

THANK YOU FOR JOINING US!

IGNITE WEBINAR SERIES

CliftonStrengths: Returning to Work Post Trauma

COVID-19 Recovery & Rebuilding

The presentation will begin right at 1:00 p.m.

IGNITE WEBINAR SERIES

CliftonStrengths: Returning to Work Post Trauma

COVID-19 Recovery & Rebuilding

WEDNESDAY, JUNE 10, 2020



Women's
Business Alliance
CENTRAL & NORTH
hosted by the Entrepreneur Fund



Webinar Logistics

WE ARE RECORDING

Recordings, slides, and any resources mentioned will be shared with participants after the event and available at <http://info.entrepreneurfund.org/igniteseries>

Q&A

All participants have been muted. If you have questions please put them in the Q&A field and we will be sure to answer those. A Q&A summary will be provided after the meeting, if we can't get to all questions during the event.

CHAT

The chat function is enabled for you to chat with the speakers. These messages don't go to the full group.

FEEDBACK

We want your feedback. After the event, you will receive a survey request. Please complete this so we can continue to improve this series.



Today's Agenda & Presenters



1:00 PM – WELCOME & OVERVIEW

SANDY VOIGT, WOMEN'S BUSINESS ALLIANCE CENTRAL DIRECTOR

1:05 PM – CLIFTON STRENGTHS: RETURNING TO WORK POST TRAUMA

SUSAN CAINE WILLIAMS, MAEd, BeStellar

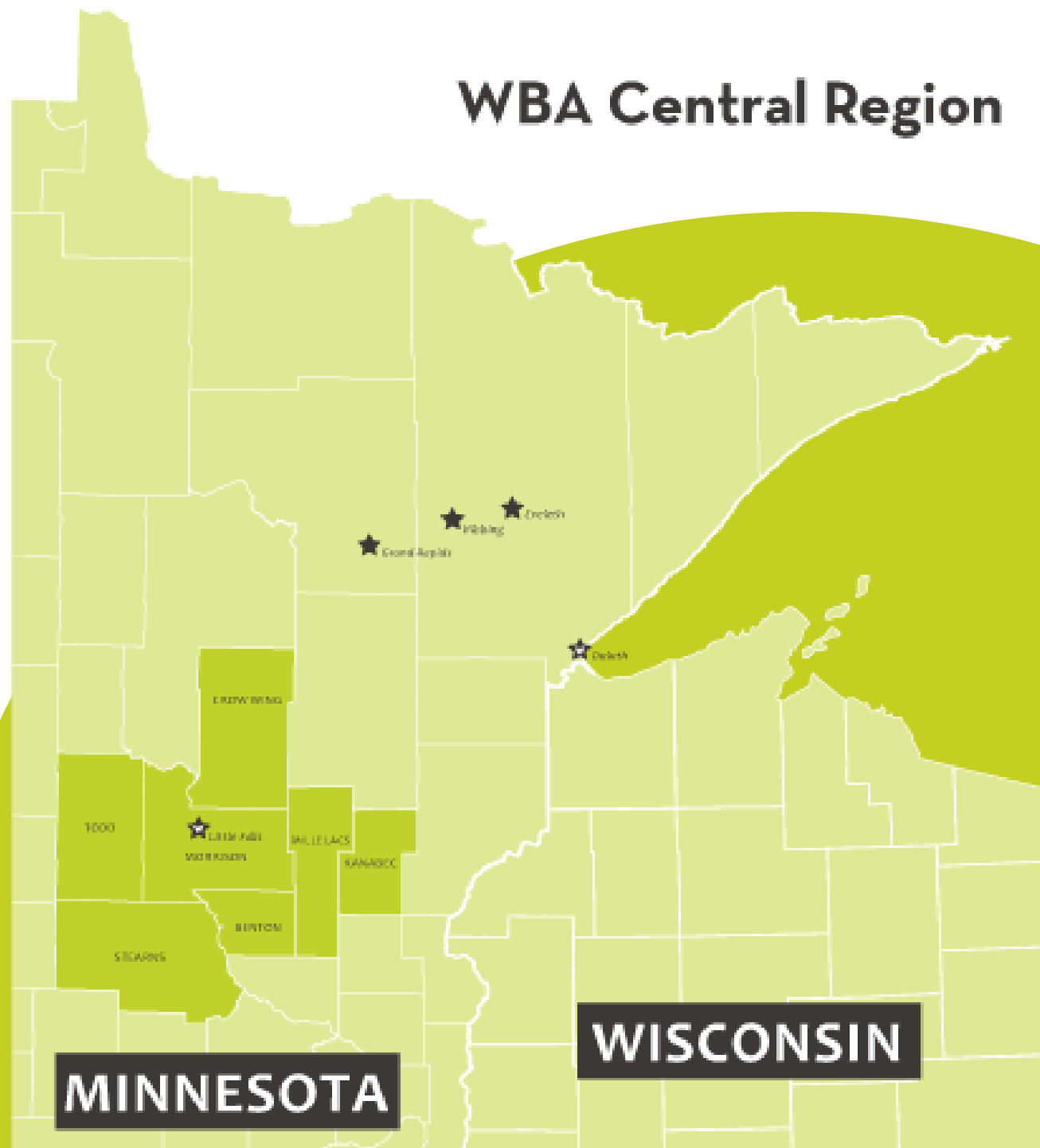
1:45 PM – Q&A Session

1:55 PM – WRAP-UP & UPCOMING WEBINARS

SANDI LARSON, WOMEN'S BUSINESS ALLIANCE NORTH DIRECTOR



WBA Central Region



- Counties:
- Benton
 - Crow Wing
 - Kanabec
 - Mille Lacs
 - Morrison
 - Stearns
 - Todd

WBA North Region



- Counties:
- Aitkin
 - Carlton
 - Cass
 - Cook
 - Douglas, WI
 - Itasca
 - Koochiching
 - Lake
 - Pine
 - St. Louis



CENTRAL CONTACT

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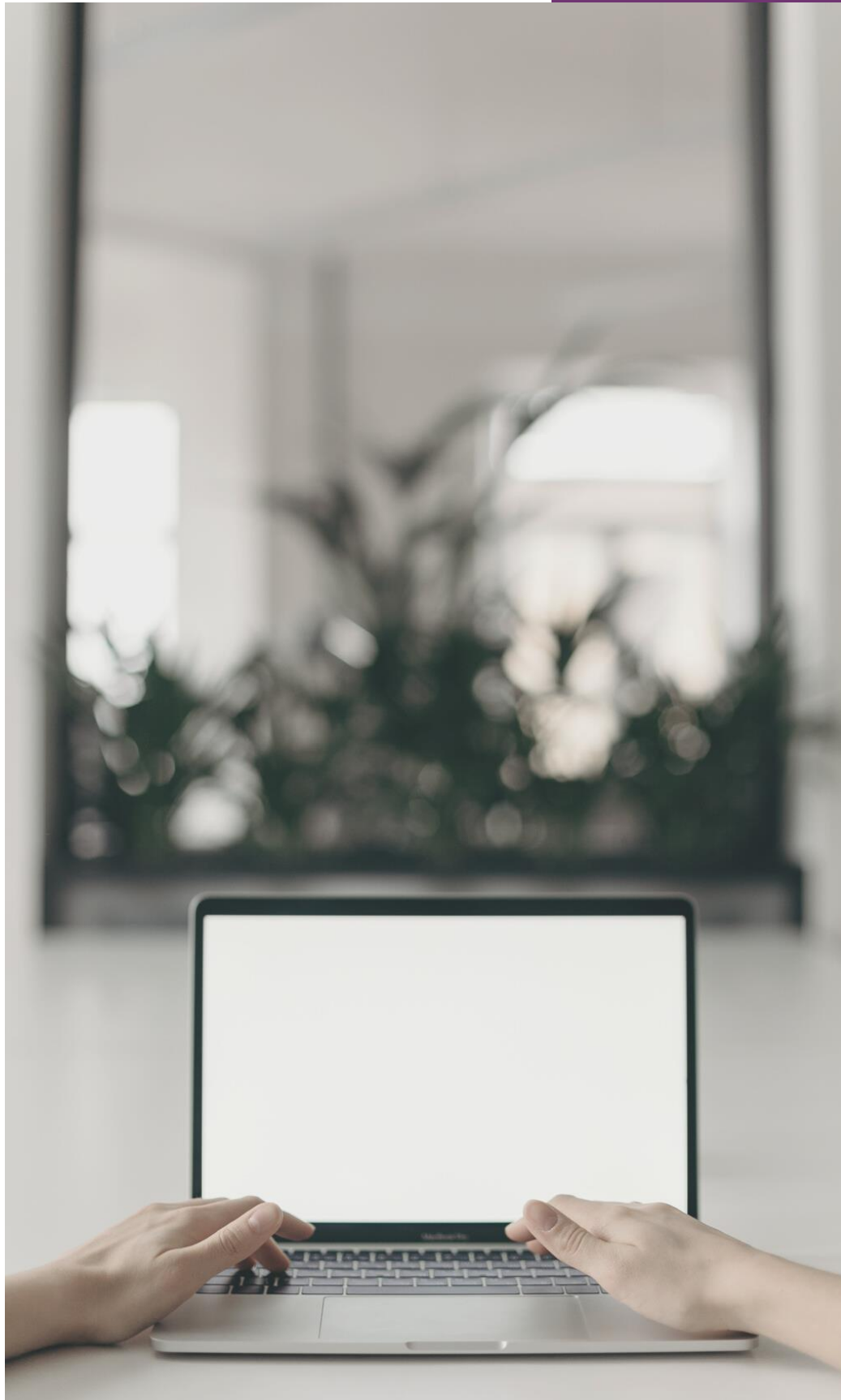
About WBA's

The Women's Business Alliance is a certified Women's Business Center through the SBA, which provides women business owners services to grow, finance or start a business. We have two offices: one in Northeast Minnesota and one in Central Minnesota.

POWERED BY



**U.S. Small Business
Administration**



IGNITE WEBINAR SERIES

COVID-19 Recovery & Rebuilding

UPCOMING WEBINARS

June 17 - Recession Proof Your Business with Patrick Donohue

June 24 - COVID 19 Accounting: PPP Loan Forgiveness with Pam Thomson, CPA

July 1 - Financially Strong During COVID-19 with Amanda Blondeau

July 8 - Mental Fitness for Managing Pressures of Covid-19 with Pam Solberg Tapper

July 15 - Strategizing and Rebuilding Using EOS Tools with Sascha Mansson

PAST WEBINARS (RECORDINGS AVAILABLE)

June 3 - Cyber Security Hygiene for your Business

May 27 - Evaluating Your Website's SEO and Effectiveness

May 20 - Marketing your Business During a Pandemic

May 13 - HR Laws & Procedures Relating to COVID-19

May 1 -Preparing Your Business to Re-open

April 29 - Q&A with the SBA

<http://Info.EntrepreneurFund.org/IgniteSeries>



CliftonStrengths: Returning to Work Post Trauma

Susan Caine Williams, MAEd
BeStellar



Empathy
Connectedness
Learner
Positivity
Strategic



Do What You Love

LOVE WHAT YOU DO

When we operate in a manner that is natural to us, we are relaxed and comfortable.

When we are relaxed and comfortable, we enjoy our work.

When we enjoy our work, our work is better

When our work is better, our organization is more successful



Gallup Reports...

LOVE WHAT YOU DO

When managers encourage employees to use their strengths and talents to achieve a goal:

- Engagement increases 6%

- Performance increases 10%

- Customer engagement increases up to 10%

When employees are provided strengths-coaching related to their job

- Turnover decreases by up to 14%

- Productivity increases between 6% and 10%



You are invited to a party with
people you do not know



You are asked to participate
in a competition



You are required to work on
a complex project



You have to find your way to a place
you've never been before



You have to make a big decision



tal·ent | noun

Dictionary

natural aptitude or skill

Clifton/Gallup

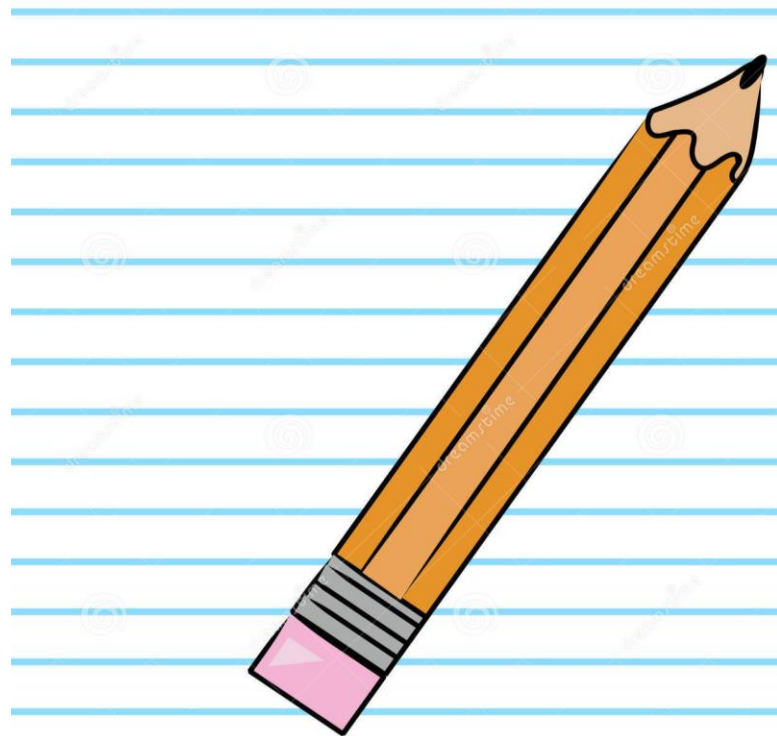
a naturally recurring pattern of
thought, feeling, or behavior
that can be productively applied

For Example:

- effortlessly and instinctively starting conversations
- thinking in an orderly or timely manner
- being able to easily influence others
- seeing patterns in data
- consistently having a positive outlook on life



Talent in Action



- Timed writing (30 seconds)
- **Not** a race
- Write your first name until time runs out

Susan

Susan

Susan

Sus



Which Timing...

Do you remember
when you decided
which hand you were
going to write with?

...felt more natural?
...felt more comfortable?
...was more enjoyable?
...had better quality?
...was more productive?
...was more focused?



When Talent becomes Strength

Talent x Investment = Strength



How should I lead?

LEAN IN

Crisis, trauma, disruption, unprecedented times... none of this changes the fact:

We are better at what we do
when we do it from/with our
natural talents/strengths.



Employee Needs

Humans experience life about 70% emotionally.

Currently, much of this emotion is fear and worry.

Worried people are not productive.

Leaders must provide/create/show:

Trust

Stability

Compassion

Hope



Employee Needs

Humans experience life about 70% emotionally. Currently, much of this emotion is fear and worry. Worried people are not productive.

Be Present

- Show your optimism & hope
- Make a point of checking in with everyone
- Pay attention to little things that might not have been there before



Employee Needs

Humans experience life about 70% emotionally. Currently, much of this emotion is fear and worry. Worried people are not productive.

Prioritize Wellbeing

Emotional exhaustion is debilitating and affects performance.

- Encourage/facilitate a wellness program
- Remind employees of any EAP-esq programs you have available
- Be mindful of ongoing stresses people may have at home



Employee Needs

Humans experience life about 70% emotionally. Currently, much of this emotion is fear and worry. Worried people are not productive.

Anchor to Your *True North*

- Stay focused on your purpose and values
- Remind employees how your product/service helps people
- Do not overpromise to your customers/try to catch up all at once.



Employee Needs

Humans experience life about 70% emotionally. Currently, much of this emotion is fear and worry. Worried people are not productive.

Be Predictable

- Do what you say. Say what you do. *Trite, but true*
- Bad news? Lay it out there clearly. No euphemisms.
- Good news? Be sure before you announce it.





How to Reach Us

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NEXT WEEK

Recession Proof Your Business with Patrick Donohue

Wednesday, June 17, 1:00-2:00 p.m.



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