



All is not well, is it?

You know what you want.
You know that current ways of thinking and doing are not taking you
or the organization to a better place.
Ready for conscious change?

Strategic, sustainable, science-based, purpose-driven, values-based change?

Organizational growth?

Your personal growth mindset shift?

Let's talk about a handful of conditions that really set up you and your team for greater effectiveness. Although we feel the symptoms of conflict, disengagement and behavioural symptoms within the members of our world, rigorous scientific peer-review research shows us consistently that sound structure and processes drive improved behaviour and engagement.

Let's talk about an analysis of your teams effectiveness, and the essentials and enablers that drive key task processes and greater team effectiveness.

Let's also talk about about the currency of business and everything meaningful.

Trust.

Trust is the epicenter for everything we do. No other shortcut, no other sustainable, values-based way to transition culture into this next decade.

Trust.

If we can learn to trust one another in an integral, purposeful way, we can have unprecedented human progress.

The problem is, that there has been a disintegration of trust in our culture:

- Our boss asked us to trust him/her (and they proceeded to wear their 'business hat' to make a tough decisions or have a difficult conversation, as if values did not belong in a business hat. #oldways)
- The company promised us the values written on their website and board room wall (except the management did not consistently walk the talk).
- Customer service at all levels markets an empty 'trust me' because there is much more in it for their ego and agenda, than in our experience and engagement. So we feel used, invisible and disposable.
- We let ourselves hope again, and then experience disappointment, betrayal, and feeling ignored and sidelined. Many of us know what it is for our body to walk into a building but our spirit refuses to enter. We have armored ourselves from going through 'that' again. We yielded to the 'trust me' message often enough to acknowledge that the grass is not greener anywhere else and a jaded sarcasm or resigned sadness has become part of our brain's rewiring. Our subconscious takes us immediately to the amygdala highjack and shuts us down. Our disengaged contribution doesn't add value to the company or to our own well-being.
- Without trust, human progress depends on transactions. Short-term, self-focused, disengaged, unraveled, unengaged, minimal work ethic, I-based cultures depend on sophisticated transactions of control and command, hierarchal pressure, old leadership practices, and polite niceties of pretense and pander.

What people want more than anything else is focused attention. They want to know that their thoughts matter, that their lives matter, that they are valuable to the company for more than a warm body serving a someone else's agenda. A dream team is a dream for all, yet teamwork without trust is impossible. What makes a great team is trust and the commitment to 'better together'. This is bigger than a shared coffee break, a staff event or dubbing someone as an employee of the month. (These practices are notable but are more than a box that got checked.)

Building trust and rebuilding broken trust has the capacity for your company to nurture high-performance teams, make lightning-fast decisions in less time with excellence, progressive growth and wisdom. Everyone benefits. The opposite of you isn't me, it's us. Attention and focus on building a healthy culture draws a straight line to the triple bottom line of people, profit, planet.

- People: because people matter. They are our greatest resource, ambassador and advocate.
- Profit: because our culture still requires money to live.
- Planet: because we may be the last generation to actively influence a healthier planet. And since this earth is our home, a healthier planet makes utmost sense on every level.

A focused spotlight on improving culture will bring results and outcomes for a greater cause. It is time to think differently, resolve old issues, create new patterns and exchange today's thinking for a better tomorrow.

As a cultural specialist, I will assist, influence, facilitate and inspire exponential growth for your company core values, strategic vision, highest purpose, and BHAGs with a focus on:

1. Moving from an I-centric culture to a WE-centric culture
2. 6 conditions of teams that consistently perform at a higher level of effectiveness
3. Establishing C.O.R.E. competencies of culture
4. The neuroscience of building and rebuilding trust in all levels of company relationships
5. Conversational Intelligence™ (because everything lives in language)
6. Ensuring all elephants in the room are addressed and difficult conversations are part of the new culture DNA
7. Level 3 conversational trust dashboard
8. Emotional intelligence and agility
9. Collaborative intelligence
10. The Clarity Model
11. Notice & Name (& shift) Systems
12. Alignment of values and meaningful purpose for all stakeholders
13. Personal development, personal responsibility and continuous learning experiences
14. Teaching, mentoring management teams to use current coaching practices to bring out the very best in their employees (including current neuroscience tips for improving high-engagement and high-performance teams)
15. Improving the triple bottom line

Who benefits from working with a team specialist, culture activist and purpose-driven coach?

- 1. Individuals, businesses and organizations that experience a plateau or decline in growth, have experienced loss/pain and are willing to reach for the win/gain differently rather than continuing the same-old practices.
- 2. Leaders, managers, supervisors, make-it-happen individuals who want to be influencers of a meaningful culture change that brings progress in this world.
- 3. Any human being who believes in human dignity, respect, equity, collaboration, diversity and integration. Any human being who wants their life to count. And maybe they want to experience happiness and laughter in the process.

I-cultures can bring short-term transactional progress and thin benefits. Values-based companies of effective teams always outperform the competition. We-cultures bring transformational progress (sustainable, relational, meaningful and a whole lot of fun).

We-cultures are about winning in what matters. **You win - your company wins - your relationships win – your legacy wins - the world wins.**

If you are ready to uplevel your leadership growth, let’s connect soon. Phone me at 250.808.5654 or email me at lorraine@lorrainerichmond.com.

ps. For the past decade, I have been providing cultural expertise and leadership coaching to a wide range of experienced and emerging leaders. With that experience, years of training and the learning from my own dark-night-of-the-soul in leadership, I also offer one-to-one executive leadership coaching, transition coaching, and personal leadership development mastermind courses. As well I share current research, value-based, neuroscience practices for workshops and keynotes at events and conferences. Call me anytime.

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PERSONAL MISSION STATEMENT

To influence a meaningful culture change where the values and purpose of the people are honoured, so that a high level of loyalty, belonging, commitment, fun and meaning are the continuous context for a satisfying return on the triple bottom line: people, profit planet.....*so that our world is a better place for 'we' and for generations to come.*

PERSONAL CORE VALUES, SIGNATURE STRENGTHS, MESSAGE AND RANDOM TRIVIA

Values: purpose, collaboration, freedom, growth, innovation, creativity, healthy communities of healthy individuals who honour the complexity of diversity and linkage and the greater good

Strengths: strategic, connector, achiever, relator, input/output

Message: All people matter. Trust, values and purpose matter. We are better together when joined with others who uphold human dignity, diversity, inclusion and shared vision in ways that satisfy our values. We are here to not only live the length of life but to live the width as well. We are here to serve the world with our unique gifts, talents and story so that others may thrive and carry their torch forward to create a better world for all.

Random Trivia: 75% extrovert and 25% introvert, keen to learn continuously, love to work and be productive with a life that works, a farmer's daughter turned grower-of-human capacity, adore my family, find it exhilarating to meet new people and engage in meaningful conversations, not training for easy but training for a cultural revolution locally and reaching nationally and internationally, credentialed with the ICF global premier credentialing for life coaches and currently working on master level (almost there), a warrior for genuine trust, fueled by purpose and lit by passion, believe in structured and productive disagreement that is mutually respectful, courageous protector of human dignity, agent of non-status quo, open to failed attempts, paradoxologist, believer in power of authentic leadership presence, pretense disrupter, believe in giving and receiving accountability, have inner peace, embrace complexity, immensely curious, hold personal boundaries of wholeness, happy to belong to a tribe of people who want more of what matters.

[See brief bio here.](#)