



# How Does Your Department Support the Organization's Vision?



- ✓ Write an internal positioning and communication guide for your department
- ✓ Keep all departmental employees aligned and focused to drive the business forward
- ✓ Acclimate new employees to their department more efficiently and effectively



INNOVATIVE  
MANAGEMENT  
TOOLS™

Solutions for Change Management

# Welcome to IDENTITY!



Dear Colleague,

What does your department do and how does it fit into the organization's strategic vision? Does everyone in your department know the answer to this question?

All departments – whether small, medium, or large – share the same need to constantly evolve and grow, becoming more successful and contributing to the strategic goals of the organization.

IDENTITY, the departmental positioning activity, is designed to help organizations create and maintain written internal departmental positioning and communication guides that serves to bring the organization together toward an established vision. IDENTITY provides the framework for the document – tailored to your specific needs. IDENTITY also provides a great team-building opportunity for you and your staff.

Unlike other activities that require extensive consulting, days of employee time, and excessive costs, IDENTITY walks a group of department employees through a process to create the content outline for the positioning and communication guide in a fraction of the time...at a fraction of the cost. Once the outline is completed, it is simply a matter of taking the ideas and generating the document.

Lack of communication is quite possibly one of the biggest complaints your employees may have because of not understanding the visions and goals of the department and organization. A well written, comprehensive positioning and communication guide can help address these issues.

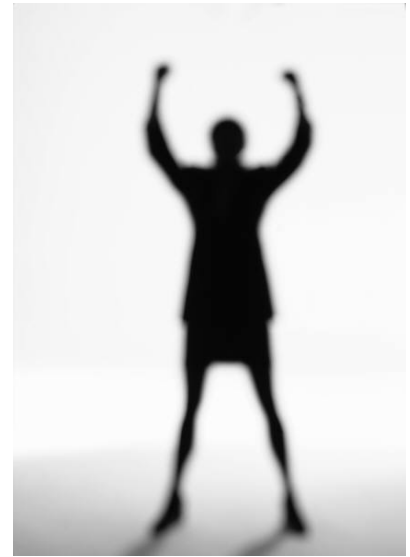
I am sure that once you use IDENTITY with one department, you will understand the value of the resulting document for all departments in your organization.

Sincerely,

Patrick Seaton  
President  
Innovative Management Tools

# Helping You Define Who You Are and What Makes You Unique

“You don’t know where you are going unless you know where you are” is especially true today in our world of constant change. Successful departments seem to have a firm grasp of what their role is in the organization, who their internal and external customers are, and how their tasks and outcomes support the organizational vision and goals. Even more important is that they know what they are not and what they don’t do. When departments struggle with the basic elements of their identity, it is almost impossible to support the organization’s direction and vision in the mid- to long-term efficiently or effectively.



Having a clear vision can determine whether your department and employees move forward together as a cohesive team working toward a common goal...or fall behind.

*IDENTITY can help.*

IDENTITY is a departmental positioning activity that helps you create an internal positioning and communication guide. This guide is then used as a driving document within your department for bringing your employees together under a common vision and common purpose. The result? By identifying who you are and how your department supports the vision and goals of the organization, you have a much greater chance to motivate your employees more effectively and more efficiently.

With IDENTITY, you can create a *complete document outline in as little as four hours.*

## Meet the Challenges of Today’s Ever-Changing World

In today’s fast-paced world, change is the only constant.

In order to manage upcoming changes effectively, the first step is to communicate to your staff where you stand today as an organization. As your organization evolves, keeping your employees informed of where the organization is heading can help your employees stay focused and supportive of the organizational goals and direction. IDENTITY helps you define where you stand today as a department by building an internal organizational positioning and communication guide. IDENTITY helps you and your employees embrace change by *giving them a firm understanding of how their tasks, outcomes, and processes support the organizational vision.*

IDENTITY provides an organized methodology to create and communicate a departmental identity when:

- ✓ Starting a new department
- ✓ Restructuring a department
- ✓ Merging two departments
- ✓ Experiencing major shifts in the organization’s vision
- ✓ Acclimating new employees to the department

*The Activity in Action*

### Substantial Organizational Changes on the Horizon

As the manager of the department you learn that there is a substantial organizational initiative being launched in the coming months, meaning a fair amount of change for your department in the way of processes, procedures, and deliverables.

Attempting to prepare your people for the change you begin discussing the upcoming changes in store and realize that people on your staff aren’t sure why or how your department will be impacted by the changes. There is also background chatter as to why the work can’t be done by another department.

These signs indicate that it is a perfect time to conduct an IDENTITY session. By taking the time to establish what your department does and what it delivers to others in the organization, you will eliminate any confusion or doubt as to how your department fits within the organization. By creating a firm understanding among all staff members and a strong baseline, your team can move forward with a greater appreciation of how the upcoming changes will truly impact the department processes, procedures, and deliverables.

# Begin Managing the Future... Today

IDENTITY provides stability to the department during challenging times.

IDENTITY is more than a one-time activity – it provides the framework for a process of departmental vision renewal. Thinking through the basic elements of a positioning guide and ensuring that your employees understand your department's position motivates employees to work toward the success of the company.

## Use IDENTITY to

- ✓ Establish where you are as a department today
- ✓ Create clear positioning and vision for the department
- ✓ Write an internal positioning and communication guide
- ✓ Communicate the vision and positioning to the department employees
- ✓ Establish a document that serves to keep everyone on "the same page"
- ✓ Identify terms to be used and avoided in external communications
- ✓ Keep all employees aligned and focused on "the big picture"
- ✓ Lead your employees more effectively and efficiently

## The Activity Process

- 1 Assemble the appropriate participants, planning for a four-hour, methodical brainstorming and communication session.



- 2 Run the session effectively, engaging all participants. All material needed to run a session, along with step-by-step facilitator instructions, is included.



- 3 Create well-defined action plans, based on the session results. Move forward efficiently and effectively while you implement your plans.



## New Employee Joins the Department

Congratulations on successfully hiring a new staff member into your department. You now need to begin integrating the new employee into the workings of the department as quickly as possible. How can you get the person up to speed with minimum disruptions to the rest of the staff?

You decide to create a shadowing program – several weeks of watching what others in the department do in order to piece together the processes and procedures. However, you find that the people being shadowed aren't giving enough background information to the new employee to create an accurate picture of what the department does. The people are spending their time on what they are doing today, that hour, and neglecting the bigger picture information. You also find that the barrage of new terminology that is used with the new employee is overwhelming, confusing, and not understood, which is creating frustration for both the new staff member and the seasoned employee. The situation is not getting any better. You need to intervene.

Had you and your department completed an IDENTITY session, you would have a controlled copy of the resulting departmental positioning guide at your disposal, and able to provide the new employee with a complete summary of the department on day one. Furthermore, the new employee would have the opportunity to familiarize herself/himself with the department terminology and inner workings from day one. A stronger start for all involved.

# Let Us Do it All ... or Show You How

Whatever the size of your department, Innovative Management Tools has the facilitation, kit, and training options to meet your needs. Whether it is a total departmental positioning solution you need, or simply an on-site facilitation session, we have an option for every organization and every budget.

- ✓ On-site Facilitation Session
- ✓ Standard and Deluxe Kits
- ✓ Facilitator Training

Order Facilitation, Kits, and Training and receive special Solution Pricing

<p><b>Facilitation Sessions</b></p> <p>Kick off your departmental positioning plan with a four-hour, on-site session with your executive management staff and witness the power of IDENTITY.</p> <p><b>On-site IDENTITY Session Facilitation (Half Day)</b> <i>One session (up to 10 employees)</i> <b>Order Code: 6DPF001</b></p> <p><b>On-site IDENTITY Session Facilitation (Full Day)</b> <i>Two sessions (up to 10 employees per session) – morning and afternoon sessions</i> <b>Order Code: 6DPF002</b></p> <p><i>IDENTITY Kit sold separately.</i></p>	<p><b>Kits</b></p> <p>Purchase an IDENTITY kit for your own use as needed. A complete Facilitator Manual details the process step-by-step.</p> <p><b>Standard Kit</b> <i>Recommended for organizations with up to 15 departments in a single location</i> <b>Order Code: 6DPK003</b></p> <p><b>Deluxe Kit</b> <i>Recommended for organizations with more than 15 departments in a single location</i> <b>Order Code: 6DPK004</b></p>	<p><b>Facilitator Training</b></p> <p>Training your own internal team of facilitators (training department personnel, supervisors, or managers) on how to best facilitate an IDENTITY session is a great way to effectively conduct sessions organization-wide.</p> <p><b>Train the Facilitator IDENTITY Training</b> <i>One full-day session (up to 16 people) conducted by a certified IDENTITY trainer</i> <b>Order Code: 6DPT005</b></p> <p><i>IDENTITY Kit sold separately.</i></p>
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<b>Solution Packages</b>	
<b>One Facilitation and Standard Kit</b>	<b>Order Code: 6DPS006</b>
<b>One Facilitation and Deluxe Kit</b>	<b>Order Code: 6DPS007</b>
<b>Two Facilitations and Standard Kit</b>	<b>Order Code: 6DPS008</b>
<b>Two Facilitation and Deluxe Kit</b>	<b>Order Code: 6DPS009</b>
<b>Facilitator Training and Standard Kit</b>	<b>Order Code: 6DPS010</b>
<b>Facilitator Training and Deluxe Kit</b>	<b>Order Code: 6DPS011</b>
<b>One Facilitation, Standard Kit, and Facilitator Training</b>	<b>Order Code: 6DPS012</b>
<b>One Facilitation, Deluxe Kit, and Facilitator Training</b>	<b>Order Code: 6DPS013</b>
<b>Two Facilitations, Standard Kit, and Facilitator Training</b>	<b>Order Code: 6DPS014</b>
<b>Two Facilitations, Deluxe Kit, and Facilitator Training</b>	<b>Order Code: 6DPS015</b>

**Make IDENTITY a vital part of your ongoing decision-making and change management processes!**

Order Code	List Price	Savings of
<i>Products and Services Sold Individually</i>		
<b>6DPF001</b>	<b>\$995 *</b>	
<b>6DPF002</b>	<b>\$895 *</b>	\$95
<b>6DPK003</b>	<b>\$895</b>	
<b>6DPK004</b>	<b>\$895</b>	
<b>6DPT005</b>	<b>\$895 *</b>	
<i>Solution Packages</i>		
<b>6DPS006</b>	<b>\$1,800 *</b>	\$90
<b>6DPS007</b>	<b>\$2,800 *</b>	\$90
<b>6DPS008</b>	<b>\$2,700 *</b>	\$185
<b>6DPS009</b>	<b>\$3,500 *</b>	\$185
<b>6DPS010</b>	<b>\$2,690 *</b>	\$100
<b>6DPS011</b>	<b>\$3,690 *</b>	\$100
<b>6DPS012</b>	<b>\$3,600 *</b>	\$185
<b>6DPS013</b>	<b>\$4,400 *</b>	\$185
<b>6DPS014</b>	<b>\$4,580 *</b>	\$200
<b>6DPS015</b>	<b>\$5,380 *</b>	\$200

\* Prices for On-site Facilitation and Training sessions do not include travel to and from location. Contact Innovative Management Tools for additional costs.

# Pulling All the Pieces Together

Reaching organizational success in today's world requires knowing how each department supports the overall organizational vision. Communicating this information to department employees is critical.

At Innovative Management Tools, we are dedicated to providing organizations and managers with innovative, cost-effective change management solutions that maximize employee productivity while minimizing employee anxiety... giving managers more time to plan and implement strategies.



Innovative Management Tools LLC  
912 Merry Lane  
Milladore, Wisconsin 54454  
USA

[www.innovmgt.com](http://www.innovmgt.com)

Telephone: 715-340-9606  
Fax: 715-457-2040