Ruth & Norman Rales
Jewish Family Services

Presenters: Chris Williams and Wendy Watkins
Wide Awake Business, LLC

Opening Remarks:

Danielle Hartman, NMN
President and CEO

Ruth & Norman Rales
Jewish Family Services

wideawake BUSINESS

Meet Chris and Wendy

Chris Williams, CEO, Master Coach and Facilitator
Chris Williams is the CEO of Wide Awake Business and has spent more than 30 years helping organizations achieve meaningful growth. Since 2008, she has guided more than 6,900 clients in strengthening their leadership, increasing revenue, and creating lasting organizational success.

Before founding Wide Awake Business, Chris trained more than 1,000 sales professionals at Xerox, led a team of 300 to Baldrige Certification, and grew her own company from a 4% to an 18% market share with $4 million in annual revenue. She is the creator of the Leadership Cohort, Winning Sales Techniques, and Revenue Modeling programs, and is known for helping nonprofit organizations develop practical strategies that produce measurable results and significant non-profit fund raising.

Wendy Watkins, Master Coach and Lead Facilitator
Wendy Watkins is a consultant with Wide Awake Business, specializing in leadership development through executive coaching and training. She helps leaders expand their impact with clarity, confidence, and purpose while building successful, sustainable organizations.

A seasoned coach, speaker, and former million-dollar sales leader with Aveda, Wendy is also the author of *The Joy Factor Recipe Book: A Common Sense Approach to a Delicious Life*. Her Mind-Body-Business approach equips leaders with practical strategies to thrive both professionally and personally.

Day 1

- Get to know you
- Meeting protocol
- Communication Styles
- Lifesaver Game

wideawake BUSINESS

Tackle the Management Conundrum:

Employee engagement	Different generations	Hybrid work environment	Less satisfied
More Stressed – feeling burnt out	Feeling less connected	Less engaged	Management team must have new tools

wideawake BUSINESS

Inspired by JFSLA and JFS CARE

Ruth & Norman Rales
Jewish Family Services

Ice breaker:

- Name
- Department
- How long with JFS
- 1 thing to know about you

wideawake BUSINESS

Meeting Protocol – inspired by Berne Brown

- 2-word Check In
- Your Container
- Permission Slip
- 2-word Check Out

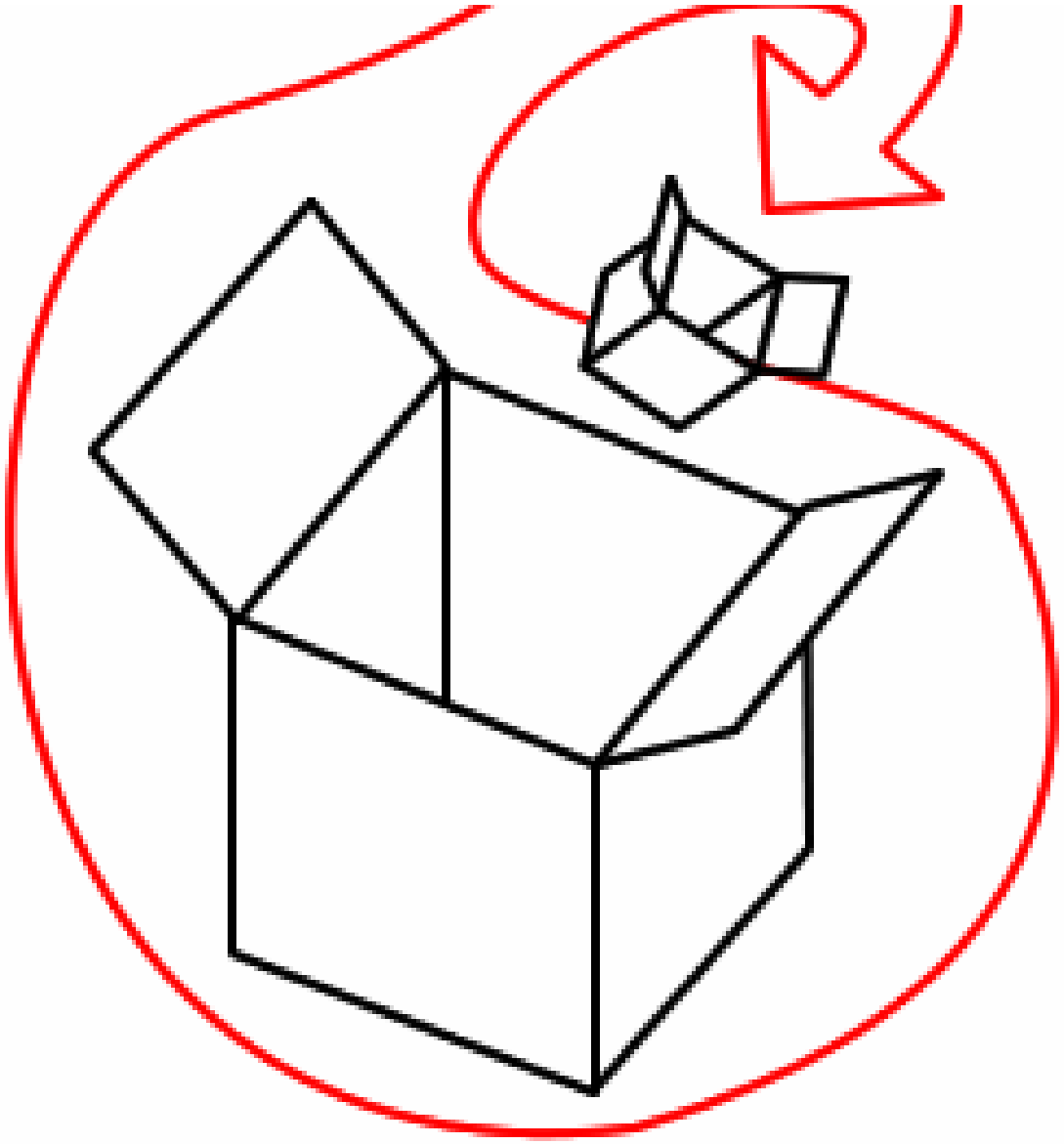
wideawake BUSINESS

2-word Check-In

Your Safe “Container”

What do you need to feel open and safe in our conversations?

What will get in the way of your showing up and doing the work?



wideawake BUSINESS

What must you give yourself permission to do, feel or not do to show up for this JFS meetings!

wideawake BUSINESS

Communication tackles the Management Conundrum

Why Communication Styles?

- Understand others
- Improve your personal and professional effectiveness
- Powerful insights
- Internal compass

wideawake BUSINESS

The science behind the communication matrix

"Everything that irritates us about others can lead us to an understanding of ourselves."
Carl Yung

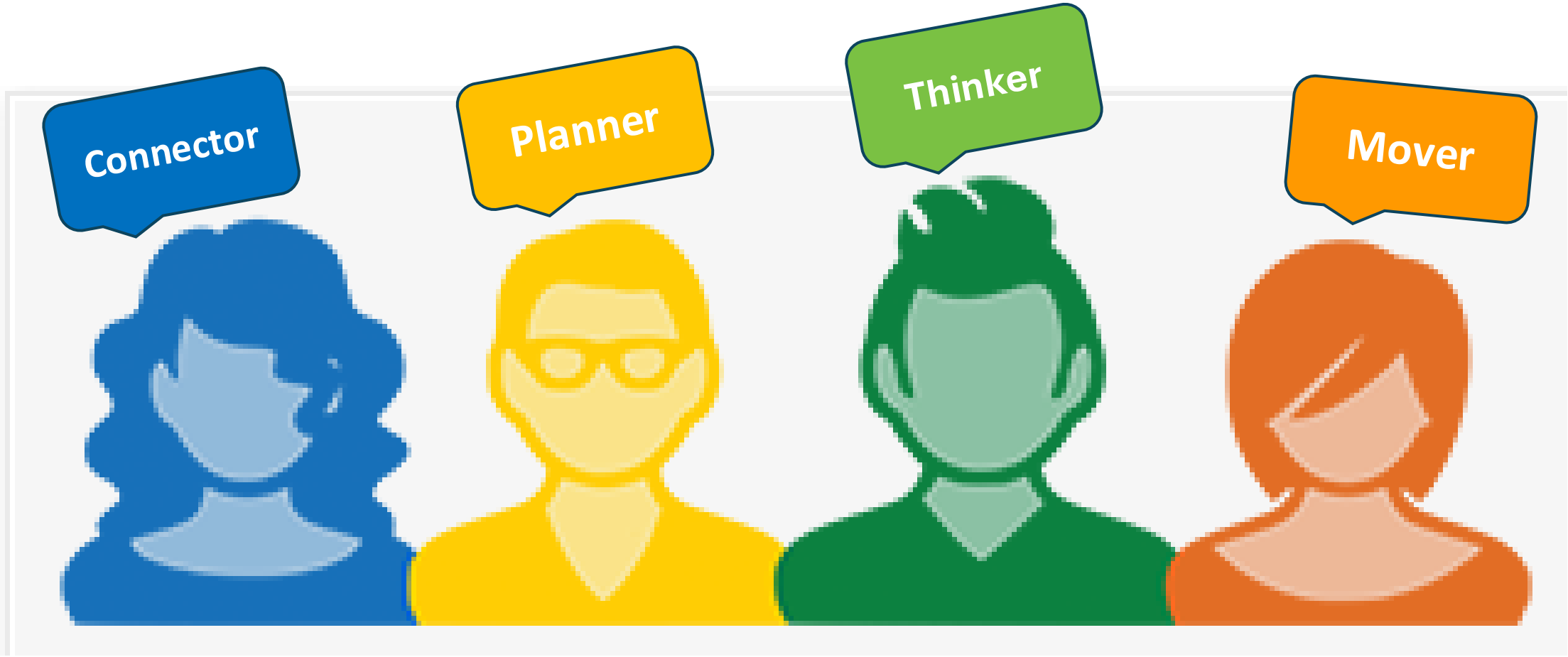
- **Hippocrates** (460-370 BC)
- **Carl Yung** (1920's)
- **Myers-Briggs** (1950's)
- **Keirsey Temperaments** (1970's)
- **David Lowry** (1970's)
- **Mary Miscisin** (2000's)

This Photo by Unknown Author is licensed under CC BY-SA-NC

Beads

Have
a
Break
Waage

4 Communication Styles:



Connector:

Connects their world with relationships, possibilities & meaning

Planner:
plans their world with consistency, responsibility & following rules

Thinker:
thinks about their world with keen logic, questions & innovation

Mover:
moves about their world with spontaneity, adventure & risk taking

Remember . . .

Stereotyping is restrictive

Identifying commonalities and differences expands possibilities for more understanding and appreciation

NF CONNECTOR BLUE Communication

- Personal and interactive
- Takes time to relate and build rapport
- Relationships, possibilities, and purpose

© 2022 www.PersonalityLingo.com

SJ PLANNER GOLD Communication

- Purposeful and procedural
- Tracks details and fulfills responsibilities
- Practical, realistic, concrete

© 2022 www.PersonalityLingo.com

NT THINKER GREEN Communication

- Objective and strategic
- Gathers or shares information
- Figures out, fixes, improves things

© 2022 www.PersonalityLingo.com

SP MOVER ORANGE *Communication*

- Active and straightforward
- Trouble-shoots, seizes opportunities
- Quick action and tangible results

© 2022 www.PersonalityLingo.com

Have
a
Break
Waage

Partner Share

- Share a personal story which shows how you use this communication style in context?
- Can you think of a time you struggled to communicate with someone who likely prefers their least/last style?

Table Group Activity

- Produce five terms that describe each communication approach – how do they communicate?
- What are each of the communication style frustrations or communication challenges?

Debrief Communication Skills

LIFESAVER GAME

Debrief Lifesaver Game and Day 1

DAY 2

Ruth & Norman Rales
Jewish Family Services

Presenters: Chris Williams and Wendy Watkins
Wide Awake Business, LLC

Day 2

- Meeting protocol
- Debrief Day 1
- Personal Values
- Workplace Values
- Lunch
- What is Next?

Meeting Protocol – inspired by Berne Brown

- 2-word Check In
- Your Container
- Permission Slip
- 2-word Check Out

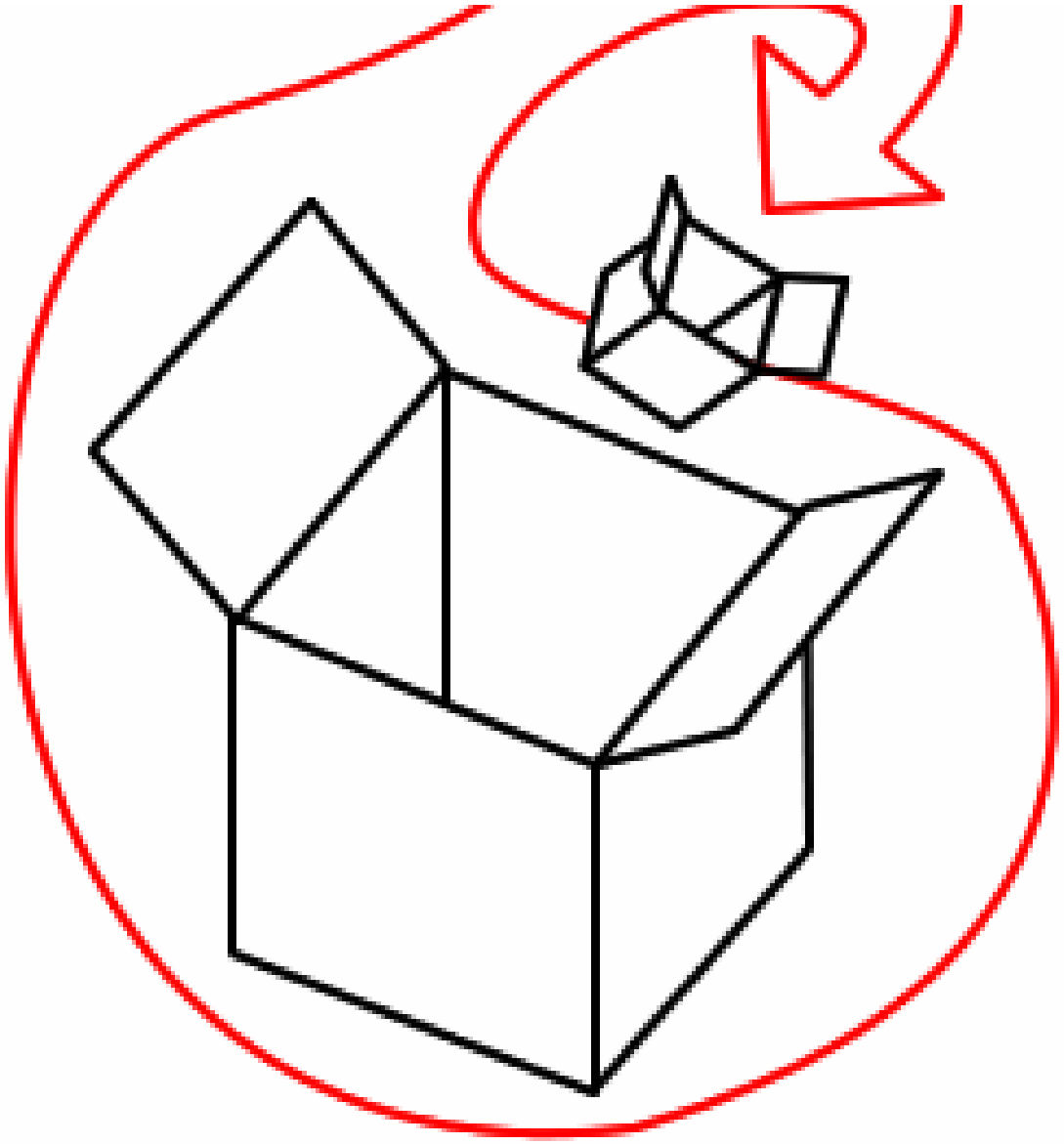
wideawake BUSINESS

2-word Check-In

Your Safe “Container”

What do you need to feel open and safe in our conversations?

What will get in the way of your showing up and doing the work?



wideawake BUSINESS

What must you give yourself permission to do, feel or not do to show up for this JFS meetings!

wideawake BUSINESS

Debrief Day 1

Values/Personal/Inner Compass Work

wideawake BUSINESS

Why Values?

"When you know what your personal core values are, and feel good about them, you can perform at your highest potential in every area of life"

- David Lowry, creator of the 4 colors

Why Communication and Values work?

75% of employees saw core values as extremely important in the company that they work for.

Employees are more engaged and productive when a company has strong values which align with their individual ambitions

50% of CEO’s stated that company culture is influential in improving productivity and growth and driving businesses in the right direction.

Personal Values Formula

Increased happiness +
Increased fulfillment

(things connected with purpose) **+**

Increased satisfaction

(integrating purposeful activities) **=**

Increased performance,

Job satisfaction, and Retention.

I want that!

wideawake BUSINESS

3 Values based questions

- You have been gifted a deserted island, all your basic needs are handled – safety, food, shelter, water what 3 things will you bring?
- What really makes you angry?
- Tell me about a peak experience in your life?

Your Turn

Ask questions

Listen

Jot down words in your partners notebook

Share them with your partner

wideawake BUSINESS

3 Values based questions

- You have been gifted a deserted island, all your basic needs are handled – safety, food, shelter, water what 3 things will you bring?
- What really makes you angry?
- Tell me about a peak experience in your life?

YOU Choose and Score

Add any values that are important to you to the list

Choose your top values that are your personal compass

Look at each value and rate it on a scale from 1-10

What would have to be different for this value to increase 2 points?

wideawake BUSINESS

Workplace Values

wideawake BUSINESS

What Came Clear Filling out Your Workplace Values (WV) worksheet

- Debrief
- Table talk: 5-10 workplace values from your conversation.

Ruth & Norman Rales
Jewish Family Services

Here is where we are going:

Workplace Values:

1.

2.

3.

4.

5.

6.

Or less

wideawake BUSINESS

Values In Action

wideawake BUSINESS

Forbes 2023

- A values-based organization (VBO) is a living, breathing culture of shared core values among all employees. This is different from the traditional structure which is a more machine-like, business approach that focuses on an authoritarian type relationship or rigid organizational structure.

- A values-based organization is a culture shaped by a clear set of ground rules establishing a foundation and guiding principles for decision-making, actions and a sense of community. In a values-driven culture, employees find alignment between their personal values and the organization's values creating a unified and motivated workforce.

- Management and leadership set examples for their organizations and live the values they preach. Strongly held value-systems rarely change yet remain flexible to handle changes in strategy or outside influences such as competition or the economy.

- A strongly held values-based culture or purpose will remain more stable over time characterized by productivity and employee commitment.

Forbes 2023

wideawake BUSINESS

Forbes

- Motivate Commitment. Values can help employees find meaning and purpose in their work, care about what their company is doing, and link their individual efforts to those of the entire company.
- Align Action. With employees having to make many complex decisions, values offer a set of guiding principles. If they apply values wisely, they know that they can take action, and do not fear the consequences.
- Enhance Products and Services. The values of the company can point to less visible aspects of what the company does that are respected and add to the company's standing and integrity.
- Transcend Individual Conflicts. Values provide a language and way of understanding individual differences. They also help open the door for nonjudgmental acceptance of different ways of doing things. Values are powerful motivators. They represent an organizing principle for people's lives, as well as for organizations.

wideawake BUSINESS

Forbes 2023

Google

Google's company core values are more of a vision statement, called Ten things we know to be true:

- Focus on the user and all else will follow.
- It's best to do one thing really, really well.
- Fast is better than slow.
- Democracy on the web works.
- You don't need to be at your desk to need an answer.
- You can make money without doing evil.
- There's always more information out there.
- The need for information crosses all borders.
- You can be serious without a suit.
- Great just isn't good enough.

wideawake BUSINESS

Forbes 2023

Online retailer Amazon, master of diversification and disruption, is guided by four company core values:

- Customer obsession rather than competitor focus
- Passion for invention
- Commitment to operational excellence
- Long-term thinking

Forbes 2023

wideawake BUSINESS

qualtrics XM

Experience management company Qualtrics, providing continual technology releases, has core values that are neatly summed up in the catchy acronym, TACOS:

- **T – Transparency:** building a culture where the default is to share with one another.
- **A – All in:** 'We bet on Qualtrics and Qualtrics bets on us. 94% of Qualtrics employees say they agree with the statement that they're willing to put in effort beyond what is expected of them.
- **C – Customer Obsessed:** 'If a customer is upset, we failed. Period. We learn, and we fix it.'
- **O – One Team:** There is only one team at Qualtrics. 82% of employees said that Qualtrics is positively inclusive
- **S – Scrappy:** Qualtrics is smart, resourceful, and finds a way, achieving goals with what is available to us.

wideawake BUSINESS

Forbes 2023

TRADER JOE'S

The no-nonsense US grocery store chain boasts seven straightforward core values, one of which is 'Kaizen' - a Japanese word meaning 'continuous self improvement':

- Integrity
- Product-driven company
- Wow customer service
- No bureaucracy
- Kaizen
- The store is the brand
- We're a national chain of neighborhood grocery stores

wideawake BUSINESS

slack

Slack, the messaging app for business that connects people to the information that they need, has six company core values - with emojis to emphasize their up-to-the-minute credentials. Slack builds a platform it really believes in, knowing there is real value in helping people to simplify whatever it is that they do and bring more of themselves to their work, wherever they are:

- ❤️ **Empathy**
- 🙋🏿 **Courtesy**
- 🌻 **Thriving**
- 🔨 **Craftsmanship**
- 🤸🏼 **Playfulness**
- 🙌🏾 **Solidarity**

wideawake BUSINESS

Forbes 2023

Workplace Values in Action - sample

JEWISH FAMILY SERVICE LA

Dignity: We recognize and value the inherent dignity of all people.
Caring: We believe that caring for each other makes our entire community stronger.
Excellence: Maintaining an exceptional quality of professionalism and partnership.
Compassion: Listening, supporting, and treating every person with respect and kindness.
Integrity: Applying the highest ethical and moral standards to everything we do.
Be the Change: We must make our world a better place for current and future generations.

Workplace Values - sample

JFS Care [at Home]

JEWISH FAMILY SERVICE LA

✅ **Compassion & Respect** – We engage with empathy and thoughtfulness in every interaction.

✅ **Clear Communication** – We prioritize honesty, transparency, and accountability.

✅ **Personalized Excellence** – We go beyond expectations to provide exceptional experiences.

✅ **Reliability & Stability** – We build trust through consistency and teamwork.

✅ **Solution-Focused Impact** – We create meaningful change every day.

✅ **Innovation & Growth** – With decades of experience, we continue to evolve and improve.

Have
a
Break
Waage

Gallery Stroll

- Write your short definition of the proposed Workplace Value
- Choose 5 Values that represent JFS Workplace Values

wideawake BUSINESS

Cohort Connection

Connect with cohort

Come up with a name

Personalize container

wideawake BUSINESS

Your Toolbox – Now what?

- Insert **Meeting Protocol** into at least one of your team meetings.
- Notice how the **Communication Assessment** shows up day to day
- Notice how **Personal Values (PV)** shows up for you.

wideawake BUSINESS

Wrap up

- Give the Workplace Values ideas to the Leadership team to be finalized.
- Pay attention to your values
- Cohort dates
- Contact protocol

Contact Protocol

- Wendy Watkins – Wendy@WideAwakeBusiness.com, Master Coach and Facilitator
  - Homework questions
  - Unable to make a class at the last minute
  - Getting ready to facilitate and have questions

- Kelz Morris Dale – Kelz@WideAwakeBusiness.com, Client Liaison
  - Difficulty with the webpage
  - Unable to get into Zoom link
  - Not receiving Leadership Blogs

wideawake BUSINESS

Thank
YOU