



Bringing Meaning into Monday™

A Sustainable Approach to Bottom Line Success

It seems the manner in which we are addressing many of today's societal problems can be compared to a popular children's arcade game, *Whack-a-Mole*. Millions of tax dollars are being spent pursuing well-intentioned community-based initiatives, attempting to smash mole heads into submission, only to discover that the game seemingly never ends.

2500 years ago, Confucius believed that in order to create sustainable social improvement it must occur where people spend the majority of their time – where group relationships are conditioned. Today, where do most people spend the majority of their time? For many, the answer would be the workplace – *where group relationships are conditioned*.

Workplace ... Fertile Soil for Growth

“Work should give substance, meaning, and value to our lives... make us feel we are contributing to the world.”

- Michael Hammer, Author

Today's workplaces are well-positioned to influence positive societal change – out of necessity, not choice. To remain relevant, organizations *must continually find new and creative ways to generate value and eliminate lesser-valued activities or services* – awakening the essence of capitalism and producing positive energy.

Awaken Capitalism: Adam Smith, who many people see as the originator of capitalism, in 1776, defined the “invisible hand” of capitalism: *achieving wealth by improving the well-being of society*. By appealing to mankind's self-interests, Smith showed how people could improve their standard of living, yet in a manner that simultaneously improved the well-being of others. Viewed this way, capitalism works. It's not sustainable, however when capitalism is narrowly defined as simply the ability to make money, regardless of the social outcome. Fortunately, emphasizing value creation is not a new-age way to succeed; instead it reawakens a more proven and sustainable way – *achieving financial health by improving societal well-being ... the essence of work*.

Produce Energy: While there has been a lot of attention directed at improving the physical health of employees, *there is significant room for improvement*. **Socially**, by emphasizing value – serving the needs and priorities of others – relationships will improve. **Emotionally**, a person's inner-identity and self-worth will correspondingly improve. **Mentally**, creative energy will be better focused. **Spiritually**, people will have a shared and higher sense of purpose. As a result of harnessing these additional sources of energy, greater short-term results will be achieved and the odds of longer-term sustainable success will be significantly improved – in *and* outside of the workplace.

Working to Transform Communities

“The dogmas of the past are inadequate to the stormy present...so we must think anew and act anew.”

- Abraham Lincoln

Today, many communities are experiencing a “stormy present.” Therefore, “we must think anew and act anew.” For purposes here – at work.

In addition to influencing **organizational** performance, the quality of work relationships will directly influence **individual** health and effectiveness and **civic vitality**.

Organizational: Regardless of how you measure success (e.g., profitability, growth, student or patient outcomes, fundraising, etc.), your results are dependent on the quality of relationships – productive relationships – found at work. The sense of connection people have with one another; how well they are aligned with the goals of the institution.

Individual: People are social; they will extract more meaning from their jobs the more the social atmosphere and the quality of relationships improve. Their creativity, productivity and health will improve, as will their energy levels and commitment to their jobs. The positive energy generated at work will not remain only at work. As people experience the positive and rejuvenating effects of encouragement, teamwork, support and even love, the more apt they will be to extend it to others.

Civic Vitality: Healthy organizations will drive economic growth and create jobs. They will also be more inclined to give back to their communities in terms of time, talent and treasure. And employees – healthier and more energized – will be more inclined to get involved and give back. It's logical; the more people learn to serve the needs of others, respect diversity, reconcile differences, and frankly get along with others unlike themselves, the world in and outside of work will dramatically improve.

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“This time, like all times, is a very good one, if we know what to do with it.”

- Ralph Waldo Emerson

Work is more than a job. Workplaces, big and small, are living communities, they have a pulse. Work influences personal lives, families, and the health and attractiveness of communities. The quality of relationships found at work, in addition to influencing performance, directly influences one’s attitude and outlook toward life, in and outside of work. Yet at work, having good, like-minded people is not enough – it’s not the answer.

To succeed, work frequently brings together diverse personalities, viewpoints, self-interests and talents. They must. Yet to survive, these same people must be unified and focused – directed at how they individually and collectively create value. To enable this value-oriented work climate, there are two things to consider – **interpersonal** and **environmental**.


Interpersonally, having skilled, cooperative and service-oriented people is important; however, quite often there are other issues, hidden issues present at work. *Environmental* issues that influence relationships and performance – issues that only leaders can address. This behind-the-scenes, cultural world is where *Bringing Meaning into Monday* focuses.

Bringing Meaning into Monday provides leaders with a practical and repeatable process – a voice, toolset and support. While we advocate cultural change, the process is intended to help leaders get started, encouraging them to walk before they run. The process *is applied to existing priorities*, equipping leaders to simultaneously improve performance and the well-being of the people.

This is accomplished in three, integrated ways:

1. **Creating Value:** Work is about producing *something of value for someone else*. Conceptually, this is obvious; achieving it is tough. It’s not enough to provide training and encourage cooperation. There are environmental dials that must be in place – hidden, yet universal dials that leaders are responsible to turn.
2. **Building Unity:** In order to create value, leaders must be skilled at building unity, reconciling differences and establishing laser-like focus and shared-accountability – getting everyone on the same page.
3. **Achieving Balance:** People, and organizations for that matter, require balance: materially, in terms of what they earn; and intrinsically – their sense of purpose, contribution or legacy. Leaders set the tone; they foster a value-oriented environment for this to occur.

To learn more about *Bringing Meaning into Monday*™ please visit www.gtpassociates.com.



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Why	What	How
<ul style="list-style-type: none">✓ Transform Communities<ul style="list-style-type: none">▪ Organizational▪ Individual▪ Societal✓ Awaken the Essence of Capitalism: achieving wealth by improving the well-being of others.✓ Produce Energy (health) – physical, social, emotional, mental and spiritual	<ol style="list-style-type: none">1. Creating Value<ul style="list-style-type: none">InterpersonalWork EnvironmentStrategic ClarityImageCustomersWork Processes2. Building Unity<ul style="list-style-type: none">Build Trust & AccountabilityEstablish Shared PurposeStreamline Systems & ServicesTap Talent3. Achieving Balance<ul style="list-style-type: none">Extrinsic & IntrinsicFinancial-Operations-Customers	<p>To learn more, we offer:</p> <ul style="list-style-type: none">▪ A free introduction▪ A short seminar that helps participants experience the process. <p>To get started, we offer:</p> <ul style="list-style-type: none">▪ A one-half day team immersion – focused on an existing priority.▪ A multi-step, deeper immersion – one-half day with team leaders and one-day with team.▪ Tailored, situation-specific engagements. <p>Applied to Existing Priorities</p> <ul style="list-style-type: none">✓ Repeatable✓ Time-Driven✓ Measurable✓ Affordable