



How to Keep Your Organization's Vision Alive

1.) Quick Quote to Consider

"Work is the very fire where we are baked to perfection, and like the master of the fire itself, we add the essential ingredient and fulfillment when we walk into the flames ourselves."
David Whyte, Poet

2.) How To Keep Your Organization's Vision Alive To Increase Productivity And Profits — From The President To The Newest Employee

Fish Sticks! The Video "****" "Four stars!"
Northwood Consulting, Ltd.

What do fishmongers in Seattle, Washington and cutting-edge corporate leaders have in common?

They both know that the difference between a good company and a great company starts with a corporate vision that all employees want to commit to and embody, from the president on down.

You may have seen or heard of the world famous Pike Place Fish Market. They're the guys who throw fish and put on outrageous shows for customers or whoever is walking by their Seattle outdoor market! Even though it's entertaining to watch these guys throw fish (they even let customers attempt to catch fish behind the counter!), there's a much larger and important message behind all of this zaniness They have learned to bring energy, passion and a positive attitude to their jobs. Every day!

Now if fishmongers who work long hours and perform hard labor all day for low pay can choose to have great attitudes at work, what's the possibility of your managers and staff bringing passion and energy to their work?

Recently, a utility client called in Northwood Consulting to motivate its staff, increase productivity and help its managers communicate more effectively. As part of our series of workshops and coaching, we used the series of Fish videos (produced by ChartHouse Publication) to help the staff shift how they think about their jobs by choosing their attitudes everyday and bringing commitment and enthusiasm to their work.

So how do you turn work into something fun and exciting?

Incorporate these 3 key principals to create more commitment, enthusiasm and energy in your organization:

Be It

A vision becomes real when all employees choose to live or be it. It has a life because employees commit to the vision and take responsibility for creating it every day.

Have you ever worked for a company that had a vision --- in a manual on a shelf that someone had to look up in order to remember what the vision was? That's NOT what we mean by "being it." You and your staff have to embody the vision. Your every action is based on your company's vision.

Commit

When employees choose to accept the vision as their own, then it's not just management's vision, it's each employee's vision. Only then can the vision stay alive.

Coach It

At Pike Place Fish Market, every employee — from the owner to the newest guy who shucks oysters — gives and receives feedback to each other. Coaching is their way of taking corrective action that is not consistent with the vision. Would you be open to coaching if it could help you be even more effective?

Imagine what your company would be like if everyone made your organizations' vision a reality.

How much more successful, profitable and effective would you and your company be? What would it be like if your staff had fun at work and chose to have a great attitude everyday? How much more productive would you and your staff be? How much more stable would your organization be?

Make a commitment to yourself and just do it. Try it out with your staff. See what kind of ideas you all can come up with to make your company be even stronger than it is now.

At Northwood, we've observed how cutting-edge organizations help their management and staff see that they all have choices in how they behave and act at work. And you don't have to throw Fish to catch the energy!

If you'd like to know more about how companies are using creative and inspiring ways to help their staff be more productive, customer-centered, effective and profitable, e-mail info@northwoodconsulting.com. Or call Marti Campbell at (301) 650-4160 or Karen Depew at (301) 990-6331.

3.) Free 1-Hour Coaching Session? What Are You Waiting For!

We're helping to make profound differences in people's professional and personal lives through one-on-one or team coaching that get results. The best way to appreciate the power of coaching is to experience it. Here's your opportunity to see how effective coaching can be without spending a dime. Call Karen at (301) 990-6331 or Marti at (301) 650-4160 to schedule a FREE 1-hour session.

4.) Retaining Your Most Talented Employees

Northwood Consulting can help you identify the core skills you need to make your organization a success and then help you develop a program to cultivate the talents of your

star employees. Whether it's improving communications, creative thinking or problem solving, learning how to balance work demands, or developing leadership abilities! E-mail us at info@northwoodconsulting.com.

5.) Free Subscription To Suze Ormon's Financial E-Newsletter

Marti just got back from attending the 6th annual International Coaching Federation conference in Chicago. One of the keynote speakers was Suze Ormon, the financial guru. Her main message was to observe how money can add or drain power from our lives. Many of us put money above people and things. Her philosophy for living a powerful life is to reprioritize what's most important: First people; then money; and finally, things.

As a gift from Suze, she offered to all ICF conference attendees, their clients and associates a free subscription to her e-newsletter.

Here's how to register for Suze's financial e-newsletter:

1. Go to her web site: www.suzeorman.com
2. Click on Suze's e-newsletter
3. Fill in your name
4. Fill in user name: Asksuze
5. Fill in password: Laxsmi

Anyone know the meaning of the password? According to Suze, Laxsmi is the goddess of money! Hope you profit from Suze's e-newsletter!

6. Speaking Engagements

Karen will be speaking on "Your Career and the Future" at the Direct Marketing Association of Washington (DMAW) in Baltimore at 5:30 p.m. on Thursday, September 20. Call DMAW for more details and to register (703.821.3629).