DrawSuccess™

THE DRAWSUCCESS TRAINING PHILOSOPHY

Reveal Your Inner Genius

DrawSuccess is a proven, patented[1] process for accelerating results through the intelligence of teams. DrawSuccess leverages the knowledge, skills and experience of your organization to get the most out of every individual, group and team: to *Reveal the Inner Genius* of every member of your organization.

It is our philosophy that your people have a wealth of intelligence, education and experience to perform their jobs at a very high level of achievement. In fact, your employees likely have years of experience and hundreds, if not thousands of hours of training. They've learned skills both on-the-job and through all kinds of classroom, literature and educational settings. Often, they've worked for a competitor and received extremely valuable information that can help your company be more successful.

However, most companies barely attempt to mine these internal diamonds in the rough. Onboarding, when implemented, rarely includes a process for either lasting team integration or "data mining" of the brainpower of every member of the team.

The DrawSuccess Program not only helps you recognize these precious gems, we also provide teams with the stimulus, information and tools required to help them work better together – to achieve high performance. And, we take it to an even higher level: transforming the teams' ideas and solutions into actionable, measurable results via our unique five-step process.

We believe that when teams have a fun and engaging system and process that allows them to explore their own knowledge and beliefs, and produce their own ideas and solutions, they are more unified and empowered to deliver results.

Which approach is best? Answer the following questions:

1. Which do you think is more effective[2]: (a) the company's leadership comes up with a list of Ground Rules and Consequences for meetings and then makes them mandatory, or (b) the team produces and enforces their own Ground Rules and Consequences?
2. Which is the most influential resource to help the team achieve results: (a) an expert, author or someone with an advanced degree on the subject, or (b) the team itself?
3. The team is facing a problem. Where is the solution likely to come from: (a) a consultant or (b) the team – if given the right tools, knowledge and coaching/reinforcement.

If you answered (b) for each example, you recognize the potential for more of a Social Learning vs. Traditional Learning approach.

[1] Patent is pending final approval.
[2] Effective being defined as most likely to be embraced, empowering and enforced.

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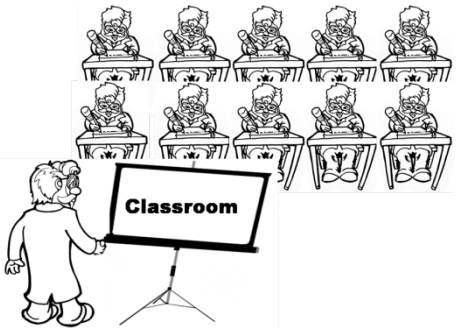
Traditional Training vs. DrawSuccess

Traditional training is usually taught in a classroom, with an expert instructor delivering knowledge-based content.



Traditional Training

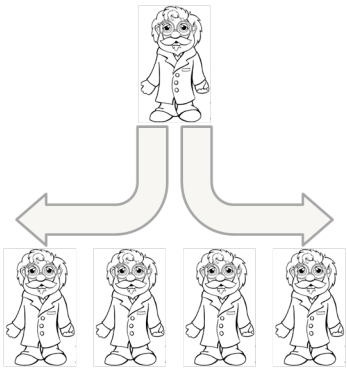
DrawSuccess

DrawSuccess is a completely different process, where teams get together to share and generate their own ideas, solutions and actions.

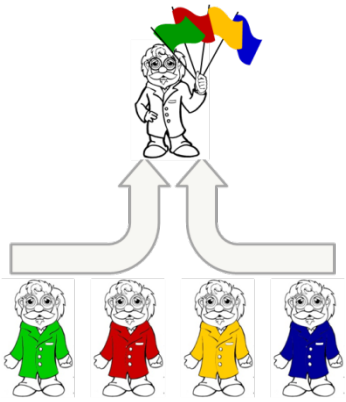
Traditional Learning vs. Social Learning

Today's world of communication and media is being rapidly transformed through the use of social media. Social Media, as defined by Wikipedia is " a shift in how people discover, read and share news, information and content; it's a fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal, political and business use. Businesses also refer to social media as user-generated content…

While Traditional Learning is more like Traditional Media, with a top-down, inside-out approach to disseminating information throughout the organization, DrawSuccess is more like Social Media, where the knowledge, ideas, solutions and action plans are generated from the organization and delivered upward to management.



Traditional Learning



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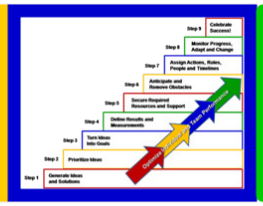
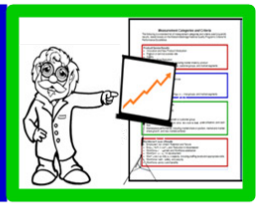
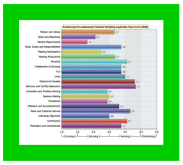
The DrawSuccess Five Step Process

Step 1	Step 2	Step 3	Step 4	Step 5
				
Pre-Assessment	Foundational Workshop	Module Workshop	Results Process	Deliver Results!



Step 1: DrawSuccess Team Development Assessment (DSTDA)

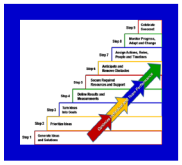
We begin my evaluating the team's level of performance on 20 criteria: Mission & Values, Goals & Objectives; Results Measurement; Roles & Responsibilities; Meeting Participation; Meeting Productivity; Diversity; Collaboration & Synergy; Fun, Energy & Engagement; Unity; Opinions & Honesty; Harmony & Conflict Resolution; Innovation & Problem-Solving; Decision-Making; Procedures; Efficiency & Accomplishment; Sales & Customer Service; Individual Alignment; Contribution & Accountability; and Motivation & Commitment.

Step 2: DrawSuccess Foundational Workshop

The DrawSuccess Foundational Event is a one-time event for that sets the stage for the rest of the DrawSuccess process. It offers the first experience with the DrawSuccess Game, introduces the four Inner Genius Styles, and discusses the Four Stages of Team Development.

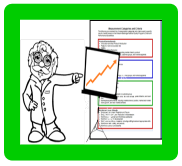
Step 3: Module Workshops in Key Development Areas

The Modules focus on delivering results in the team's identified developmental areas. No matter what stage the team is in on the 20 Team Criteria (as measured with the DrawSuccess Team Development Assessment), the Modules focus on each topic in a deep and meaningful way to deliver results.



Step 4: Results Process

DrawSuccess implements a nine-step results process, beginning with idea generation through the celebration of results.



Step 5: Deliver Results!

Upon the completion of the program, results are measured through a detailed analysis and a series of post-assessments.

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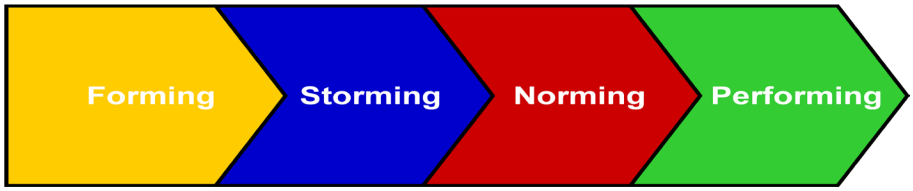
Preparing the Teams for Performance in Execution

The DrawSuccess Program is more than information sharing, and it's more than putting together action plans. It's also a powerful process for Team Transformation.

Prior to the program, teams are assessed using our proprietary measurement tool called the DrawSuccess Team Development Assessment (DSTDA), which evaluates the team's level of development using Bruce Tuckman's Four Stages of Team Development Model:



The DSTDA identifies the team's performance level in 20 team measurement criteria:

1. Mission & Values
2. Goals & Objectives
3. Results Measurement
4. Roles & Responsibilities
5. Meeting Participation
6. Meeting Productivity
7. Diversity
8. Collaboration & Synergy
9. Fun, Energy & Engagement
10. Unity
11. Opinions & Honesty
12. Harmony & Conflict Resolution
13. Innovation & Problem-Solving
14. Decision-Making
15. Procedures
16. Efficiency & Accomplishment
17. Sales & Customer Service
18. Individual Alignment
19. Contribution & Accountability
20. Motivation & Commitment

These criteria were selected to address the universal issues faced by teams of all kinds in virtually any industry. The criteria not only go broad, progressing from a macro view (Mission & Values) to a more micro or individual level (Contribution & Accountability and Motivation & Commitment), but they also go deep, concentrating on several dimensions of communication, trust, and cooperation.

The DrawSuccess Modules delve even deeper into each subject and are each designed to bring out the team's issues and challenges and generate solutions in order to transform the team to achieve higher levels of performance in each subject area.

This performance focus is the key to ensuring the sustainability of the program and the successful attainment of results. After all, what's the point in generating new ideas or launching new programs if teams aren't performing at their highest level?

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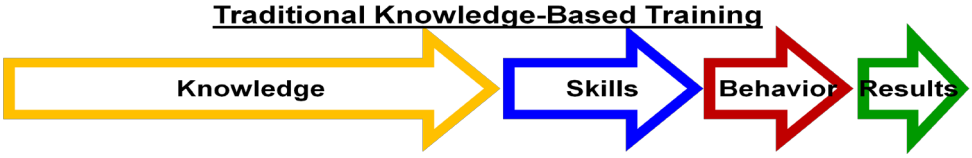
The DrawSuccess Program vs. Traditional Training

Most training programs centers on delivering learning in four main categories: Knowledge, Skills, Behavior and Business Results.

Traditional Knowledge-Based Training



Traditional Knowledge-Based Training focuses primarily in delivering information or knowledge to trainees.

Traditional Skills-Based Training

Traditional Skill-Based Training concentrates on skills and behavioral change

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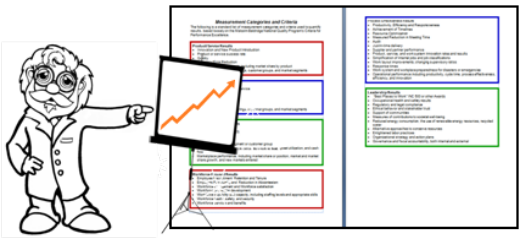
DrawSuccess focuses on behavioral change and delivering results

From Ideas to Impact: How DrawSuccess Measures Results

The DrawSuccess Program turns ideas into impact:

Step 1: Ideas

Step 2: Action



Step 3: Results Measurement

Step 4: Celebration!

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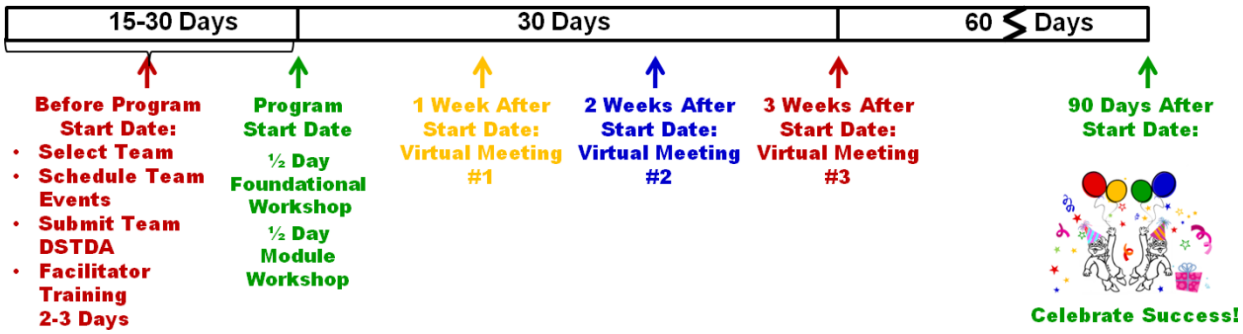
The DrawSuccess Evaluation Process

DrawSuccess uses the following six forms of evaluation throughout the process to ensure comprehension, performance enhancement and results:

1. **Readiness Assessment: T**he DrawSuccess Readiness Assessment evaluates a company's interest and commitment toward progressive change.
2. **DSTDA:** Pre – and Post- Assessments measuring the team's level of development (Forming, Storming, Norming, Performing) on 20 Criteria before and after the completion of the DrawSuccess Program.
3. **DrawSuccess Foundational Event Evaluation:** Measures the Level 1 Reaction[3] of the Foundational Event.
4. **Module Evaluation #1:** Delivered immediately after each Module. Determines the team's learning in Level 1: (Reaction); Level 2: (Learning, Knowledge, Skills and Attitudes); Level 3 (Behavior) and assesses the team's preparation for Level 4: (Results).
5. **Module Evaluation #2:** Completed 30 days after the completion of each Module. Measures Level 3 (actions taken by the team toward achieving the goals of the Module), Level 4: (the specific results to be measured for each priority established by the team).
6. **Module Evaluation #3:** Accomplished 90 days following the completion of the DrawSuccess Program. Evaluates the team's performance on Level 3 (Assessing the behavioral change resulting from the Module and Level 4: Calculating the quantifiable results from the program, based on the measurements established.

How it Works

The DrawSuccess Program includes a team pre-assessment, followed by two half-day workshops: the Foundational Event, which sets the stage for team communication and performance, and your choice of one of our focused Module workshops: (1) Sales & Customer Service; (2) Motivation & Commitment; (3) Meetings; (4) Harmony & Conflict Resolution; (5) Contribution & Accountability, or (6) our extended Strategic Planning module. Next are the follow-up web meetings, one per week for three weeks, which take the team through the rest of the 9 Steps, culminating in a results celebration in 90 days!



[3] Ref: Kirkpatrick's Four Levels of Evaluation

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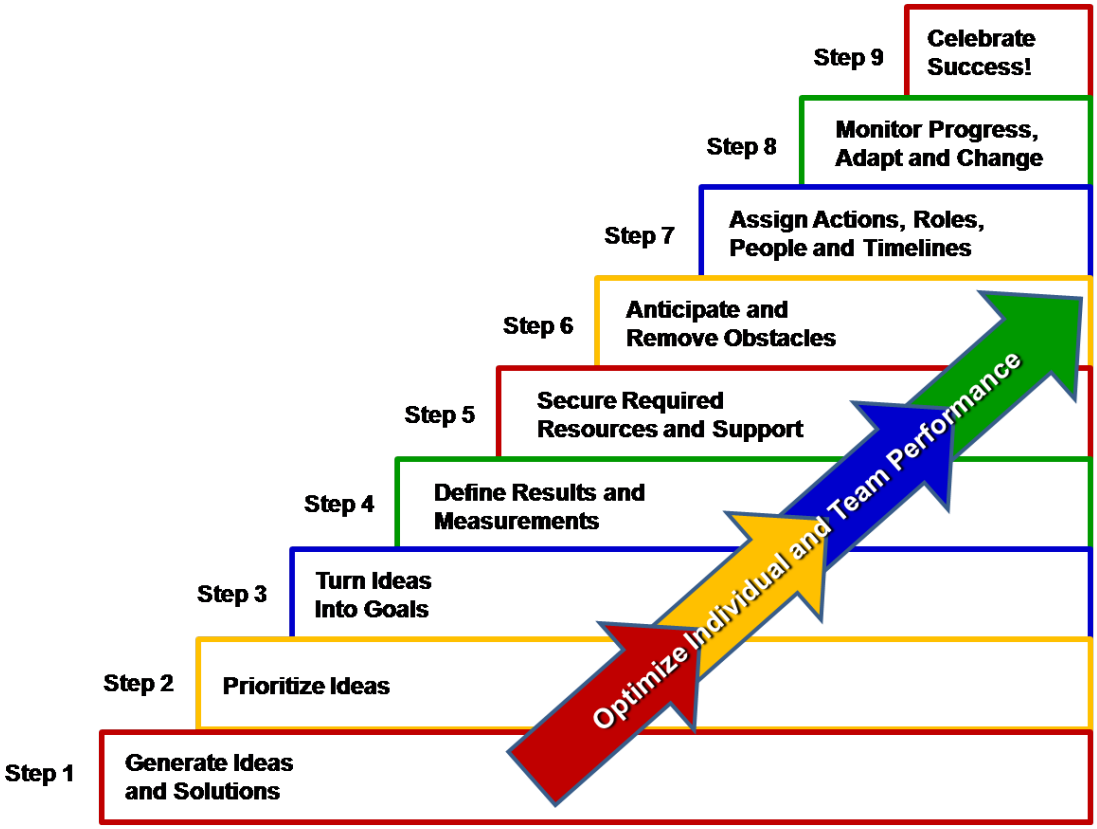
Getting Results Through DrawSuccess

How do you get results? Take the 9 Steps to Getting Measurable and Sustainable Results:



While these steps aren't unique, the approach DrawSuccess uses to complete them are.

First of all, DrawSuccess takes teams through all nine steps. The brainstorming process that happens through the magic of the DrawSuccess Game and Module PlayBooks is both efficient and powerfully effective. In fact, one company said, "We played the DrawSuccess Game and were amazed at the ideas we came up with – which were more creative and proliferate than we've conjured in all-day brainstorming sessions in the past."

The team then goes through the rest of the nine steps in the process through a complete 30-day wraparound program, including webinars, homework activities, and more.