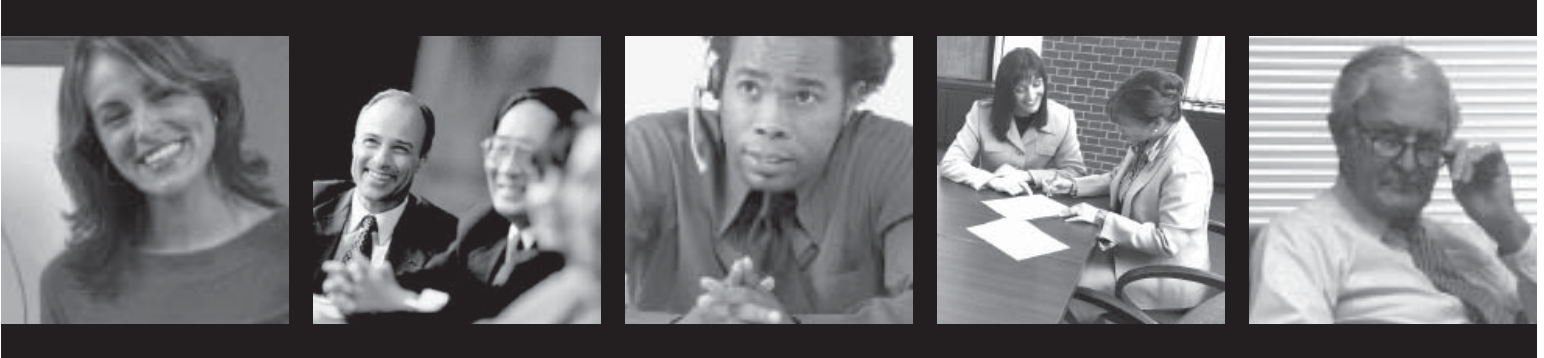


Real **Work** Workshop



A one-day workshop focused on eliminating **FAKE "WORK"**
—Aligning teams to drive strategy into the work each person does every day.



WHAT PEOPLE ARE SAYING.

"...People are overworked, yet are under performing-- trapped in the thick of thin things."

Stephen M.R. Covey

"The systemic transformation of fake work to real work is the new definition of execution."

Mike Gillespie, CEO

"Fake Work will unshackle businesses from unproductive behaviors and workplace cultures that bleed productivity and profits from their bottom line."

C. McClain Haddow, CEO

"When I look around my organization, everyone is very busy, working very hard and staying very late to get work done. When I look at results, somehow there is a mismatch between all the work...and the results that are attained. The simplicity of the concepts and applications in Fake Work will help any organization move from fake work to real work,"

**Darryl Wee – Executive,
Nestronics**

A Workshop about Work—Work Focused on Strategy & Results

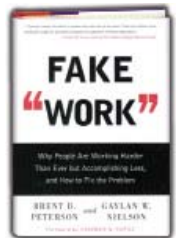
This workshop is about work. Specifically, how to do work that is effective and that leads individuals and organizations to achieve results. That may seem simple, but the truth is, workplaces are plagued by Fake Work that is draining them of dollars and employee morale.

We Explore the Causes of Fake Work & Its Exorbitant Cost

Businesses are at risk—struggling to find life-saving strategies that translate to daily work and get results.

- **Productivity is suffering.**
- **Efficiencies falter.**
- **Employees flounder and disconnect.**

Based on the book, **FAKE "WORK"**, by Brent D. Peterson and Gaylan W. Nielson, this workshop explores the issues of work and the workplace. The authors define Fake Work as work that is not aligned with organizational strategy. Most people work hard, but they don't feel their hard work is contributing to either organizational strategy or results. That's a lot of Fake Work, and the authors have found about 50% of all work is Fake Work. Other research from the book provides some startling statistics:



- 73%** of workers say their organization's strategies and goals are not translated into specific work tasks they can execute.
- 70%** of workers do not know what to do to support their organization's strategy.
- 81%** of workers do not feel committed to their organization's strategy.
- 87%** of workers are not satisfied with the results of their work.

A Workshop for YOU.

Leaders, managers, and employees at every level will be rewarded. It is designed to:

- Serve individuals throughout the organization.
- Work within departments and teams where issues are common and integral to the success of the organization.
- Be customized for companies and organizations of all kinds. This will allow you to better link to strategy and understand relationships with others.

Offered by The Duncan Company
Strategic partner of The Work Itself Group

Real Work Workshop

the
work
itself
group

The workshop focuses on the Causes of Fake Work and the Paths to Real Work—aligning individuals and teams to execute on organizational strategy.



BENEFITS OF THE WORKSHOP

We provide a practical approach to accomplish the most ambitious goals:

- Significantly increase your value and your contribution to your organization.
- Decrease your exposure and risk by being better linked to strategy.
- Increase cooperation and communication.
- Find new ways to contribute to your team and to overall results.
- Increase your personal leadership skills—it's all about execution.

CONTACT US.

For more information:

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Workshop Objectives: Building the Paths to Real Work

1. Understand the importance of the Strategy-Alignment-Execution model.
2. Understand the causes of Fake Work.
3. Clarify your company strategy and the role of strategy in driving Real Work.
4. Discover Fake Work you may be doing and find ways to eliminate it.
5. Use strategic communication to create Real Work.
6. Use your work team effectively to drive Real Work.
7. Select critical, Real Work tasks that are tied to your company strategy.
8. Establish plans for completing Real Work tasks.
9. Make certain that your hard work gets results that will help the company succeed.



The Real Work Workshop: One Day—Four Opportunities for Growth

- This is a **leadership course** because ultimately leaders must learn the building blocks of strategy, alignment, and execution. In the end—no execution, no value.
- This is a **management course** because managers often misunderstand the real elements of performance and how Real Work tasks should be the bedrock of any performance management.
- This is a **team-building** course because it focuses on the essentials of teamwork—productivity, alignment, and performance. Work is what brings people together. The best relationships will crash under the weight of Fake Work.
- This is an **individual performance** course because each person in a team must understand Real Work tasks, how they are aligned, and being accountable.