

DuPage Character Development Coalition

**Character in Business Task Force Notes**

Wednesday, June 15, 2005

8:00 a.m. – 12:00 p.m.

Aramark Regional Offices

2300 Warrenville Road

Downers Grove, IL

**NEXT MEETING:** Thursday, August 11, 2005, 8:00. – 10:00 a.m. Aramark,

**TRAINING DESIGN DAY**

Today's Goal: to create a one day workshop

Additional Goals: to develop a 30-minute presentation for promotion, a recognition process, a follow-up procedure, and perhaps a Character in Business Forum that would meet monthly.

**Business Issues Improved with character:**

Honesty-not telling the whole truth (employees and owners)

Repeat business-if customers feel dealt with ethically, they come back

Customer trust in company and product

Communications skills

Profitability: work with employees/productivity and job quality

Customer service; how we treat our customers

Employee recruitment and retention

Absenteeism and attendance

Substance abuse

Injuries, insurance, worker's comp.

Reputation

Large businesses break down into small businesses-don't lose sight of fact that small disruptions have large impacts on larger companies

Teamwork-working together

**What is a characteristic of a good training program:**

Breaks out leaders to teach them to model and communicate: a separate training for owners and leaders to be examples

Communications skills

Participatory and fun training

Generational

Interaction

Practical and usable

Develop the process and then apply personal action plan

Simple, not overwhelming (KISS with substance)

Good ethics and good business go together...it's the core; it's the fiber...essential  
What kind of follow up?  
Content to have a variety of methods with humor...fresh, fun  
More than one person giving presentations  
Environment...water every hour and half..coffee...soda  
Model what we are teaching  
Voice what they want out of training  
Learning depends on past and current experiences....allow people to discuss what they already know.  
Create active involvement with the learner  
Learning needs to be in a comfortable environment  
How can people personally apply ideas and concepts  
Connections are created...learning is enhanced  
Got something out of it  
Good handouts and an attendee roster  
Pre-session questionnaire and flexibility....pre-work before they come? Do on email??  
What should they need to know and do when they go back to their companies?  
Some pitfalls we have already faced

### **Target audience: who are we expecting to come?**

- I. Business Leader
- II. Business Sponsor (someone with credibility) Champion; Change agent
- III. Business Owner
- IV. Human Resources

### **Other thoughts on target audience:**

Local coalitions could take info and go to smaller companies

Two groups: those who want to do it themselves; others who don't have staff, but need someone to come in (LC).

COD professional development program???? (via Wheaton Chamber)  
When hired...send to this class

Small business people  
What level: Executives as part of the training  
Has to be one champion in the company.  
ID key trainers in organization: from decision-making ability  
Get into the organization: change agents? GOT TO GET TO THE TOP

### **Conversation about potential attendees and training session:**

Train the trainer? And part of leadership session.

Training must model community and family connection

Can we get buy-in from 30-minute presentation? Need leadership and some to help implement it into the company.

We must focus on the needs we are trying to meet, design, development, evaluation

Entire topic of business ethics...is that what we are talking about..is that what people are going to? Business ethics vs. character.

Not about a code of ethics...it's personal ethics. How do we get employees engaged in this? The sizzle of it all. But we need substance.

May not want to emphasize the business ethics...sometimes people follow to get promoted, etc., and aren't truly 'ethical'.

Focus on character, not ethics...it's about character in the workplace.

Difference between: ethics, morals, values, character. Working definition.

Ethics: universal principles how we should act...right and wrong

Morals: cultural, conduct of how we apply ethical principles

Values: personal beliefs we have about certain items

Character: How we live out who we are.....and live out ethics, morals and values.

(6 pillars?)

It impacts families as well...not just business: IT BUILDS BETTER PEOPLE

How do you decide what is right to do?

## **CONTENT BLOCKS**

Generally: create a building order (topic) and then have an activity; plus five minutes of Journaling)

Topics to address:

Attendees at meeting reviewed two courses – Character at Work and Workplace Ethics

1. Explain differences of ethics, values, morals, character (This is where we say code of ethics is needed but that's not what we are talking about)
2. What character is
3. What foundational language we would use
4. What are they going to get out of this (What's in it for me – WIIFM)
5. List of character benefits-use some data
6. Give ideas on how to impact
7. Assessment tool? Pre-test / post test. Bench marking and measuring and eval.
8. Later part of Three Day Blind presentation
9. (Good to Great business) Need other statistics
10. Qualities of a good decision (idea of self awareness: reflect on own behavior)
11. Creating an environment of caring, openness, honesty, change respectfully.
12. Admit mistakes (List personal failures)
13. The corporate culture is the way we do things around here (A way of Life)  
Examine our current culture
14. Content: Performance vs. Moral character

## **Decision Making and Workplace Processes (LSU)**

1. Page 76-Decision making guidelines is good
2. Like the four step ethical models
3. "We judge ourselves by our best intentions." (M. Josphson) –
4. "I will treat people as I wanted to be treated myself...however, why we do what we do? And in the case of character do we do it consistently? Our tendency is to become cynical, and ask "Will this work?" If there's a will to do something, it happens. Willing makes things happen. Attendees need support, but can do it. We need to express that it starts with you, and me, and it's doable. A small group of people can effect change. Improve ourselves. We all can do it but it is a process." (Tim Morris)
5. Business processes: How is it going to help me (p. 87-101) HIT THIS HARD
6. How to put in hiring, recognition programs, keep message going
7. Sometimes being ethical "costs" Woodland example (Cost of Character-possible consequences)
8. What's draw? Strengthen and improve. Through business process.
9. Avoiding ethical pitfalls?
10. Use character definitions
11. Character building activities (PAGE 12)
12. Applies to home school family

## **Character at Work (Colorado)**

1. Application of same characteristics – character on a broad scale.
2. Format great – script for each chart
3. Exercise with newspaper articles (page 39)
4. Page 41 –
5. Eagle awards (recognition) Include what character quality contributed to award

## **POTENTIAL ACTIVITIES**

Pre-surveys (ask for character dilemmas; situations to be discussed at the training) Also, which is the most critical in your business? Check top two. (Absenteeism, etc.)

Personal failures (Tools/ON GOING self reflection)

Good things regarding culture/not so good (Tools/reflection)

Company culture assessment

Organizational Change can happen (systems theory) Catalyst

Workplace message boards: "Do your best" "We strive to please customers" Was to get character message out in current communications. Publish company goals

Case studies – break into groups, assign dilemmas, report out

Movie clips: famous, well known movies (Ask Steve Cabalero) (Monster Inc., Meet the Fockers)

Have people review company principles

Spend time with an action plan-set at beginning to keep notes going

Skits – very effective

Journals with our logo; take and they write things down as personal, have ideas, how things go

Follow-up to build on what each is doing

Take a few values and ask them to incorporate values---application would be the same. (Include performance and moral values)

Write jingles

Exercise with newspaper articles (page 39)

## **Take aways**

Start up Kit

Journals

Brochures with products available

Handouts emailed to duplicate easily (put on disc) –Participant Guide

Offer materials (websites)

Books we endorse

Quotes

## **Where do we go as a group?**

We put in draft to group-offer electronically (Ken and Evie).

Agenda – provide after offering Notes (Ken and Evie)

After skeleton program is established, do 30-minute presentation for January 2006 kick-off.

Rosters and emails to be sent to all. (Evie)

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