

The Ingredients of Organizational Development

To **START** an organization, you need a *purpose* and a *vision*.

To **FORM** an organization, you need *people, process, and product*.

To **RUN** an organization, you need *leadership, management, and teamwork*.

To **GROW** an organization, you need *enlightened leadership, top managers, and highly engaged employees* operating in a *customer centric culture with strength based coaching and strength based career path planning*.

Enlightened leadership, top managers and highly engaged employees continuously measure and *align individual talents to organizational roles*.



The Challenge Growing Your Organization...How?

Web Footed Friends Inc.

- Will customize and install,
- Client owned and operated systems,
- To measure, nurture and develop employee talents,
- For continuous organizational achievement and growth.

We provide executive tools and systems to help you get:

- *The right people on your team,*
- *The wrong people off your team, and*
- *Everyone on your team playing the right position!*

Web Footed Friends Inc.

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Change Strategies for Existing Organizations

There are two approaches for existing organizations to meet this challenge. Some people prefer to attack priorities, to put out the hottest fires first. Others prefer a comprehensive approach in which they diagnose the situation to identify challenges and opportunities and then design and implement a comprehensive strategy. Both approaches work well. It's a matter of personal preference.

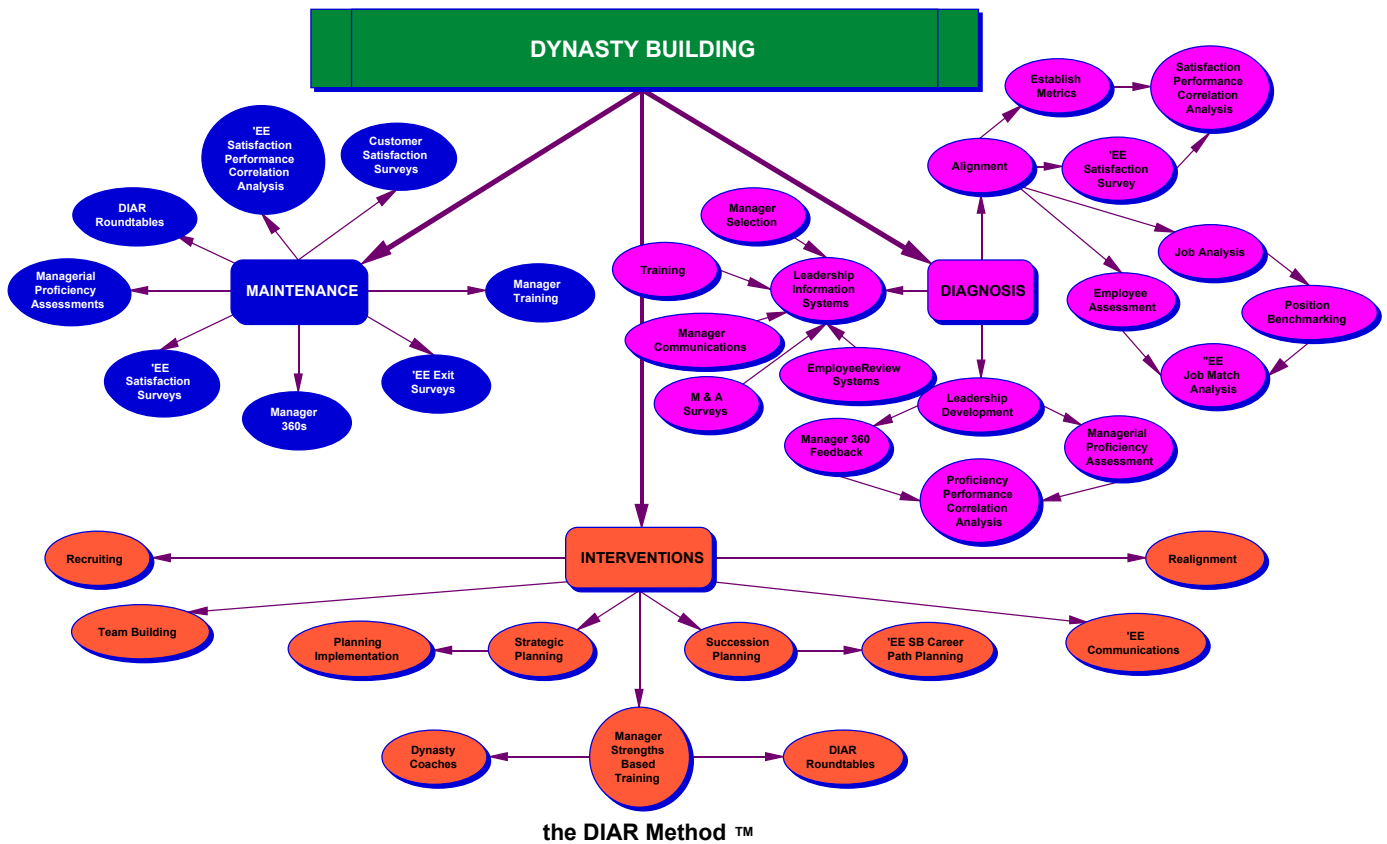
Priority Challenges Approach

- ❖ Strategic Planning
- ❖ Reducing Turnover
- ❖ Management Training
- ❖ Team Building
- ❖ Organizational Surveys
- ❖ Workmen's Compensation
- ❖ Increasing Customer Loyalty
- ❖ Developing New Markets
- ❖ Recruiting
- ❖ Training
- ❖ Customer Service Training
- ❖ Employee Theft
- ❖ Substance Abuse
- ❖ Frivolous Lawsuits
- ❖ Increasing Market share
- ❖ Managing Mergers & Acquisition

The Comprehensive Approach – The DIAR Method™

Which approach do you prefer? Which approach has been the most popular with your organization? The next step is for Web Footed Friends to get the facts needed to prepare a proposal for your consideration.

Transitioning To Organizational Excellence

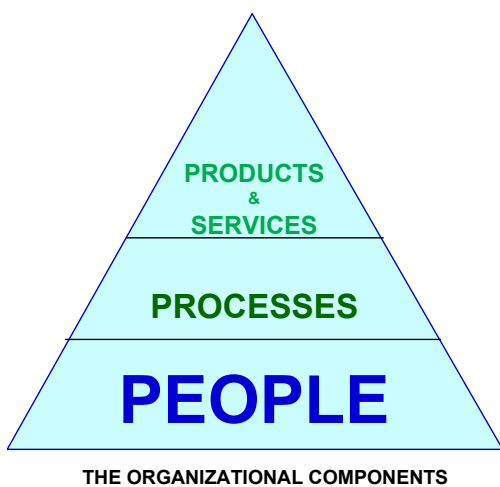


The Story of The DIAR Method™

Organizations first have to survive, then turn a profit, and then be able to demonstrate sustained growth over time, in different economic cycles, enduring varying challenges, setbacks and good luck along the way!

If they can embed the right systems and values into the organization's culture they will become a dynasty and the organization will perpetuate itself and dominate its sphere of influence for a long time.

Whether non-profit or for-profit, progress on the organizational maturity continuum requires talent and leadership. Your mission determines your strategy. Your strategy determines your organization. Your people and your leadership determine your success. Your systems, values and organizational culture determine the length of your run! Web Footed Friends are all about helping leaders transition their organizations to excellence. We are architects and suppliers to dynasty builders. We are here to help with unique diagnostic systems, special leadership development tools, and powerful leadership information systems. All user friendly, client owned and operated.



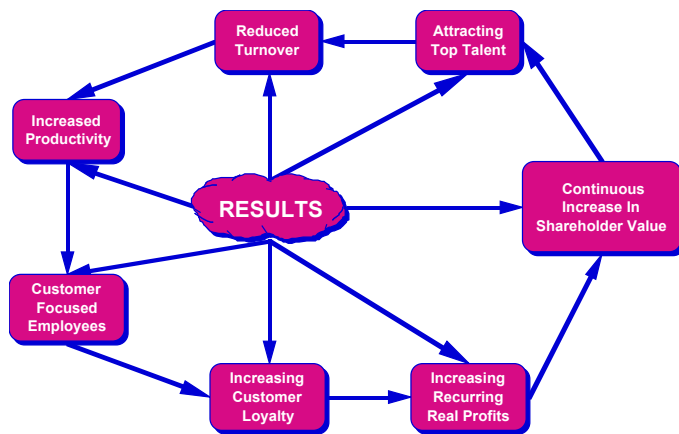
Most organizations boil down to three primary components including the people, the processes, and finally the product and/or services. Just as this graphic depicts the people as the foundation of the pyramid, we know that the business processes are either designed by or selected by the people. In turn the people and the processes determine the quality of the end product. In other words, people are not the most important asset of the business, people ARE the business.

Most people believe this to be true. Andrew Carnegie said as much nearly 100 years ago when he said, "Take away my people, but leave my factories, and soon grass will grow on the factory floors. Take away my factories, but leave my people, and soon we will have a new and better factory."

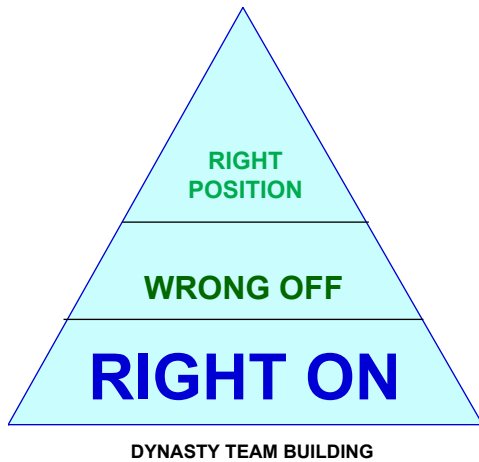
Recent research indicates a direct correlation between selecting, managing and retaining top talent and the bottom line of the organization. People are typically the greatest leverage point in an organization to effect an increase in shareholder value.

Getting the right people in the right positions creates the cycle of success illustrated at right. But this is a double-edged sword, because if you get the wrong people, or people in the wrong position, the performance of the organization will surely deteriorate, either rapidly or slowly. The more the culture sours, the longer and tougher the turnaround.

The time to address people issues is NOW!



Cycle of Success



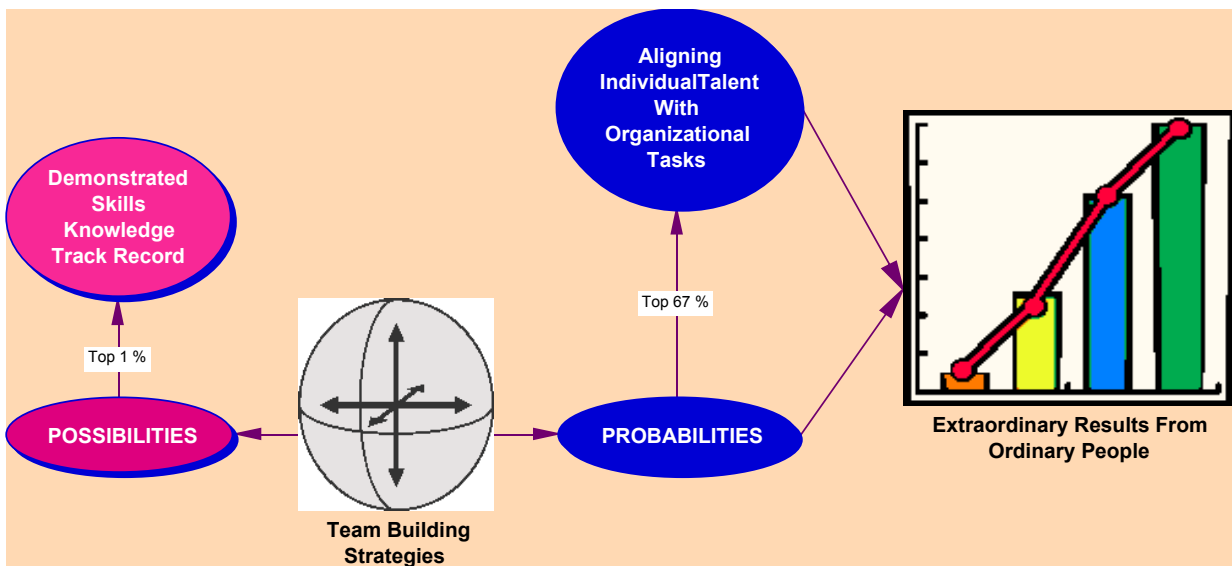
Web Footed Friends will help an organization get the right people on the team, get the wrong people off the team, and get everyone on the team playing the right position.

This is step one of three steps to transition an organization to excellence. It is the process of aligning individual talents to organizational tasks. A recent DOL study indicated that 67% of working Americans would change jobs tomorrow, not necessarily companies, if they believed they could. When organizations achieve high percentages of job match, they start the cycle of success. Turnover drops, productivity rises, employees become customer focused, customer loyalty increases, real profits rise as does the shareholder value of the enterprise. And successful organizations attract top talent

and thus perpetuate their cycle of success.

If a business has the tools and the knowledge to align talent with task they can build their organization on probabilities instead of on possibilities. If a 21 year old plays the CA Super Lotto for \$5 a pop, twice a week, he has a possibility of 1 in 43,000,000 of winning an average prize of around \$7,000,000. The odds don't change materially with successive bets. It is a possibility of roughly 1 in 43,000,000 for each of the 5,616 bets placed before his age 75. If instead, the 21 year old invests the money at 6% the probability approaches 100%, odds of 1 in 1, that he will have \$192,000 at age 75, the current retirement age for 21 year olds. Despite the facts, Aristotle observed, *"Most people prefer an attractive possibility to a less attractive probability."*

In the people business there is talent all around us. Talent is not as rare as we tend to think. Aligning talent to the tasks at hand is rare. But the business that can do this has the probabilities on their side. Their talent pool is huge and more approachable than recruiting an elite 1% who have demonstrated skills, confirmed knowledge, and verifiable track records of success.



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