



DWFS OPPORTUNITY PROCESSING OUTLINE: COMPANY CULTURE

DWFS TEAM MEMBER <h2>Noah New Hire</h2>	JOB POSITION <h2>CSRT</h2>	DAYS WITH THE COMPANY <h2>45 days</h2>
STEP 1: NOAH'S INTRODUCTION <ul style="list-style-type: none"> • WHO ARE YOU? • WHAT'S YOUR POSITION? • WHAT'S YOUR QUESTION? 	STEP 2: PARTICIPANT FEEDBACK <ul style="list-style-type: none"> • CLARIFYING QUESTIONS • NOAH'S IDEAL OUTCOME* • BARRIERS & CHALLENGES • SOLUTIONS 	STEP 3: BEST-PRACTICE SPEAKER GEORGANN KINCADE TALKS ABOUT THE BEST-PRACTICE BEHIND OUR COMPANY CULTURE

HOW DO I: (PRESENTED BY NOAH)

- How do I positively contribute to our company culture?

CLARIFYING QUESTIONS: (ASKED BY PARTICIPANTS)

- What is our company culture?
- What element of company culture do you most identify with?
- Who are your customers?
- What is your company's core values and/or mission statement?
- Who at your project do you admire, and why?
- How important is company culture?
- How are you at building relationships?
- How important is our work?
- What is a CSRT?
- What is your professional background? Why did you apply for the position, and why was it intriguing?
- What part of our culture have you utilized the most since starting with our company?
- When we say 'Extreme Customer Service,' what does that mean to you?

MY IDEAL OUTCOME IS: (PRESENTED BY NOAH)

- I want to be considered someone who is doing more than 'meeting numbers.' I want to be trustworthy; I want people to enjoy working with me; I want to be considered for special projects when I continue to grow with the company down the line.

WHY IS IT SIGNIFICANT TO ANSWER NOAH'S QUESTION? (ANSWERED BY PARTICIPANTS)

- Our culture should guide all our behaviors
- Being flexible for the better of our customers
- To help our internal and external customers
- Because we represent the face of the company
- Support begins at ground zero
- Noah represents our first impression; he needs to put our best foot forward to all projects
- Culture oftentimes defines results
- Culture sets standards
- Customers can continue to come back
- So Noah can understand his role to better help the community
- Establish trust with participants
- To encourage teammates who could be practicing the core values at a higher level
- Consistency across projects

BARRIERS & CHALLENGES – WHAT ARE NOAH’S BARRIERS & CHALLENGES?

- Company policies
- Not knowing what the company culture is
- Workload- difficult clients
- Negative influences
- Customers are not always warm and welcoming
- Not knowing how to apply cultural standards to unique situations
- Outside personal issues
- Haven’t been trained
- Situational variables – working with people; people are unpredictable
- Timelines and due dates; expectations
- Working from home
- No mentor around to demonstrate
- Holding yourself to unrealistic expectations
- Waiting to be taught instead of seeking out knowledge
- Caring too much about the numbers instead of the individual
- Lack of resources or limited budgeting

SOLUTIONS – WHAT ARE SOLUTIONS TO NOAH’S POTENTIAL BARRIERS AND CHALLENGES?

- *START CONVERSATIONS WITH CO-WORKERS ABOUT CULTURE*
- *SELF-EVALUATE*
- *ASK QUESTIONS*
- *TEACH YOURSELF ABOUT CULTURE*
- *SLOW DOWN AND TAKE YOUR TIME WITH EACH INDIVIDUAL (INTERNAL AND EXTERNAL)*
- *UTILIZE DWI TRAINING*
- *PRIORITIZE CULTURE*
- *HAVE A CO-WORKER OBSERVE YOU IN ACTION*
- *BE OPEN TO FEEDBACK ABOUT YOUR OWN BEHAVIORS*
- *SEEK OUT A MENTOR*
- *BREATHE BEFORE RESPONDING TO DIFFICULT PEOPLE*
- *COME UP WITH A GAME-PLAN WITH YOUR TEAM/MANAGER ON HOW TO EFFECTIVELY IMPLEMENT CORE VALUES*
- *TRY TO PUT YOURSELF IN A CUSTOMER OR CO-WORKERS SHOES*
- *PRACTICE ACTIVE LISTENING TO CO-WORKERS AND CUSTOMERS*
- *IT’S NOT ABOUT YOU!*
- *ASKING QUESTIONS AND ASKING FOR 1-ON-1 COACHING*
- *DON’T PANIC. DO NOT HESITATE TO ASK FOR INFORMATION*
- *MAYBE ASK TO SHADOW ANOTHER OFFICE*
- *CONTACT A TRAINING SPECIALIST; CONTACT THE DLC*
- *CULTURE VIDEOS IN PAYLOCITY*
- *KNOW WHO TO GO TO WITH QUESTIONS*

BEST PRACTICE SPEAKER: (GEORGANN KINCADE ANSWERS NOAH’S QUESTION)

- THINK ABOUT IT AS ‘CULTURE = SET OF BEHAVIORS TO DRIVE OUTCOMES/PERFORMANCE TO PROVIDE CUSTOMERS WITH WHAT THEY NEED’
- **DWI & DLC TRAINING**
- **OBSERVING OTHER PEOPLE’S BEHAVIORS**
 - WORKING WITH LEADERS
 - ASK FOR ONGOING COACHING AND PROFESSIONAL DEVELOPMENT
- **DOING SELF-ASSESSMENT**
 - WHAT PIECES OF THE CULTURE ARE YOU CURRENTLY LIVING? WHAT ARE YOU DOING WELL?
 - WHAT DO YOU NEED TO WORK ON?
 - TAKE OWNERSHIP AND ACCOUNTABILITY – HOW CAN I GET BETTER?
-

- **LIVING THE DYNAMIC CORNERSTONES**

- **IF WE CONSISTENTLY FOLLOW THE CORNERSTONES, WE CAN DELIVER TO OUR CUSTOMER**
- **RELATIONSHIP BUILDING**
 - **PLATINUM RULE**
 - **REINFORCING AND CELEBRATING**
 - **BUILDING INTERNAL & EXTERNAL**
 - **CRITICALLY IMPORTANT FOR VIRTUAL WORK***
- **EFFECTIVE COMMUNICATION**
 - **ACTIVELY LISTEN**
 - **REALLY LISTENING FOR UNDERSTANDING**
 - **ACTIVELY PAYING ATTENTION**
 - **NONVERBAL CUES**
- **BEING SOLUTIONS DRIVEN**
 - **TAKING OWNERSHIP**
 - **BEING PROACTIVE**
 - **FOCUS ON WHAT WE CAN DO!**
 - **PERFECT OPPORTUNITY TO DO THIS NOW (VIRTUALLY). IF YOU CAN ESTABLISH RELATIONSHIPS AND BE SOLUTIONS DRIVEN THROUGH A SCREEN, YOU'LL HAVE AN EASIER TIME IN-PERSON!**
 - **USE TECHNOLOGY EFFECTIVELY**
- **VALUE ENHANCEMENT**
 - **COMMUNICATING WITH CONFIDENCE**
 - **GUIDING THE CUSTOMER THROUGH THE PROCESS**
 - **SEEKING WAYS TO SIMPLIFY OUR PROCESS**

- **WHY IS IT IMPORTANT TO BUILD CAMARADERIE WITH YOUR CUSTOMERS?**

- **KEY TO US BEING ABLE TO UNDERSTAND WHAT THEY NEED**
- **HOW TO DELIVER THINGS IN WAYS THAT ARE MEANINGFUL TO THEM**
- **HOW TO BUILD THAT TRUST WITH THEM SO THEY FEEL LIKE THEY CAN REACH OUT TO US**
- **WE CAN'T HELP UNLESS WE GET TO KNOW THEM**

- **HOW DO WE REMAIN HUMAN-FOCUSED AND ATTUNED TO THE CUSTOMER'S NEEDS WHILE ALSO TRYING TO HIT OUR NUMBERS?**

- **EVERY TIME YOU INTERACT WITH A CUSTOMER, YOU CAN CHOOSE THE WAY YOU BEHAVE WITH THEM**
- **ONCE A GOOD RELATIONSHIP IS BUILT, THINGS MOVE FASTER...**
- **EFFECTIVELY COMMUNICATING WITH YOUR SUPERVISOR ABOUT UNREALISTIC EXPECTATIONS/CASELOAD**

- **HOW CAN YOU HOLD ANOTHER CO-WORKER ACCOUNTABLE TO THE CULTURE WITHOUT SCOLDING?**

- **DESIGNED THE CORNERSTONES FOR THESE INTERACTIONS**
- **UTILIZE THE QUICK REFERENCE GUIDE**
- **ASKING, 'ARE YOU ALIGNED WITH OUR DYNAMIC CORNERSTONES?'**
 - **IF NOT, HOW CAN I HELP YOU?**
 - **YOUR PEERS AND SUPERVISORS ARE YOUR CUSTOMERS**
 - **USE OUR LANGUAGE!**
- **MAKE SURE WE ARE HOLDING OURSELVES TO A HIGH STANDARD AND SELF-ASSESSING***

- **EVERY PROJECT HAS A DYNAMIC CULTURE CHAMPION!**

- **FIND OUT WHO THIS IS**
- **RESOURCES, BEST PRACTICES, ETC.**

- **WHAT DWI COURSES WOULD YOU RECOMMEND?**

- **EXTREME CUSTOMER SERVICE TRAINING**
- **DYNAMIC CORNERSTONES TRAINING**

- **LOOK OUT FOR ALL STAFF DLC CERTIFICATION (SUMMER 2020)**
- **TENSION BETWEEN TECHNOLOGY & LACK OF CUSTOMER ACCESS**
 - **ADAPT TO OUR CUSTOMER**
 - **IF THEY DON'T HAVE TECHNOLOGY, HOW ELSE CAN WE SERVE THEM?**
 - **COMMUNICATING EFFECTIVELY**
 - **UNDERSTANDING WHAT THE CUSTOMER HAS AVAILABLE; WHAT DO THEY NOT HAVE**
 - **SOLUTIONS DRIVEN**
- **WHY IS IT IMPORTANT TO SELF-EVALUATE BEFORE MEETING A CUSTOMER?**
 - **IN ORDER TO UNDERSTAND OUT CULTURE COMPLETELY, WE MUST DO THIS**
 - **CHALLENGE YOURSELF TO IDENTIFY WHETHER OR NOT YOU ARE GOOD AT DEMONSTRATING BEHAVIORS**
 - **CORNERSTONES ARE EXPECTATIONS FOR EVERY SINGLE EMPLOYEE**
 - **ACCOUNTABILITY & OWNERSHIP**
- **HOW DOES OUR WORLD VIEW AFFECT OUR SERVICES?**
 - **REMEMBER THAT THIS IS ABOUT YOUR CUSTOMER, NOT YOUR WORLD VIEW**
 - **DON'T TAKE THINGS PERSONALLY**
 - **STEP BACK AND TAKE A MOMENT**
 - **IT SHOULDN'T 😊**
- **HOW DO WE KNOW WHEN WE ARE SUCCESSFUL?**
 - **YOU'RE MEETING YOUR GOALS**
 - **CUSTOMER EXPERIENCE IS GOOD**
 - **NOTICE BETTER TEAM MORALE; BETTER RELATIONSHIPS WITH CO-WORKERS AND BOSSES**
 - **CUSTOMERS WILL BE MORE SUCCESSFUL**