



Please join us for our quarterly

FORUM FOR LEADERS

DETAILS:

Speaker

Lee Benson
CEO of Execute to Win

Date

Thursday, August 17, 2017

Schedule

3:00-4:00 PM
Registration/ Refreshments
4:00-6:00 PM
Workshop & Forum

Location

Skysong, the ASU Scottsdale
Innovation Center
1365 N. Scottsdale Road
Scottsdale, Arizona 85257
Bldg: Skysong 3
Room: 130 Synergy I

Attire

Business Casual

RSVP/Questions

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Values vs. Observable Behaviors

Discover the benefits of developing and applying observable behaviors to your organization by understanding the difference between vague corporate “buzzword” values and clearly recognizable and observable behaviors that actively contribute to a positive culture.

DISCUSSION TOPICS:

- Define
 - Define and discuss each term
 - Learn how to measure success
 - Is it possible to measure the success of a value?
 - An observable behavior?
 - Examples of each
- Apply & Share Impact
 - Actively apply observable behaviors to regularly completed tasks or role responsibilities
 - Share examples of how they affected the work
- Communicate & Coach
 - Can be both formal and informal
 - Weekly or monthly check-ins
 - Monthly 1-to-1 meetings
- Objectively Evaluate
 - Define success numerically
 - Retain objectivity throughout the process



About The Speaker:

Lee Benson started his journey into driving operational excellence in 1993. He grew a 3 employee company into a world class 500+ employee aerospace company called Able Engineering & Component Services Inc. (Able), which had an unprecedented annual growth rate for the last 14 years of 20%+ CAGR on average before the company was sold to Textron Inc. in 2016. With a firm belief that culture is a main driver of successful performance and results, Lee applies these principles in his own organizations and continues to attain extraordinary results. He aims to share that success through teaching this applied methodology.

About ETW

ETW provides a platform to track, evaluate and measure employee performance against the major objectives of the organization. Easily execute and translate long-term strategy into clear, actionable goals. With ETW you can effectively communicate the company's roadmap to success and engage everyone throughout the organization with that roadmap. Using ETW your organization can connect employees to strategy and culture to drive sustainable winning results.



EXECUTE TO WIN

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