

WorkLore



Overview

WorkLore is an organizational effectiveness consulting firm that helps you **close the gap between your vision and reality-on-the-ground**, enabling you to generate extraordinary value for yourself, your organization, and the larger world.

Since 1993, we have assisted leaders and teams in a variety of industries. Our unique approach focuses on **the explicit and implicit promises that attract your employees and customers**, helping you increase the engagement, integrity and alignment that allow you to deliver.

Services

Our services help you strengthen your ability to execute and innovate by creating the conditions for greater initiative, engagement and ownership.

Employee Engagement Opportunity Scan

Focus group “cafes” to explore the promises that attracted your employees to work for you, and how the company has delivered over time. Offered as a complement to an engagement survey, allows you to target engagement-building action plans. Also provides early-warning indicators on other business issues such as customer trust.

Customer Trust Opportunity Scan

Focus group “cafes” to identify the key promises that attracted your customers to do business with you, and their experiences of trust and loyalty over time. Offered as a complement to a customer survey, allows you to target trust-building action plans and process improvements.

“Costs of Compromise” Assessment

Calculates the financial costs of compromising on key promises to customers, employees, shareholders, regulators, or the communities where your company operates. Can be calculated with various levels of detail and customization.

Engagement Skills for Leaders & Team Members

Clinics and coaching to help leaders and team members master the five critical skills for ensuring the company delivers on its promises and keeps the mission real. Builds shared ownership and enables every team member to respond proactively to change.

High-engagement Change Methods

A repertoire of high-engagement approaches to building shared commitment to an organizational change, in ways that leverage critical best practices from the past and build skills for future change. Includes face-to-face and online learning communities.

Selected Clients

Risk Management Solutions	Skillssoft
Hewlett Packard	Eli Lilly
Stanford University	Kaiser-Permanente
CDM Inc	Merck
CTB/McGraw-Hill	Microsoft
Archstone-Smith Real Estate	Sun Microsystems

Make your mission real
1100 Evelyn Avenue, Albany, CA 94706
888-WorkLore (v) • 510-559-3689 (f) • www.WorkLore.com

Perspective

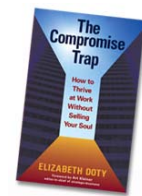
Our perspective is informed by 20 years of hands-on consulting in the operations of over a dozen industries, diagnosing and addressing recurring problems and surfacing hidden opportunities to accelerate progress. What we have learned is that **reality-on-the-ground is often quite different from the official story** -- and hides tremendous opportunity for innovation and long-term solutions to recurring issues.

Co-founder Elizabeth Doty's book, **The Compromise Trap: How to Thrive at Work without Selling your Soul** (compromisetraps.com), outlines the self-destructive patterns that cause individuals and organizations to miss these opportunities for innovation and lasting solutions and how to free yourself to take creative action.

Distinctive Capabilities

WorkLore is an affiliation of 14 consultants brought together by co-founder Elizabeth Doty. Each of us brings a "spike" in one or more specialties related to building engagement, integrity and alignment:

- Systems thinking/re-designing organizational patterns
- Change leadership
- Engaged followership
- Dialogue and high-engagement conversations
- Conflict, compromise and collaboration skills
- Group problem-solving and collaborative design
- Ethics, values, and organizational integrity practices



"I recommend this book highly." —William Ury, co-author of Getting to Yes

In addition, we draw on other world-class practices including: customer experience management, process improvement and Six Sigma methods, experiential learning design, metrics and ROI scenario-calculators.

Typical Client Challenges

Our clients typically come to us with issues centering around one of four challenges:

- Building Engagement, Ownership & Alignment
- Complexity, Overload & Managing Constant Change
- Coordination Across Units or Functions
- Pressure to Compromise Values & Standards

For more information or client references, please contact us at info@worklore.com or call 888-WorkLore.