



# THE ACT FORMULA®

## (ACT) Accountability + Communication + Trust = Success

### COURSE DESCRIPTION

THE ACT FORMULA® is an interactive learning and development experience that helps businesses build the kind of workplace culture that attracts the best talent, customers and vendor partners. We call this the “magnet effect.”

ACT provides the essential foundation that establishes employee engagement, motivation and retention, and provides the tools for all members of the team to work at higher levels of performance. ACT also stimulates comprehensive adoption of subsequent training initiatives.

The ACT experience focuses on people, not process, and addresses the attitudes, behaviors and habits that get in the way of positive change and the achievement of individual, team and company goals.

For best results, the program is conducted company-wide to build consistency and actions through a common language and skill set. It is facilitated in cross-functional groups to help employees build stronger relationships, gain a broader understanding of the organization, and learn how the presence or absence of accountability, communication and trust can impact personal and enterprise-wide results.

The ACT experience includes 17 hours of lesson time, assignments, supplemental readings and out of classroom observation.

### LEARNING OBJECTIVES

Completing the ACT experience will help participants:

- Demonstrate attitudes and behaviors that add value in creating an environment of excellence.
- Use effective communication techniques with internal and external customers.
- Understand how assumptions, fears and biases hinder our ability for personal accountability, effective communication, and trustworthiness.
- Build a more confident work environment by reinforcing the common characteristics of trust.

### TARGET AUDIENCE

For best results, THE ACT FORMULA® is recommended for all employees in the organization, from top level executives to entry level employees.

### DURATION

THE ACT FORMULA® program is facilitated in 17 one-hour lessons spread across 24 weeks. The ultimate goal is to anchor the learning and behaviors so they become an essential part of the organization’s culture.

### GROUP SIZE

We recommend groups of 10-15 participants, from cross-functional areas of the business, to encourage an active level of dialogue among all participants.

### KEY OUTCOMES

- Increased employee engagement.
- Increased organizational effectiveness.
- Improved relationships within and between departments.
- Improved attitudes and behaviors for employee alignment with the company’s culture.

### WHAT CLIENTS SAY

*We’re all using the same words – technicians, salespeople, managers, everybody – and not even realizing it. It’s become who we are. We are all on the same page.* – Evelyn Chatel, (Past Owner) Freedom Auto Harrisburg

*The impact on our organization, as a comprehensive, welcoming and accountable culture, has been beyond words. It’s impacted the success we’ve had in accomplishing our mission.* – Jody Wagner, CEO Prospectus Berco

*The behaviors are changing, communication has improved, the word accountable has entered our everyday vocabulary and team members are holding each other to commitments.* –Lu Ann Seyler, The Hitchcock Group