

# the work itself



A process and a facilitated 2-day work session designed to align teams to drive organizational strategy down to the work that employees do every single day.



**BENEFITS:** Your Organization will benefit from:

- 25 years of practical experience helping organizations align to strategy.
- Proven processes for linking strategy to execution through alignment.
- A simple approach that is easily transferred to your organization.

**CLIENTS SAMPLE.** Some of the hundreds of corporate and government clients we have served across the U.S. and internationally are:

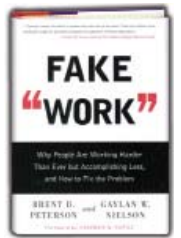
- Agilent Technologies
- Albertsons
- Avon
- Baxter Medical
- Delta Airlines
- ExxonMobile
- MTV, ESPN
- News Corporation
- Pfizer
- Toyota
- United Technologies
- Yum! Brands

## The Problem: Fake Work Steals Profits, Productivity, and Morale.

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.

In their new book, **FAKE "WORK"**, Brent D. Peterson and Gaylan W. Nielson define **Fake Work** as work that is not aligned with organizational strategy. They say that most people work hard, but they don't feel their hard work is contributing to either organizational strategy or results. Most organizations have built strategic plans that are not being implemented. The research from the book shows that **50%** of all work is **Fake Work**. Their research provides other 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.

## The Solution: Focus on The Work Itself

Our approach—The Work Itself—increases execution by aligning teams and ensuring that individuals' daily work tasks are linked to strategies. We accomplish that by:

- **Translating strategy to Real Work.** We go beyond just articulating and publishing strategy. We ensure that strategy is built into the critical choices of daily work— Real Work.
- **Aligning individuals through the lens of the team.** We help teams align by building open strategic conversations to help teams work better together and to help each other succeed.
- **Targeting Real Work tasks.** We identify and prioritize the work that must be done to support organizational success and translate them into clear Real Work tasks.
- **Linking Real Work to results.** We Infuse metrics, responsibility, and accountability into work, which is the only way to get true execution.

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

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The Work Itself is simple and elegant—leadership tied to strategy, alignment and execution; management focused on work; individual performance linked to the organizational strategy required to get meaningful results.



## The Work Itself Process Aligns Teams to Execute on Strategy

Release the power of organizational strategy by aligning everyone on your team to top priorities. The Work Itself integrates strategy, alignment, and execution by focusing on work.

The Work Itself process brings the whole organization together to create a common focus. No single individual or group has the wisdom or ability to chart strategic action and carry it out successfully. To ensure that plans are sound, accepted, supported, and acted on, all human resources must contribute to the process.



## Overview of The Work Itself Work Sessions

Significant challenges impede team alignment to strategy and execution. The Work Session provides a straightforward and practical approach to accomplishing this ambitious goal. The process is extremely flexible and easy to adapt to the realities of your workplace. **We don't take people away from work, we put them to work on essentials that may be missing.** The following represents the major steps of the process:

Steps in The Work Itself	
1.	Capturing What I Do at Work
2.	Relating Your Work to Strategy
3.	Identifying Real Work Tasks
4.	Prioritizing and Aligning Real Work Tasks
5.	Preparing to Execute Real Work
6.	Developing Real Work Plans

**RESULTS:** Your Organization will see results because employees will:

- Translate strategy into work.
- Eliminate Fake Work.
- Align with team members to build a cohesive team focused on the same strategies, the same results.
- Execute Real Work
- Link Real Work to Results.

### CONTACT US.

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