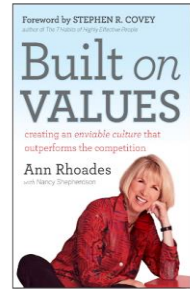


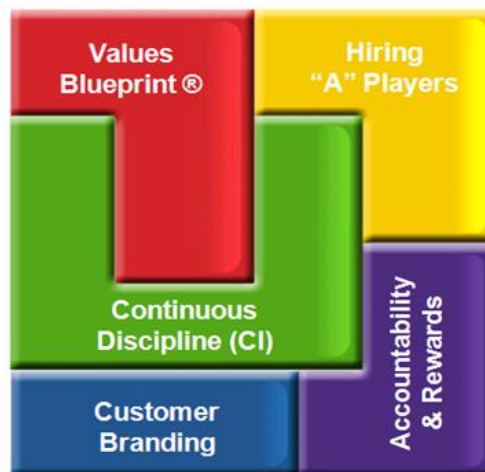
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Built on Values® Coach Certification – Program Description

This program, presented by Ann Rhoades, author of the book **Built on Values,®** prepares coaches, leaders and consultants to implement the Built on Values® culture system in organizations. Total video time is approximately 45 min.



- 1) Overview of the Built on Values® Culture System (video 4:42 min)
Provides an overview of the comprehensive Built on Values® culture framework.
- 2) Build Leadership Commitment for a Culture Initiative (video 5:12 min)
Learn why culture is important for creating high-performance organizations and how to build leadership commitment for creating and sustaining a successful culture.
- 3) Create a Values Blueprint® (video 5:53 min)
Learn how to facilitate a Values Blueprint® workshop with an organization to create their custom Values Blueprint comprised of core values, definitions, and behaviors that support the values.
- 4) Hire “A” Players (video 4:57 min)
Learn how to establish a systematic process for hiring ‘A’ Players based on 3 proven best practices: behavioral interviewing, peer interviewing, and interviewing for values.
- 5) Establish a System of Accountability and Rewards (video 4:14 min)
Learn how to facilitate the design of a recognition and reward program that will reinforce the organization’s values. Learn how to facilitate the implementation of a values-based performance management process that holds people accountable for living the values daily.
- 6) Incorporate Values into Your Brand (video 4:53 min)
Learn how to facilitate the development of a comprehensive values-based brand strategy that supports the best customer and employee experience.
- 7) Establish a Continuous Discipline to Sustain Your Values (video 2:55 min)
Learn how to ensure an organization sustains its culture with a discipline of continuous improvement.



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Patent Pending

Built on Values® Coach Certification**Module Description and Instructional Objectives****Module 1 – Overview of the Built on Values® Culture System**

This module provides an overview of the Built on Values® Culture System. You will learn why organizational culture is important for creating a high-performance organization.

Upon the completion of this module, you will be able to:

- 1) Describe each of the elements of the Built on Values® Culture System
- 2) Present the Built on Values® Culture System, with its benefits and ROI, to leaders.

Module 2 – Build Leadership Commitment for a Culture Initiative

Learn how to build leadership commitment for creating and sustaining a successful culture.

Upon completion of this module you will be able to:

- 1) Conduct a culture strategy and planning meeting with senior leaders.
- 2) Lead an assessment of the Current and Future states.
- 3) Develop key communication messages for the “WHY” of culture change.

Module 3 – Create a Values Blueprint®

In this module you will learn how to facilitate the creation of a custom Values Blueprint® comprised of core values, definitions, and behaviors that support the values.

Upon the completion of this module, you will be able to:

- 1) Establish a Values Blueprint® Team
- 2) Plan, prepare and facilitate an interactive Values Blueprint® event.
- 3) Establish and facilitate a Values Committee to oversee the integration of the values throughout the organization.
- 4) Develop a communication plan for introducing the values to the organization.

Module 4 – Hire “A” Players

In this module you will learn how to establish a systematic process for hiring ‘A’ Players based on 3 proven best practices: behavioral interviewing, peer interviewing, and interviewing for values.

Upon the completion of this module, you will be able to:

- 1) Help an organization incorporate values into the hiring process.
- 2) Coach interviewers to write and use behavioral interview questions for both competencies and values.
- 3) Help an organization include peer interviewers in the hiring process.

Module 5 – Establish a System of Accountability & Rewards

In this module you will learn how to facilitate the design of a recognition and reward program that will reinforce the organization’s values. Learn how to facilitate the implementation of a values-based performance management process that holds people accountable for living the values daily.

Upon the completion of this module, you will be able to:

- 1) Facilitate the design of a Values recognition program.
- 2) Develop a plan to incorporate values and behaviors into the performance management process.
- 3) Design a multi-rater feedback process for the values and behaviors.

Module 6 – Incorporate Values into Your Brand

In this module, you will learn how to facilitate the development of a comprehensive values-based brand strategy that supports the best customer and employee experience.

Upon the completion of this module, you will be able to:

- 1) Help an organization develop a brand strategy that integrates Values with the customer brand promise.
- 2) Help an organization develop an employment brand strategy based on values.

Module 7 – Establish a Continuous Discipline to Sustain Values

In this module, you will learn how to ensure an organization sustains its values-based culture with a discipline of continuous improvement.

Upon the completion of this module, you will be able to:

- 1) Develop an “Organizational Culture Dashboard” for Culture metrics.
- 2) Develop a plan for employees to learn about the “business of the business.”