



people. *change.* business.



Vitalwork[®]



The power of your *people* to *change* your *business* (*open it up*)

*We help business
leaders attain their
business goals by
radically increasing
employee engagement.*

You've knocked down all the 'hard stuff.'

You have an analytical eye on the market. The competition never moves an inch that you don't know about it.

Your clients' buying decisions? Completely understood. Financial reporting? Fine-tuned to the decimal point. You've reinvented processes, restructured your company, revamped your business strategy.

So why do you find yourself awake at night certain that something is still not quite right?

WE KNOW WHAT'S HOLDING YOU BACK

After 20 years of working with companies facing these issues, we've figured out what's keeping you from experiencing the confidence, ease, trust, and inspiration you've been seeking: It's right in front of you. It's people. More specifically, it's the working relationships you have with your people, the relationships they have with each other, and the relationships you all have with your customers, suppliers, and partners.

What you need to do now is work on the 'soft stuff.'

Most business leaders, once they've turned their attention to the subject, recognize that the business problems they're experiencing have symptoms that reflect insufficient working relationships:

- ▶ Projects are late and over budget
- ▶ Water cooler rumors and interoffice politics undercut critical initiatives
- ▶ Workarounds and band-aids are the norm; problems are mitigated not solved
- ▶ The time it takes for you or your senior management team to get a straight answer on a problem greatly exceeds the window of opportunity to fix it
- ▶ Work stress and tension and diminished employee morale are directly impacting your customer's experience

"Picture your organization transformed to a group of people focused on getting results and accomplishing those results without fear, innuendo or high cost. Instead, you accomplish results with an organization that plays big and plays fair. This is what it means to partner with Vitalwork."

—Rick Anstey, Retired President and CEO, Oxford Networks

"We are a dynamic company that has experienced a lot of change and acquisition activity. Our people have to know how to build relationships so they can work together effectively to produce results in this environment Vitalwork development programs exceeded our expectations, with employees having even better relationships and business outcomes than in the past. As a result, many employees have increased their potential for future leadership positions within our organization."

*—Barbara Ross, Vice President,
Human Resources,
Constellation Brands, Inc.*

All that stands between you and your organization's leap to the next level is courage.

We invite your call or note, and a candid, respectful conversation about what's keeping your company from fully harnessing the power of your people.

**585-387-9222
www.vitalwork.com**



DISENGAGED EMPLOYEES ARE EXPENSIVE

If you're experiencing 'soft stuff' business problems, you're not alone—and it's costing you. A 2006 Gallup Management Journal study found that an astonishing 15 percent of U.S. employees 18 and older were actively disengaged. Another 56 percent were 'not engaged,' or passive. Only 29 percent could be considered engaged. The cost of those actively disengaged employees? Gallup estimates it at \$328 billion a year. How much of that is not showing up on *your* bottom line?

REMARKABLE COMPANIES ARE MADE UP OF REMARKABLE PEOPLE

There's a flip side. Engaged workers are your source of innovation, energy, customer satisfaction and loyalty. They contribute more, stay longer, take the initiative to improve processes and products. They treat the company as if it were their own. If you've got them, almost nothing can stand in your way. When the vast majority of your employees could be engaged as productive contributors, you could see an immediate and substantial impact on your profitability.

HOW DO YOU BUILD THAT KIND OF BUSINESS?

They may not have taught it in business school, but employee engagement is an art and science you can learn. We believe it consists of three crucial elements: hiring the right people, developing their capacity to be extraordinary, and creating a culture in which they can flourish.

You could read a book about it; there are plenty on the market. You could assign it to someone else in the company. But our experience is that if you really want working relationships to energize your company, you need to engage yourself in profoundly reshaping your company.

And we can help.

VITALWORK: ATTUNED TO YOUR PEOPLE, ALIGNED WITH YOUR BUSINESS STRATEGY

We know that for many executives, dealing with people can be more distressing than facing a weak balance sheet. At Vitalwork, we are experts in the 'soft stuff.' In partnership with our clients, we've come to know what works and what doesn't, how to get results quickly, and how to sustain the working relationships we help you to create.

We're savvy and sensitive about business issues, too. We never forget that we're there to help you solve business problems, not just 'make people happy.'

For two decades we've helped companies deal effectively with change and the problems that accompany change by radically improving employee engagement. So let us be your guide. The journey is not as daunting as it may seem.



“Morale and production were low and turnover high when we called Vitalwork. The transformation for our company has been very satisfying. By learning to trust, to mentor, to be receptive to new ideas and so forth, we were able to establish open lines of communication. Now, we are a more productive and efficient team. We regularly benefit from the ideas of people throughout the ranks, as everyone feels empowered to speak their minds without fear of reprisal.”

—Jim Delamater, CEO, Northeast Bank

From all angles: our *holistic approach* to creating an *engaged workforce*

At Vitalwork, we offer a complete set of solutions to help you reinvent your workforce, your workplace and your results.

INTERVIEWING & SELECTION

Hiring the right people

Selecting the right people pays enormous dividends. (If you doubt this, just think about the time and money you've lost on even one bad hire.) We've developed instruments that help you predict the success of an applicant based on the skills, attitudes, behaviors and values of those already succeeding in the job.

WORKFORCE DEVELOPMENT

Developing your people to be extraordinary

Your company is your people. What else could it be? It only makes sense to transform your company via their personal growth. We help your people to see what they aspire to and what they're capable of, where they have abandoned their power and how it can be reclaimed. We show them specific ways in which they have taken themselves out of the game—and the ways to get back in. We focus on interdependency, responsibility and participation. We show them pathways to manage themselves and their careers.

WORKPLACE CULTURE

Creating a culture in which they can flourish and will want to stay

A truly collaborative work environment is one in which employees are both fully productive and totally satisfied. To create that kind of business paradise, you hold nothing sacred, except your core 'people values,' your core 'business values' and most importantly, the balance and alignment between them. We help you define those values, balance them, and bring them to life. The emotional connection and commitment that people feel when an organization values them as highly as it values the bottom line is a powerful driver of success.

Vitalwork, Inc.
One Lockwood Drive
Suite 320
Pittsford, NY 14534
585-387-9222
info@vitalwork.com
www.vitalwork.com

LEARN MORE ABOUT US www.vitalwork.com

Our web site is full of details on our product offerings in the areas of Interviewing & Selection, Workforce Development and Workplace Culture. Plus you'll find client lists, testimonials, case studies, and even an opportunity to try out some of our assessment tools.

VITALWORK people. change. business.

At Vitalwork, we believe that the key to a successfully competitive company lies in hiring the right people, developing their capacity to be extraordinary, and creating a culture in which they can flourish and will want to stay. We have partnered with business leaders since 1989 to bring this 'vital work' into practice—and fruition. Our offerings address hiring, coaching, leadership, team dynamics and organizational culture. Our clients are national in scope and found within industries such as technology, health care, telecommunications, financial services, manufacturing, and pharmaceutical.

Engagement—the condition of having willfully chosen to involve oneself in or commit oneself to something as opposed to remaining indifferent or merely compliant

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