



“Managing leaders have a responsibility to establish a culture of commitment within their teams and the entire company.”

Leadership Component 2: Influence

Building a Culture of Commitment

Workshop Overview

Managing leaders have a responsibility to establish a culture of commitment within their teams and the entire company. Often managers are hazy on what a culture of commitment looks like, and they don't understand how to go about creating a culture of commitment. In *Building a Culture of Commitment* we present a clear image of what a culture of commitment looks like and how it is experienced. Then, we take managers through a step by step process for creating a culture of commitment in their teams and in the company. We teach managers a language of commitment and how to get others to use a language of commitment. We introduce them to the thought processes and behaviors that are key to a culture of commitment. And we give them tools for establishing excitement and high motivation with their employees for creating a culture of commitment.

Workshop Objectives

1. Managers recognize the attributes that define a culture of commitment.
2. Managers understand the language of commitment and how to help others use a language of commitment.
3. Managers understand the thought processes and patterns of behavior key to establishing a culture of commitment.
4. Managers understand the traditional roadblocks to establishing a culture of commitment and how to overcome them.
5. Managers understand how to create excitement and high motivation for establishing a culture of commitment.

Take-Home Value for Managers and their Company

1. Managers monitor the language people use to transact business commitments. People are clear on what can be expected.
2. Employees have a set of behavioral guidelines they can use to improve their effectiveness in making and meeting commitments.
3. The operations of the company become more reliable.
4. Making and meeting commitments become attributes of the culture of the company.

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Time Frame

Half day

Post-Workshop Coaching

Steve Dudley Associates is committed to the successful application of our workshop materials. We offer one-on-one coaching as a value-added option for each of our workshops. Please click on the “Coaching” tab to see a description of our workshop follow-up coaching program.

Workshop: Building A Culture of Commitment

Recommended coaching sessions: 4

Suggested areas of coaching support:

- Building a language of commitment and getting people to use the language of commitment.
- Instilling in people the thought processes and behavior patterns key to establishing a culture of commitment.
- Building excitement and high motivation for a culture of commitment.

Group Facilitation

Facilitation of post-workshop management meetings is offered to provide managers a forum for sharing experiences as they begin to establish a culture of commitment throughout the company. Managers can share successes and explore how to overcome roadblocks or resistance they are experiencing. Managers can begin to identify how to acknowledge and reward those who embrace and exhibit a culture of commitment.