Better, Faster, Stronger: It’s Not all Technical

The Choice for Better Team Culture
Will Schoettler, CLA, CLED, CTD, CPI, Champion
Managing Director, Choose Movement Consulting, LLC
Have You...

- Wished your team could be better communicators?
- Wanted your team to work more as a unit?
- Had a co-worker try to minimize your impact or take credit for your efforts?
- Wanted to pursue additional types of projects?
- Wanted to better demonstrate the value of your work?
- Wanted the your team to be more efficient?
- Heard your team members mention these things?
The Solution

- Team members respect one another
- Team members work as part of a team
- Team members understand each other
- Management is part of the team
- Foster creativity and innovation
- Have an enjoyable work environment
Teamwork!

- People that work together can get more done than the two could individually.
  - If they trust each other.
  - If they can get along.
  - If they are comfortable.
  - If they are aligned on the same goal.
  - If they are aligned on the same approach.
  - If they are willing to do some menial work for the sake of the team.
  - If they are motivated to participate.
Managers can lead teams to success
- If they are part of the team
- If they get the team on board with their goals
- If they listen to input from team members
- If they succeed when their team succeeds
- If they understand team members strengths and weaknesses
- If they tear down barriers for their team
- If they stand up for their team
- If they provide the resources needed
- If they don’t hold back promising team members
- If the team is rewarded when they are rewarded
- Etc…
We’re Talking about Team Culture

*Creating the Environment that Makes this Possible*
A Real Solution

- We’re engineers and scientists. We want a specific set of steps to follow.

- People are people.
  - They are different.
  - They communicate differently.
  - They want to be communicated to differently.
  - Their mood changes daily.
  - They all have their own personal issues.
  - They change their minds.

- We aren’t looking for a process or a manual.

- We are looking for a set of skills to make us adept at recognizing situations and making interactions productive.
It’s Been Done Before

- People have been researching and writing about this for centuries.
- We just need to consolidate the research and experiences.
- Choose Movement has done this for us.
Choose Movement

A Free Program for Individuals
Choose Movement
(choose-movement.org)

- Choose Movement has consolidated this research into a free program that teaches the 13 skills we need

1. **Extra Mile:** Learn to put your energy in high value
2. **Dreams:** Identifying good personal and work goals
3. **Team:** Effectively working with others
4. **Choice:** Identifying all choices in a situation
5. **Moderation:** Maintaining balance in life and work
6. **Self:** Taking care of yourself
7. **Gratefulness:** Finding perspective in circumstances
8. **Solutions:** Root cause problem solving
9. **Trust:** Building trust. Learning who to trust.
10. **Understanding:** Effective communication.
11. **Help:** Helping others when and how they need it.
12. **Values:** Choosing your own values.
13. **Accountability:** How to stay true to your values.
The Choice Framework
Choose Movement in the Workplace
The Choice Framework is a tiered framework tightly coupled with Agile principles designed to apply Choose Movement to the workplace.

Teams start at Tier 1 and graduate as a unit to higher tiers as they demonstrate capability.

A Tiered Framework

- Tier 4: Accountability & Growth
- Tier 3: Individual Contribution
- Tier 2: Motivation & Skill
- Tier 1: Mindset
Real-World Examples
Push Goals

- Weekly self-set goals that require extra effort
- If done well, they will result in creating a large amount of value
  - i.e. Taking the time to practice an important presentation and gathering feedback.
- Once a month, the push goal should be team focused
  - What can each team member do to make life better for the other team members?
10% Freedom

- 10% of employee time on personal projects
  - Remotely related to work
- Example: Robotics
- Example: Web development
Your Champion

- Your champion is you
- You need to speak up
  - Show what you can do
  - Take credit when appropriate
  - Make it clear that you are valuable
- How does a non-technical boss know you are valuable if you don’t show them in non-technical ways?
- Learn how stakeholders communicate and communicate to them in that way
VALUE-BASED ECONOMICS.

Goals drive behavior.

Productive goals lead to productive behavior.

Focus on profit and you will find yourself cutting corners, laying off workers to make a number, and ignoring your stated values.

Focus on creating value and you will find yourself focused on quality, usability, and efficiency.
Everyone has a sphere of influence

People tend to want to work with and respect people that have these skills

The more you use them and practice them at work, the more you will find that you can influence your team’s culture.

Everything must come from a place of trying to do good for the people around you.
- NI Alliance Partner
- 3 Employees
- 50%+ Revenue growth for the last 5 years
- 80% of business from return customers
- Happy employees
- Happy customers
- Team is always trying to make the team better
Learn more about Choose Movement: choose-movement.org

Get involved with using the Choice Framework: Will.Schoettler@choose-mc.com