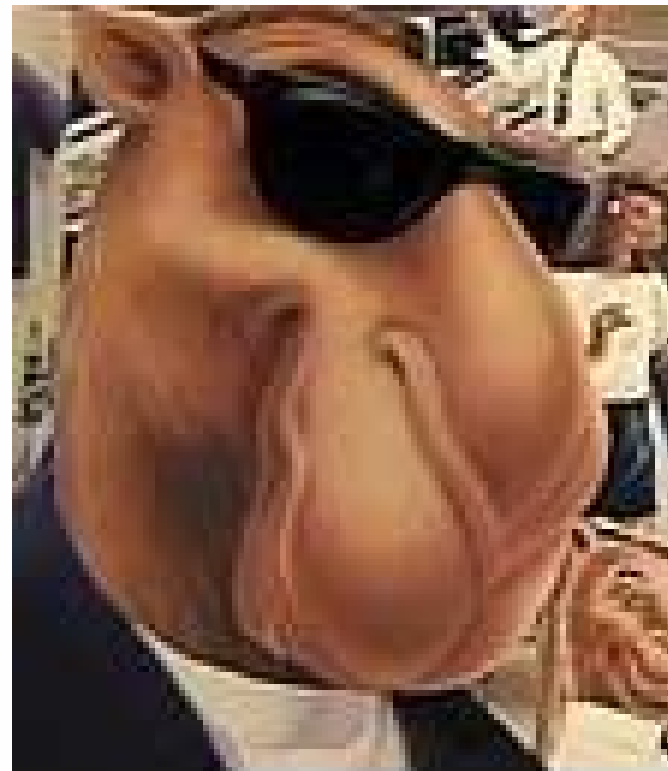


Every Day Is Hump Day!

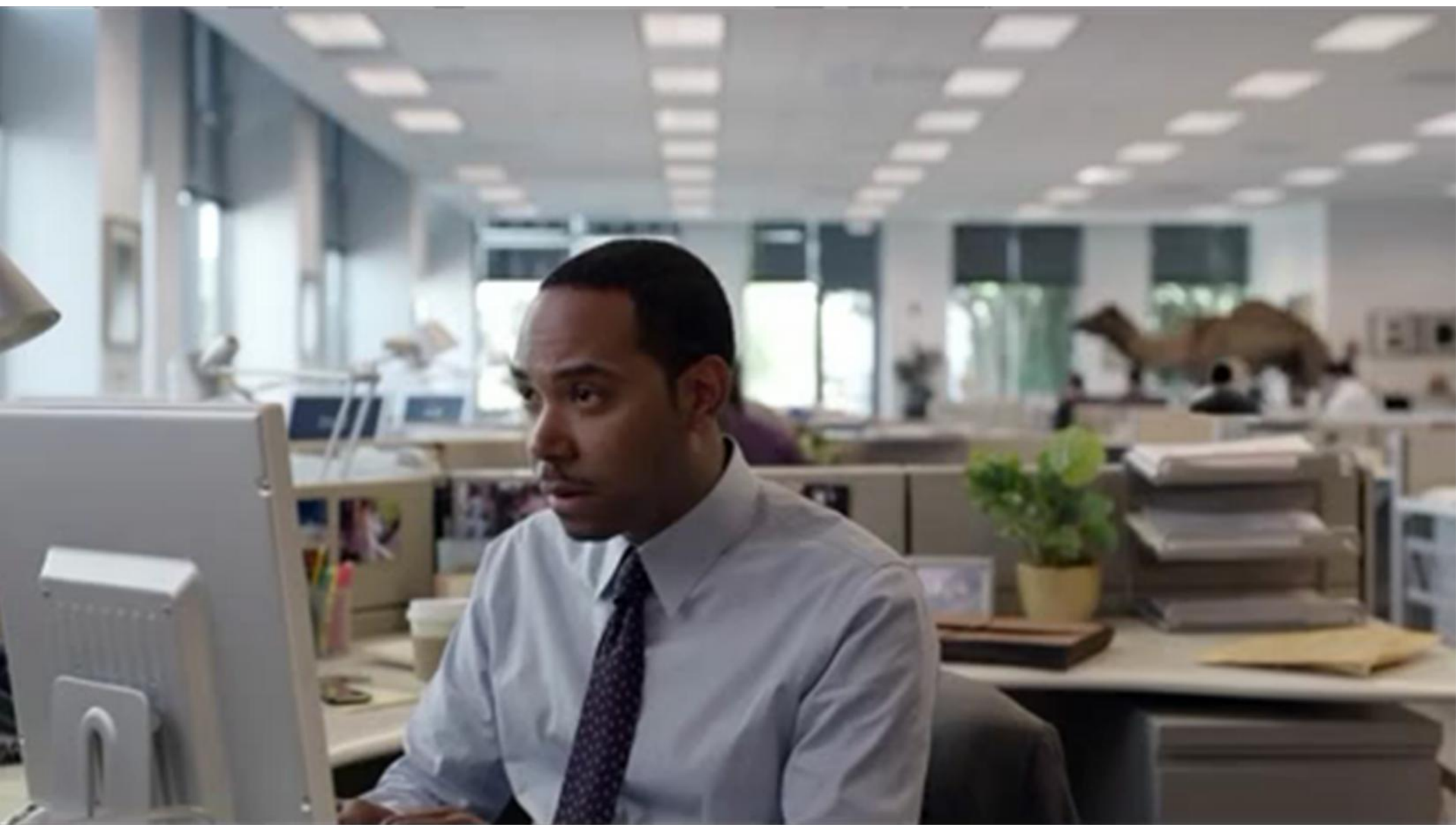
Presented by:

Dan Cayse

**CEIA Academy
Vail June 13 - 15, 2018**



CREATIVE & TECHNICAL SUPPORT: KEITH MAINS



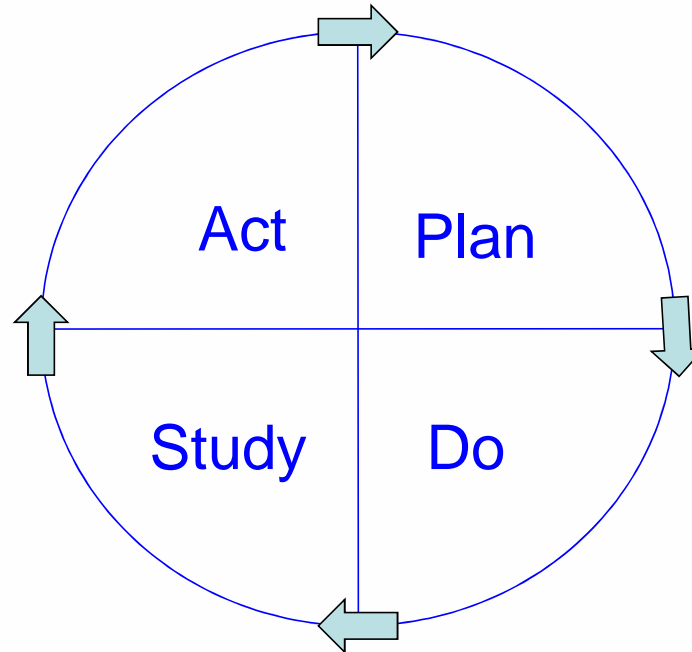
The Lone Ranger & Tonto



Planned Change

Continuous Improvement of Systems occurs through
Planned Change and Process Improvement

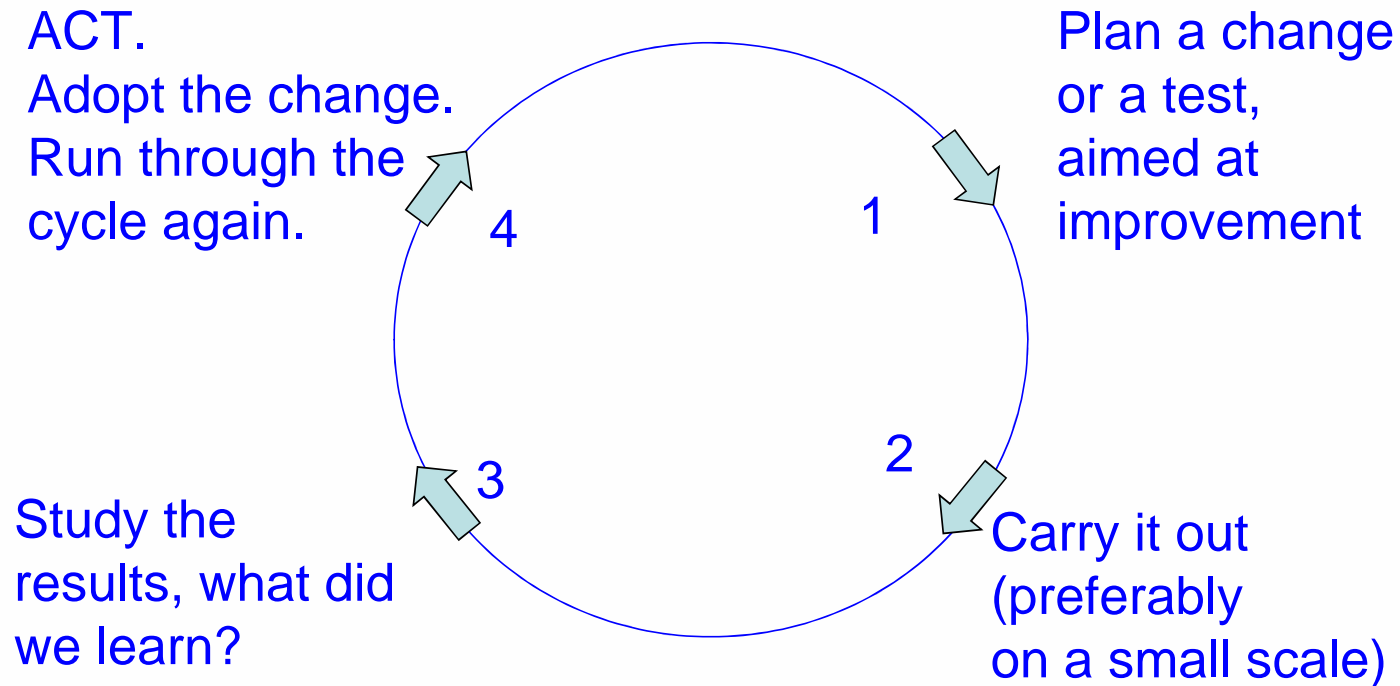
I. Deming Cycle (Plan-Do-Study-Act)



II. Seven Step continuous improvement model

The Shewhart Cycle for Learning

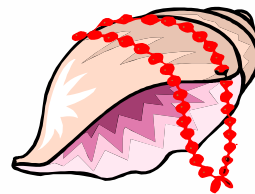
(The Deming Cycle – PDCA)



Red Beads R' Us

Welcome to

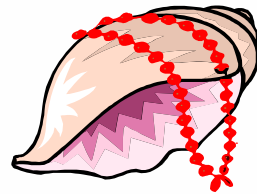
RED BEADS R' US



Red Beads R' Us

"QUALITY IS MEETING AND
EXCEEDING THE
CUSTOMER'S NEEDS AND
EXPECTATIONS AND THEN
CONTINUING TO IMPROVE."

W. EDWARDS DEMING



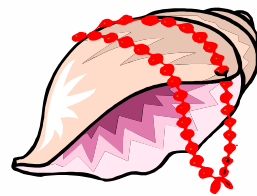
Red Beads R' Us

Our business is the manufacturing and distribution of
red beads.

We are world known for the quality of our *red beads*.

Red beads are at the center of our culture and everyone
who works at

RED BEADS R' US takes pride in knowing that they are
part of an organization that produces the finest *red beads*
in the world.

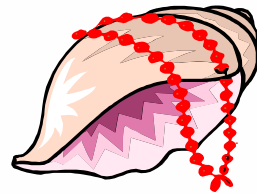


Red Beads R' Us

Continuous Quality Improvement

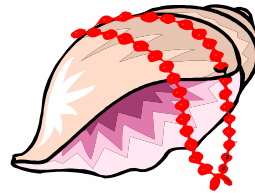
We have just spent the past two years improving our manufacturing process to increase the quality and quantity of the production of **red beads**.

White beads are a byproduct of producing red beads.



Red Beads R' Us

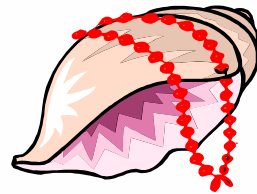
A POSITIVE
CUSTOMER
EXPERIENCE
ALWAYS!



Red Beads R' Us

Your Charge

- ☐ Working as a sales team, create a 1 minute sales presentation to our customers.
- ☐ Decide the role of each team member. i.e. Who will sell and who will present the beads.
- ☐ Beads sell best when presented on the pallet. The company requires That the beads must be presented on the pallet.
- ☐ Sell, sell, sell!



Lessons of Red Beads

- Words and language shape patterns of thinking and behavior.
- Recognize that when you are trying to gain support you are selling.
- You have to have a clear vision of what you are trying to achieve.
- You have to know what you are selling and be able to concisely articulate it.
- Know that in order to get what you want you have to give others what they want.

Lessons of Red Beads

- Entrenched cultures do not encourage creative thinking and innovation.
- The environment is constantly changing and you must be willing to adapt to survive.
- Clear, concise and frequent communication is required to effect change.
- Comfort zones are dangerous places to reside.



Paradigms

- For a Changing World -

Paradigm

A set of rules and regulations that:

- **Defines boundaries**
- **Establishes patterns of behavior**
- **Tells you what to do to be successful by solving problems within those boundaries.**

Paradigm Paralysis

- Only one way of doing things
- Locks us into one specific way to problem solve
- Creates “success blindness”
- May cause missed opportunities for future success.



“Any culture, by definition, exists primarily to prevent change, to set in stone the lessons of the past.”

Robert Eaton

The problem is never how to get new innovative thoughts in, but rather how to get the old out.

Culture Chart - What

What's Right (Current State)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

What's Wrong (Current State)

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

What's Desired

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____



What's Needed To Move From Current State To Desired State

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Great Ideas

Culture Chart - Who

Who's On Board

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

Who's on The Fence

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

Who Else Is Needed

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____



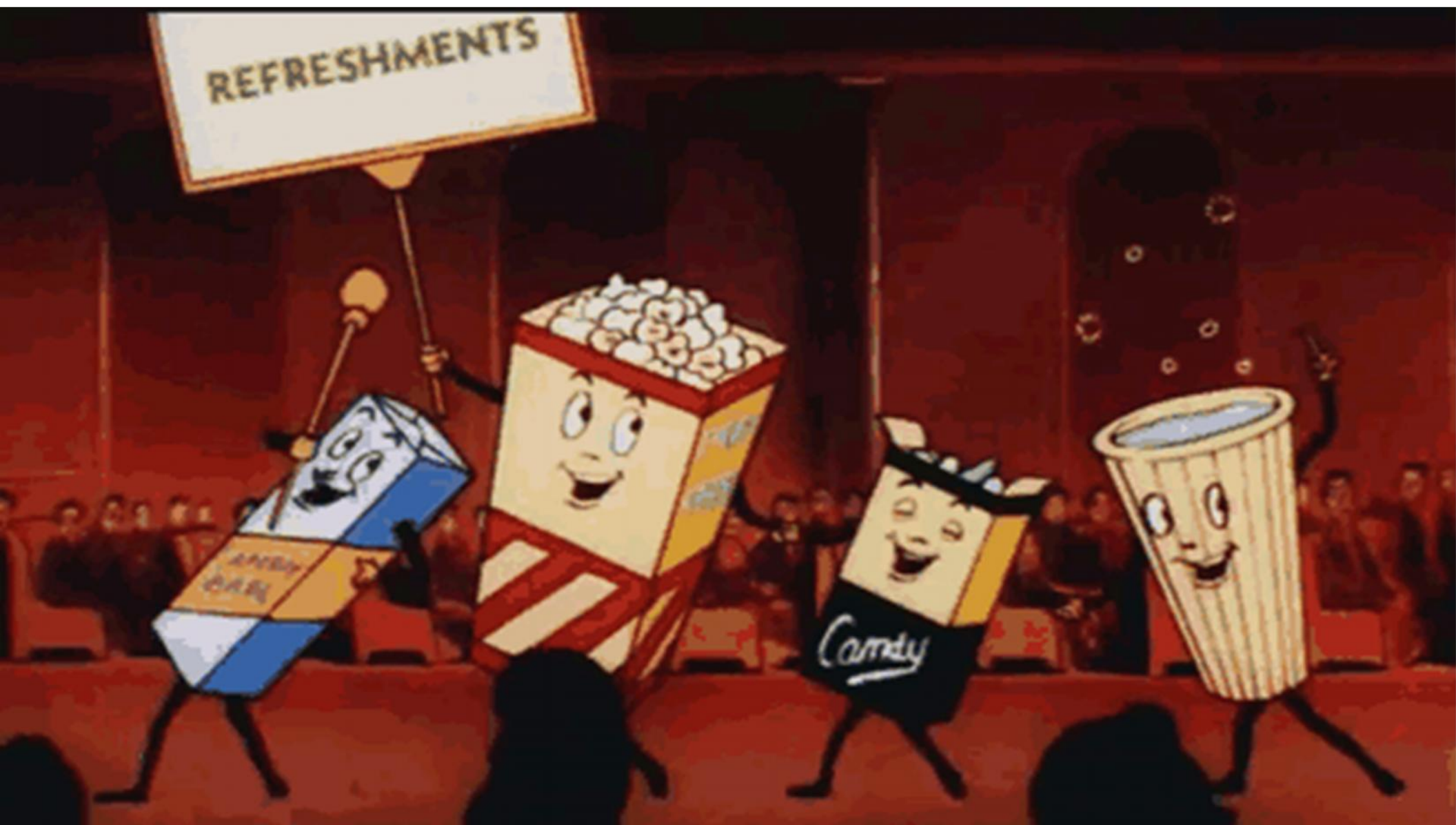
What's Needed to Move Fence Sitters & Enlist Others Needed

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Great Ideas

Fish Tail





Seven Rules to Success

“Getting Over the Hump”

- 1. Vision**
- 2. Knowledge**
- 3. Preparation**
- 4. Relationship**
- 5. Build Trust**
- 6. STAY OPTIMISTIC & Never Quit**
- 7. Celebrate Success**

Vision



Vision Statement

“I think there is a world market for maybe five computers.”

Thomas Watson
Chairman of IBM, 1943

Vision Statement

**“There is no reason
anyone would want a
computer in their home.”**

Ken Olson
Chairman and founder
Digital Equipment Corp., 1977

Vision Statement

**“640K ought to be
enough for
anybody.”**

Bill Gates
Founder of Microsoft, 1981

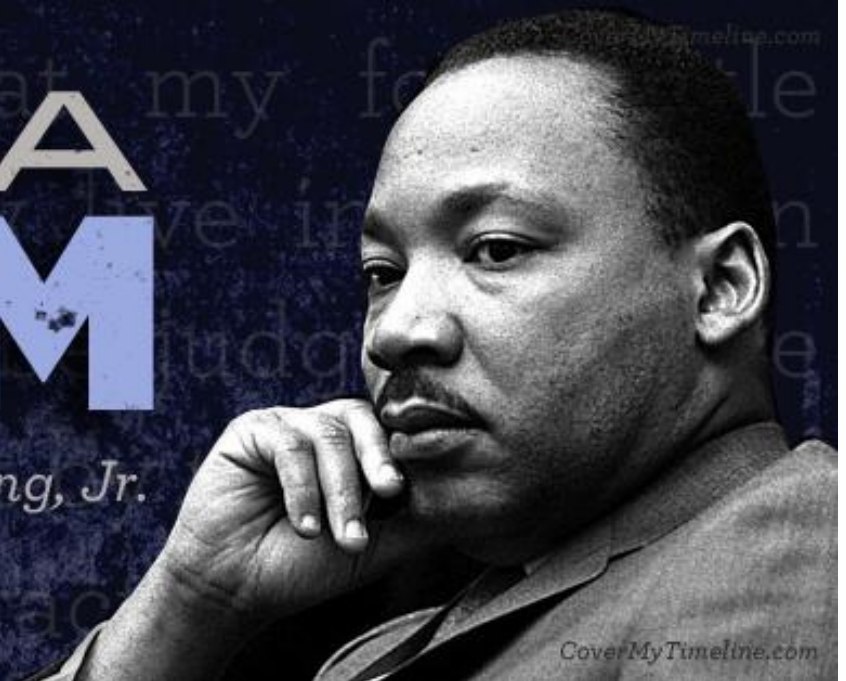
Our vision is to provide

legendary educational experiences:

- ✓ **that are customer-centered**
- ✓ **supported by success-based academic standards**
- ✓ **based on a world-class cooperative education program**

I HAVE A DREAM

- Martin Luther King, Jr.



Create a Vision



Helen Keller

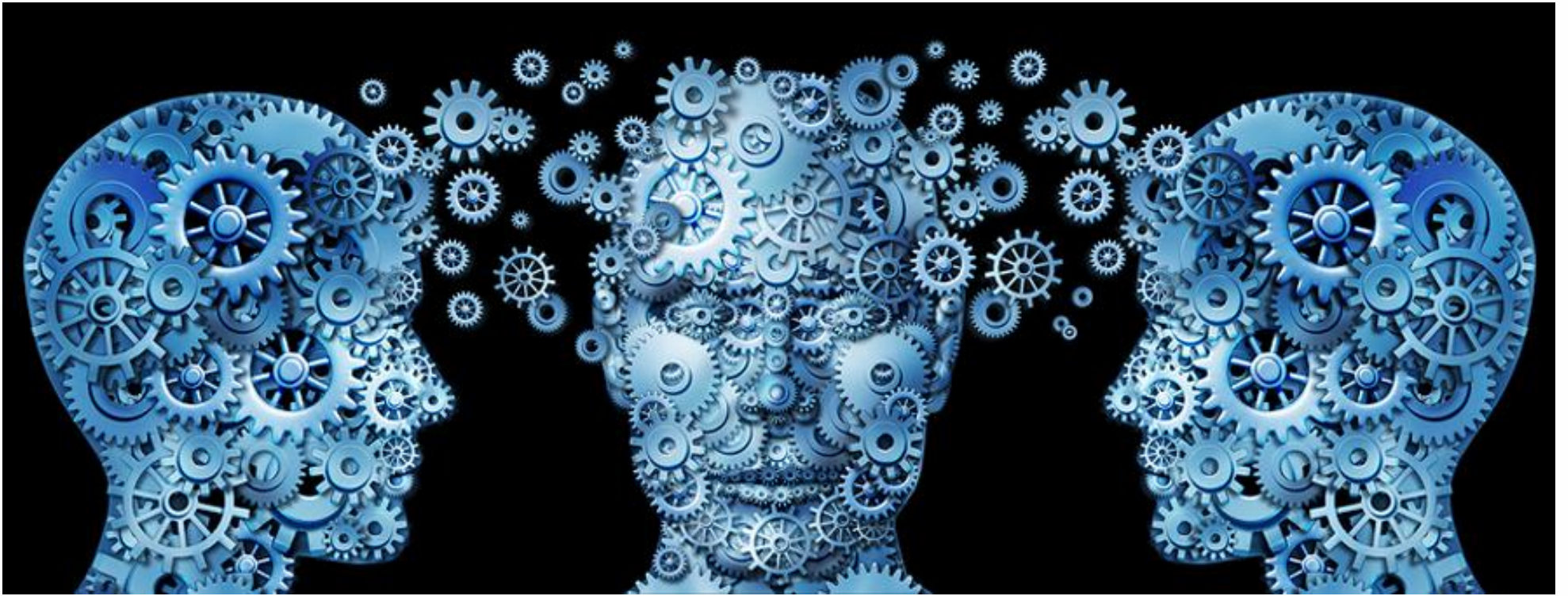


“Tell me, Ms. Keller, is losing your eye sight the worst thing in the world that can happen to anyone?”

“No.” She said. “It’s losing your

heart.”

Knowledge



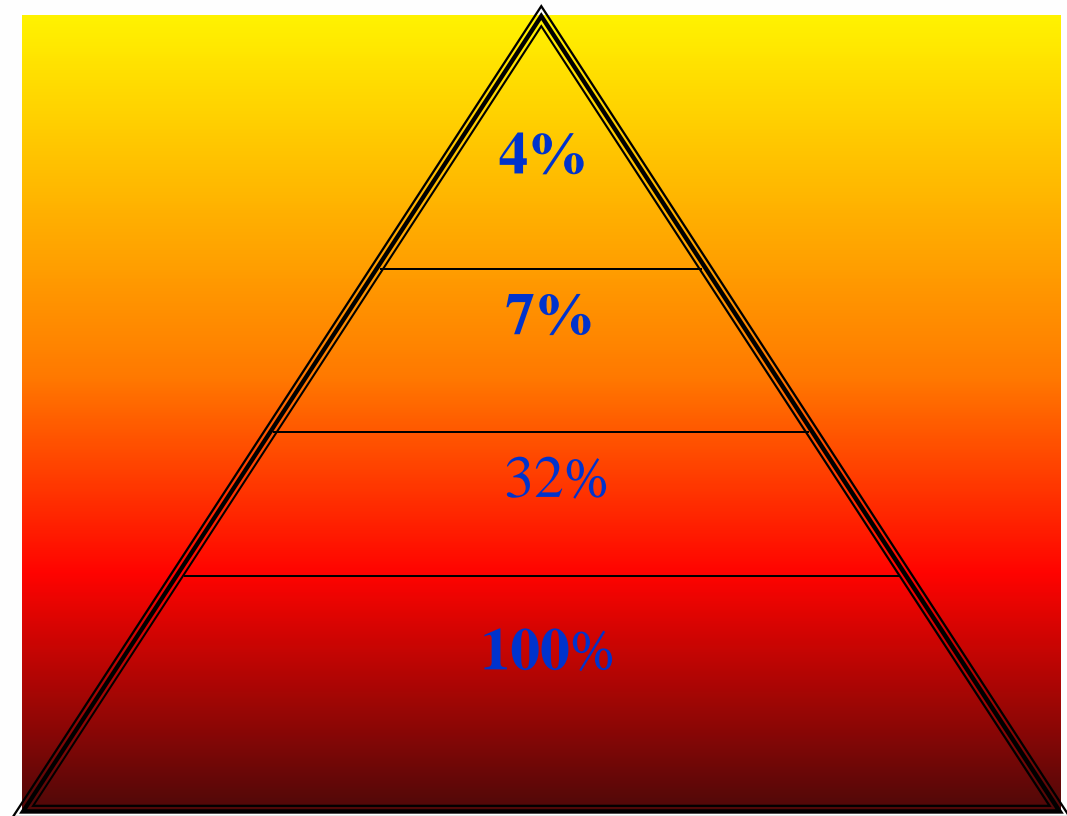
Knowledge

- **Self**
- **Team**
- **Program**
- **Partners & Supporters**

Organizational Knowledge

*Top
Management*

*Front-line
People*



Behavioral Styles



Team Skills and Talents

Task Skills

- Generating creative ideas
- Analyzing and evaluating
- Implementing
- Focusing on resolution and result

Relationship Skills

- Communicating (listening and providing feedback)
- Encouraging participation
- Confronting
- Resolving conflict



Check Your Line Up

The Coach _____

Diplomat - Professor - Detective - Champion

Strengths

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Challenges

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Internal Alliances

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

External Alliances

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Team Member: _____

Check Your Line Up

The Coach Dan Cayse

Diplomat - Professor - Detective - Champion

Strengths

- | | |
|----------------------------------|----------------------------------|
| 1) <u>Visionary</u> | 1) <u>Technically Challenged</u> |
| 2) <u>Strategic Thinker</u> | 2) <u>Lousy with Details</u> |
| 3) <u>Risk Taker</u> | 3) <u>Always Says Yes</u> |
| 4) <u>Relates Well to People</u> | 4) <u>No Tangible Skills</u> |
| 5) <u>Politically Savvy</u> | 5) <u>Procrastinates</u> |
| 6) _____ | 6) _____ |

Challenges

Internal Alliances

- | | |
|--|-------------|
| 1) <u>President & Executive Team</u> | |
| 2) <u>Plant Operations</u> | |
| 3) <u>Deans</u> | |
| 4) <u>Finance</u> | } Red Zones |
| 5) <u>Admissions</u> | |
| 6) <u>Registrar</u> | |

External Alliances

- | |
|--------------------------------|
| 1) <u>Kroger</u> |
| 2) <u>WKRC Local 12</u> |
| 3) <u>Restaurant Community</u> |
| 4) <u>Cincinnati Magazine</u> |
| 5) _____ |
| 6) _____ |

Team Member: Dan Cayse

One Minute Elevator Speech





Knowledge alone will not guarantee a high performance team.

To achieve high performance:

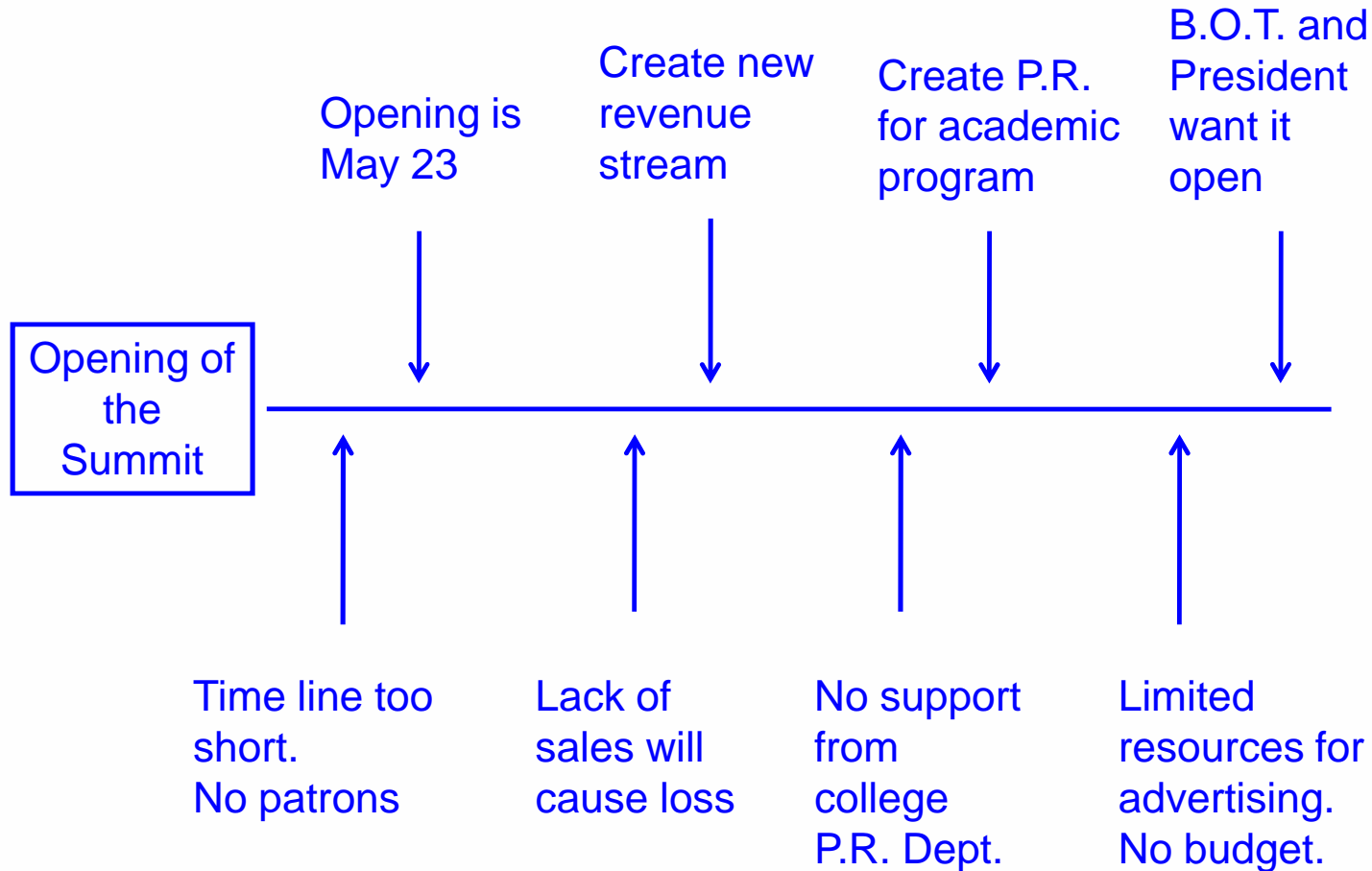
Each person must be valued for the skills, knowledge and experience they bring to the team.

Preparation

**“Theory may raise
peoples hope but practice
raises their rate of
success.”**



Force Field Analysis



Force Field Analysis

Get Press for Opening of the Summit

Driving Forces (+)

Restaurant will open May 23
Create new revenue streams
Create PR for academic programs
Board of Trustees and President want opening

Restraining Forces (-)

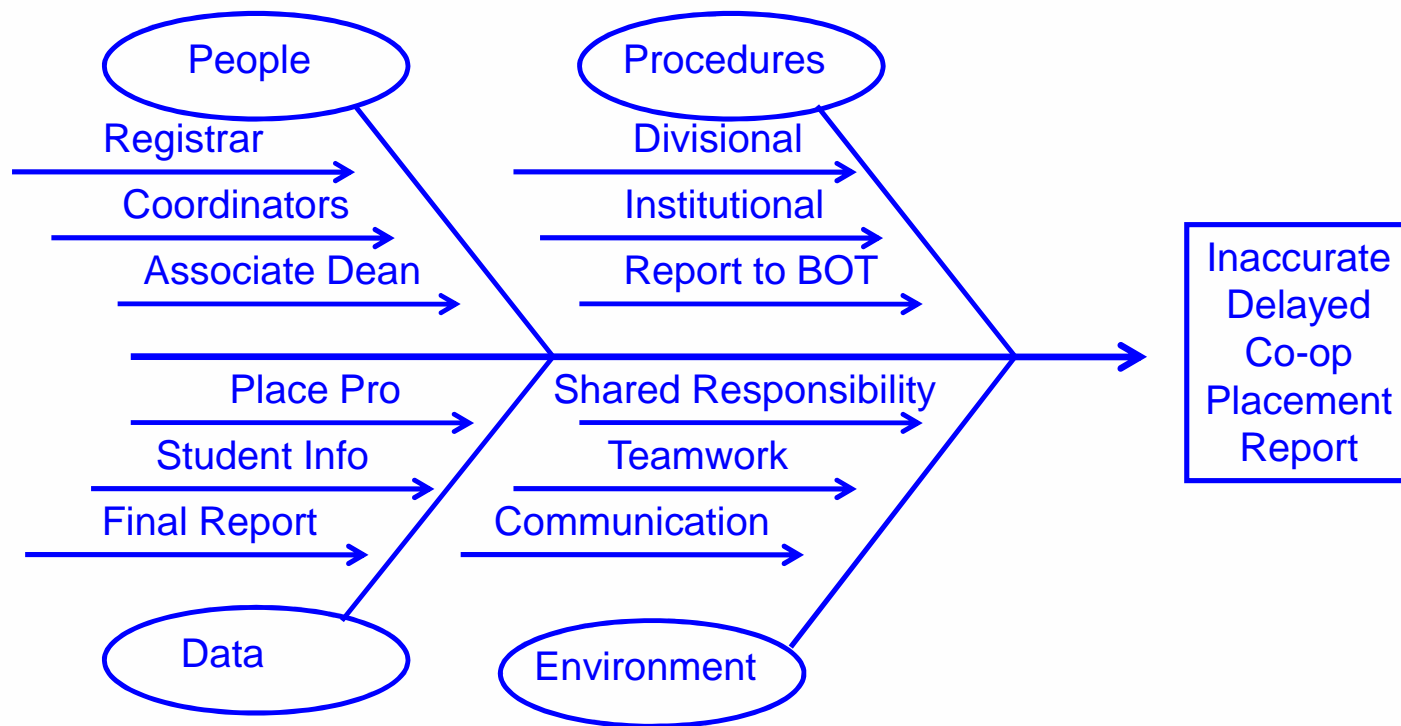
Not having patrons
Lack of sales will cause losses
No support from college PR department
Limited resources for advertising – no budget

ACTIONS:

1. Don't wait for college PR department to issue press release
2. Contact food editor at Cincinnati Enquirer (Dan)
3. Invite Marilyn Harris to VIP event (Dan)
4. Do e-mail blast (Kathleen)
5. Do damage control with PR director (Dan)
6. Obtain commitment for future support (Dan)
7. Add software to open table system (Donna & Joe)

Cause & Effect Diagram

(Fish Bone Diagram)



“WE” Chart

"WE" Chart		
Relationship Building Matrix		
WHO touches your program	EXPECTATIONS - How do they benefit	ENGAGEMENT STRATEGY- How and Who

PREPARING THE “WE” CHART

WHO

Define who in the organization is critical to the success of the program or who has resources that are needed.

To the extent possible, list them in the order in which they are involved in the process.

EXPECTATIONS

Define the benefits that they or their department derive from the program. Avoid broad institutional benefits. Be specific.

ENGAGEMENT STRATEGY

Define how you will engage them to obtain buy in and support.

Identify who on your team has an existing POSITIVE relationship or who is most equipped to take the lead.

Communication Plan

Project: CEIA ACADEMY-VAIL, 2018

What	To Who	Method & Messenger	When	Follow Up
1. Send thank you and copies of the Who & What Culture Charts and Instructions.	All of the people who have registered for the CEIA Academy	Send by email. Dan will send	Send out on May 23, 2018	Check my email for the Culture Charts that are returning to me.
2. Send a Thank You card attendees to bring their Culture Charts.	All of the attendees to the CEIA Academy in Vail.	Mail the hand written Thank You card by U.S. Mail. Two go to Canada and will require special postage. Dan will write and mail.	One week before the CEIA Academy (June 6, 2018)	None required.
3. Send a Thank You card.	All of the attendees and the hotel staff who helped with the event.	A handwritten card will be Dan will write and mail	Immediately following the CEIA Academy. No later than June 18, 2018	Respond to anyone who connects with me for help or request information.
4. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
5. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
6. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
7. Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Relationships



The Golden Rule

**“Do unto others as you would
have them do unto you.”**

The Platinum Rule

**“Do unto others as they want
to be done unto.”**

**Following the spirit of the
Platinum Rule leads to the
building of winning teams and
strong, lasting relationships.**

Group Exercise





**“None of us is as smart as all
of us.”**

Partnering

Let people off the hook.

Drive a soft bargain.

- Expanding an existing business relationship is easier than starting a new one.
- Your interest is in the long-term relationship, not the short-term gain.

Flatter legitimately.

Make friends.

Make mentors and make confidants.

Be discreet.

“Organization doesn’t accomplish anything. Plans don’t accomplish anything either. Theories of management don’t much matter. Endeavors succeed or fail because of the people involved. Only by attracting the best people will you accomplish great deeds.”

General Colin Powell



Build Trust



Build Trust

Keep Your Promises.

Good or Bad Be Truthful.

**“I am different from George Washington. I have a
higher grander standard of principal.
Washington could not lie. I can lie, but I won't.**

Mark Twain

Maintain Optimism & Never Quit



Florence



Maintain Optimism and Keep Moving

Newton's Law

**Objects in motion tend to stay in motion.
Objects at rest tend to stay at rest.**

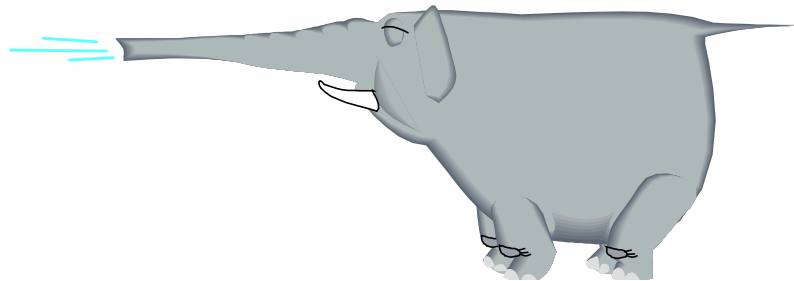
Conclusion...keep moving and move faster than the natural pace of your organization. By the time they catch up to you, it will be too late to stop you.

Celebrate Success



Share Recognition

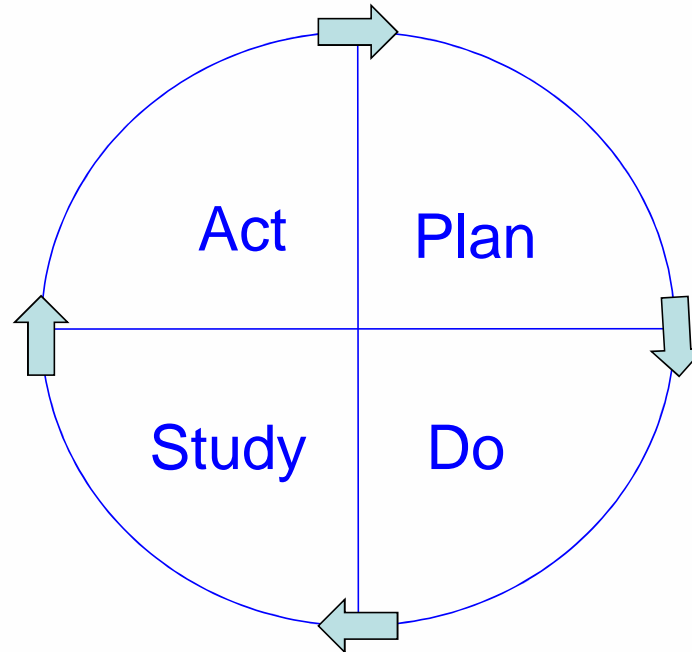
**Success is contagious,
spread it.**



Planned Change

Continuous Improvement of Systems occurs through
Planned Change and Process Improvement

I. Deming Cycle (Plan-Do-Study-Act)



II. Seven Step continuous improvement model

Leading Change

Plan

- Know and trust yourself.
- Understanding the forces of change
- Identify opportunities for personal growth and organizational innovation.
- Understand the value of creative and diverse problem – solving skills.
- Develop strategies that will drive change.
- Identify organizational relationships
- Identify barriers that can limit organizational success.

Leading Change

Do

- Create a vision
- Build trust
- Provide clarity of purpose
- Empower the team
- Communication – Honest, Clear and Often
- Maintain optimism and keep moving
- Share recognition and celebrate results