

What is a Vitality Event?

Workforce Vitality Practice

Maximize capability and minimize waste of human capital

Do your employees love coming to work and accomplishing great things together? Is your safety culture reactive or, worse yet, lethargic? If safety training was not mandatory, would anyone come? Do you keep starting and stopping safety programs and few seem to be effective? If turnover is high, morale is low and employee engagement needs a boost, then you have a culture opportunity and Vitality Events are a stepwise process to healthy, productive and vibrant culture.

What is Vitality?

Vitality is our process for energizing company culture one program or process at a time. The way that it is done is through Vitality Events. For years organizations have launched programs with high hopes for success. All too often these programs fall short of expectations and fade away. This starting and stopping of programs is time consuming, energy draining, frustrating and expensive. The Vitality process helps organizations with a time-tested approach that energizes programs and improves their chances of success.

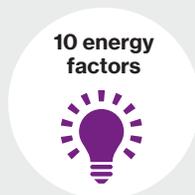
Why it works

When programs are launched, organizations typically focus on the things that need to be done (i.e. policies and procedures, training programs and schedules). We call these change components and they focus almost entirely on **what** must be done.

With Vitality, we add a missing ingredient to the process by focusing not only on **what** is done but also **how** these things are done. The things that are done influence the logistics of the program. **How** these things are done influences the way in which a program is received by the participants and the level of engagement.

We will introduce your team to a process that examines the “what” and the “how” using a simple and practical process that can be applied to any program. With Vitality individual programs and processes are vitalized one at a time. As you continue to vitalize more processes the culture is elevated.

What you do
is the skeleton



How you do it
is the muscles

What does the Vitality process look like?

The Vitality process is a fairly intensive, fun and activity-filled, two-day process. Over the two days you will experience a combination of lecture, discussion, group activities and workplace interactions. During the event we will divide you into a few different groups. We will introduce you to the Vitality process, the 5 change components, the 10 energy factors and how to conduct a Vitality assessment.

Pre-Assessment

Energy factors	Skills & resources	Incentives	Action plan	Energy scores
Commitment	● 1	● 2	● -1	↑ 0.7
Communication	● 0	● -1	● 2	→ 0.3
Accountability	● -1	● 0	● 1	→ 0.0
Consistency	● 1	● 2	● 1	↑ 1.3
Flexibility	● -2	● 1	● 0	→ -0.3
Inclusion	● 0	● 0	● 0	→ 0.0
Creativity	● 1	● 1	● 0	↑ 0.7
Recognition	● -1	● -1	● 0	↓ -0.7
Respect	● -1	● -2	● 0	↓ -1.0
Fun	● -0.60	● -0.02	● 0	→ -0.3
Change scores	→ -0.05	↑ 0.65	↑ 0.75	→ 0.45

You will learn by doing and be empowered to repeat the process to any program in your organization. Some of the programs that respond well to the Vitality process include the following: back injury prevention programs, incentive/recognition programs, ergonomics programs, return to work programs, stretching and warm-up programs, new employee orientations, etc. These are transformational events.

How important is culture?

“Culture eats strategy for breakfast.” Culture matters more than you think. It is the difference between long-term, sustainable success and failure. Culture is the difference between happy team members and miserable team members. It saves your organization from wasting resources on turnover, attracting new talent and training new employees. Organizations literally live and die on culture.

What Vitality participants say

- “I am difficult to please, not easily impressed and this clearly exceeded my expectations.”
- “I knew we had issues with the programs that we evaluated, but could not put our finger on how to fix them.”
- “We can now break down the process and identify the gaps, why they are there and how to fix them.”
- “This will change how we approach everything.”

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