



## WHAT DO YOU WANT MORE OF IN YOUR COMPANY?

- Profits? Cost Savings? Better teamwork?
- Productivity? High Morale? Employee loyalty?

*Whatever you want more of, you can get  
using Appreciative Inquiry.*

*This workshop consultation combo\* will show you how!*

## *Greater Profitability Through Business Process Excellence:*

*Using "Appreciative Inquiry" to get  
more of what you want in your business.*

## Why This Is Important to You!

The ideas presented in our session can help you develop an organizational culture with three sources of strategic advantage over others engaged in similar work, by:

- fully engaging the energy and talent of your existing workforce
- speeding up your ability to make positive changes
- creating a culture that attracts and keeps the best and brightest talent!



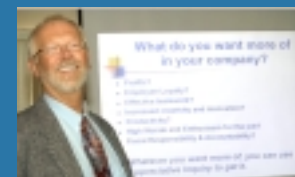
⤴ Above, Presenting At "Vitalize" 2009 ⤵

## Comments from 2 More Previous "Greater Profitability...." Workshop Participants

*"I can enthusiastically recommend Jim Taylor's "Greater Profitability..." workshop. The content is so positive and valuable, and makes such good sense that I will be encouraging my associates to attend future workshops. I also plan to use the Appreciative Inquiry approach to improve my own business."*  
*Gord Tulk, Owner, Slate Insurance Services Inc. (May, 2009)*

*"This (workshop) is good stuff; you can take away what you learn today and apply it in your organization tomorrow. That's why we are using it in our business planning process."*  
*Tim Creedon, Executive Director, Red Deer Chamber of Commerce (July 2009) "*

*This workshop is eligible for 2 continuing education credits in each of the Life, Accident and Sickness, General, and Adjusters class from the Alberta Insurance Council.*



I thoroughly enjoyed and learned from working with you, and would recommend your AI/workshop and consulting approach to any company committed to addressing its culture in order to move from being good to being great. *Mark L. Burggren*, President, Alberta Manufacturing Solutions Inc. and Executive Director, Central Alberta Rural Manufacturers' Association

**Date/Time:** Thursday, Feb.25th 7:30 a.m. - Noon  
Tuesday, March 23rd 7:30 a.m. - Noon

**Location:** Junior Achievement Room  
Red Deer Chamber of Commerce  
3017 Gaetz Ave., Red Deer

**Cost:** \$299 +g.s.t. for the first 2 registrants from a company, only \$89 +g.s.t. for each additional

\*The "Combo" features Breakfast and 4-hour workshop plus a 1-hour personalized consultation to help you move forward quickly in the direction of your goals.

**“AI” is a positive method of organizational development with an impressive, proven track record. It can mobilize and energize your people to enthusiastically look for ways to address all of the challenges facing your organization. It is a method that can draw out from all your people, the very best that they have to offer.**

**Where “AI” has been skillfully facilitated, it has produced spectacular results in addressing all kinds of business challenges. Just look at what other companies have achieved!**

**Reducing costs without layoffs:** *John Deere* -made immediate savings of \$6 million; *GTE Telecommunications* (now *Verizon*) saved \$7-8 million annually from one innovation, *Roadway Express* created a culture of increased fiscal responsibility among a unionized (Teamsters) workforce etc.

**Generating higher profits:** *Nutrimental Foods* profits up 300% after one year, up 600% after two years, *Roadway Express* profits up \$7 million in one year etc.

**Producing better teamwork:** *Avon* (Mexico) transformed its organizational culture using male/female teams; “*Medic Inn*” transformed its organizational culture from one of hostility and backbiting into one of collaboration; in the process they lifted their facility from a 1 star to a 4 star hotel in just one year etc.

**Increasing productivity:** *John Deere* reduced its product development cycle from 5 years to 3; *GTE Telecommunications* (*Verizon*) improved its credit verification process collecting an extra \$3 million in 1996; *Hunter Douglas* achieved productivity gains they had previously thought were impossible etc.

**Increasing employee loyalty:** *Nutrimental Foods* reduced absenteeism 75%, *Hunter Douglas* achieved record low staff turnover in a hot labour market etc.

**Increasing morale:** *GTE Telecommunications* (*Verizon*) saw employees’ support for its business direction jump 50% at a time of industry restructuring and layoffs etc.

## Two Approaches to "Managing" Change

### *Problem Solving Approach*

Asks: "What are the problems here?"  
Focuses on: Problems, deficiencies, what's wrong, what's broken, what isn't working. Seeks "fixes" to problems. (This has been the traditional focus of management consultants.)

### *"Appreciative" Approach*

Asks: "What works well here?" What is this organization like when it is at its best?"  
Focuses on: Peak experiences, best practices, life giving/life enriching forces. (This approach creates powerful, broadly-based momentum for rapid positive change.)

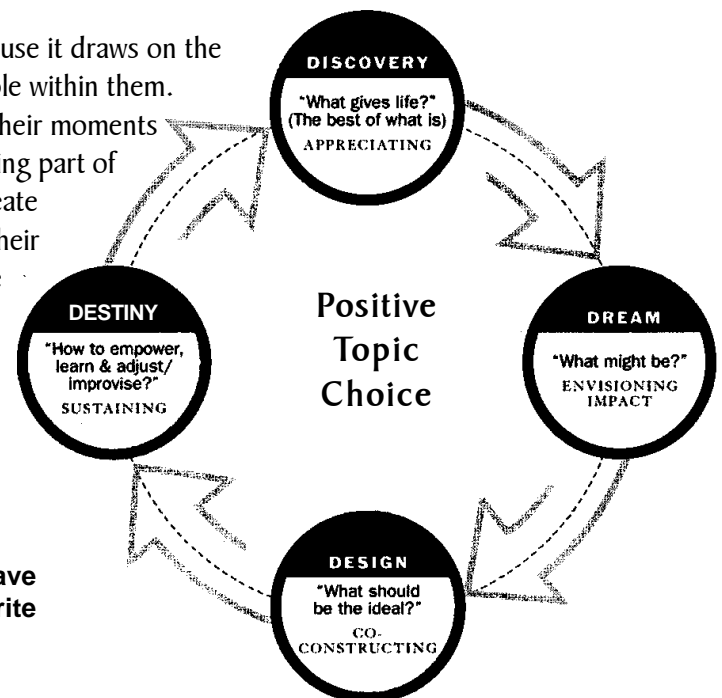
## What is "Appreciative Inquiry"?

Appreciative Inquiry (AI) is a positive, strength-based alternative to problem solving as a method of initiating and managing change in organizations. It seeks to discover the root causes of success rather than the root causes of failure. AI begins with the assumption that in all organizations "something works", and that organizations and individuals can create better futures for themselves by "amplifying" what works. It is based on the ancient truth, that "whatever you focus your energy on, 'grows'". Thus, if you focus your energy on finding problems, you will find more problems; if you focus your energy on finding excellence, you will find more excellence (and may then produce even more!)

AI is an energizing and empowering process because it draws on the "peak experiences" of organizations and the people within them. Through *memory* and storytelling, people share their moments of greatest satisfaction, achievement and joy in being part of their organizations. Through *imagination*, they create together a vision of a preferred, shared future in their organization. By *amplifying* what works, they move together towards their better, preferred future, and "problems" tend to wither away.

The AI model presented in this workshop is the "4 D" model developed by the *Global Excellence in Management Initiative*.

(If you wish to do some advance reading, we have published the handout, and several of our favorite academic papers on our web site.)



## About the Registration

Because our workshop is "hands on" and is dedicated to your success in using *Appreciative Inquiry*, you need to register *a minimum* of two people from your company. This will give you a partner to work with as you use the exercises to discuss your company specifically. If you really want to make rapid positive change in your organization, send as many people as you can. (Additional registrations are only \$89/person.) Then you will have an energized, enthusiastic core group with momentum that will help you to carry the ideas forward and produce the greatest possible benefit for your company.

## About the Follow-up Consultation

The workshop will be followed up with a 1-hour personalized consultation to further help you solidify your learnings and identify the best ways of moving forward to achieve your goals. If you want, this could involve giving a 1-hour *Introduction to Appreciative Inquiry* to engage and energize a much larger group of people in your organization.

### About the Facilitator

Jim Taylor has been an adult educator since 1984, having taught for Grant MacEwan Community College, Red Deer College and the U of A Faculty of Extension. Through his company ROLYAT CORP. LTD., he has been developing and delivering "Mindware Training Seminars" since 1990. These workshops teach participants how to use powerful mental "software", easily learned tools and techniques for developing potent thinking skills.

Jim has been teaching *Appreciative Inquiry* around the province, primarily through Adult Learning Councils, since 2002. He has presented on it at five provincial conferences and has twice offered AI workshops through the Red Deer Chamber of Commerce. His workshops consistently earn very positive reviews. Jim has also used AI in his consulting practice with several non-profit organizations, a chartered accountant firm, and the Red Deer Public Library.

Jim is also the developer and owner of Singharmony.com Inc., producing CDs that teach people how to sing in harmony "by ear". So far, he has produced four collections: a set of fourteen traditional Christmas carols, and the choruses to Handel's *Messiah*, Bach's *Magnificat* and Vivaldi's *Gloria*.

### Logistics

Time: Registration & Continental Breakfast                      7:30 a.m.  
Workshop 8:00 a.m. - Noon

**Note: Out of respect for the process and other participants,  
please arrive for registration NOT LATER than 7:45 a.m.**

Dates:    Thursday, Feb. 25th    and Tuesday, March 23rd

Location:    Junior Achievement Room, Red Deer Chamber of Commerce  
3017 Gaetz Ave., Red Deer

**Cost\*: *Includes continental breakfast, beverages, all workshop materials and a 1-hour follow-up consultation.***

First 2 registrants: \$299 plus g.s.t.    Additional Registrants: \$89 each plus g.s.t.

**\* Satisfaction Guarantee:** If, at the end of the workshop, you are not fully satisfied with the value offered, we will cheerfully refund all of your registration fee. You'll even get a free breakfast out of it with our compliments! (Of course, under this circumstance, the follow-up consultation will be forfeited.)



Registration: "Greater Profitability Through Business Process Excellence"

Company \_\_\_\_\_
Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_
Mailing Address: \_\_\_\_\_
Postal Code \_\_\_\_\_

1st Registrant: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_
Email: \_\_\_\_\_

2nd Registrant: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_
Email: \_\_\_\_\_

3rd Registrant: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_
Email: \_\_\_\_\_

4th Registrant: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_
Email: \_\_\_\_\_

(Please make a copy of this form if you wish to add additional registrants.)

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First 2 registrants \$313.95 (\$299 + g.s.t.) Each Additional \$93.45 (\$89 + g.s.t.)

Total: \_\_\_\_\_ [ ] Thursday, Feb. 25th or [ ] Tuesday, March 23rd

\_\_\_ Visa \_\_\_ Mastercard \_\_\_ AmEx or \_\_\_ Cheque/Money order enclosed

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_/\_\_\_/\_\_\_/\_\_\_ Expiry Date \_\_\_/\_\_\_

Important Note: The charge on your credit card statement will appear as Singharmony.com Inc.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

To register using a credit card, please fax the completed form (no cover sheet required) to 403 343-7388.

If you prefer, mail or deliver the form with a money order or cheque made payable to:

ROLYAT CORP. LTD. 3421 - 39th St. Red Deer, AB T4N 5T7

Logistical Reminders

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Workshop 8:00 a.m. - Noon

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