



## ORGANIZATIONAL DYNAMICS

### Executing Goals within the Whirlwind

Accomplishing goals that are important to organizational effectiveness often takes a back seat to minding our “urgent” tasks, halting progress on critical fronts while frustrating leaders and team members. Ana Rodriguez, Director of Training for Source America, discusses their adoption of FranklinCovey’s Four Disciplines of Execution to better focus on their key priority of increasing annual conference and course attendance.

Data collections on Training courses. Need to gather data on the front end.

And not working in silos. Franklin Coveys - "World Wind"

4 Disaplines of Execution

Revealancy - what can you do to influence a issue "lead metrics"

1. Target Marketing

2. Tracking users who do not use our Education system

Need to track better and be proactive to get more participate.

Dissect annual meeting - get rid of stuff that is not going well to make meeting better.

Survey from annual meeting

Add a meeting team and work together with other departments. Engage others.

Focus on what Marketing campaign is best. Do not use ones that do not gather attendees.

Have lots of data but do not always use it? Need to manage this better.

Make change within our world wind. Keep Relevancy to move the needle

1. Call 5 CRPs a week who are not currently engaged in Training activities.

After these items are put together a scorecard will be made to measure the success.

This is driving us to be better.

Lag data can help you make lead data and be successful in your planning.

Try to influence something small to make a problem area better.

## Can't Live With 'Em...

And we certainly can't live without the millennials who represent the future of the industry and bring needed energy to our teams, but don't always contribute much before moving on to their next opportunity. Join David Beckett with Experient, for this discussion about how to recruit, train, and retain 20-somethings who will add value for many years.

- The title offended Millennials (which is certainly a lesson that humor doesn't always come across/isn't seen as humorous)
- Their generation is mobile & social. Our generation likes to talk.
- Currently, we have four generations in the work force.
- Quick recognition and promotion is their expectation.
- Millennials will have seven distinct careers
- Work-life balance is expected
- Any data about education shifts? Critical thinking skills.
- Excited to share their feelings about work.
- Want to move fast.
- Communication is your best friend.
- Challenge and set expectations
- What is the greater purpose?
- Effective ways of communication? In-person discussions.