns.

### Graduates of this seminar...

- Receive the 30-50 page *Behavioral and Cultural Pattern Inventory*, with personalized feedback regarding their current practice of the patterns, output, and stress levels
- Use six types of Overtness and three types of Clarity to improve their understanding and communication regarding their own work
- Become clearer about their own purpose, their interdependencies on others, and ways to maximize their collective output for the benefit of the organization
- Practice with patterns of activity to reduce their own stress, increase their output, and make their work better, while at the same time creating the potential for improvements to culture
- Become agents of cultural change, without having to do anything other than reduce their own stress

*No prerequisites or prior experiences are required.*



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## Course Contents

- ***Overtness about Task:***

Patterns of activity that reduce stress and increase productivity

- Overtness about Purpose: Defining clear statements about output and intention, and communicating those statements concisely and appropriately
- Overtness about Impact: Understanding the impact of one's output to the organization, and checking those impacts against broader system goals
- Overtness about Incentive: Understanding personal engagement with one's output, and making adjustments as needed to improve alignment
- Overtness about Progress: Systematically cultivating an awareness of progress relative to stated goals, and monitoring that progress individually
- Overtness about Resources: Maintaining a definition of the resource requirements related to output, and managing those resources correctly
- Overtness about Capability: Working to understand one's own capability, and proactively seeking the necessary skills and information for success

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***Embedded video clips are available after the session,  
at no charge, for all participants to review and share***

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- ***Clarity within Relationships:***

Patterns of activity that reduce stress and increase productivity

- Clarity of the Question: Defining the purpose of an interaction in advance, and using that definition to maximize interactive effectiveness
- Clarity of the Approach: Clearly defining one's approach to someone in advance, and adjusting that approach if needed
- Clarity of the Need for Agreement: Limiting the need for agreement in critical interactions, and using that limitation for mutual benefit

- ***Assessment Results and Applications***

- Use feedback about current practice of the patterns above to define a specific, high-leverage improvement plan for the next few weeks

## Multimedia Components

Key pieces of course content are delivered via three to four minute expert video lessons. The inclusion of these video lessons makes the information transfer more efficient and more engaging, and it ensures that participants are learning directly from author and expert Ed Muzio, even when the course is being run by another certified facilitator.

More importantly, the embedded video clips are available after the session, at no charge, for all participants to review and share. In this way, session graduates can share what they have learned, and encourage their coworkers to discover it too.

