

2024
training guide



culture transformation what we do

An organization's internal culture, more than almost anything else, can make or break its ability to innovate, work with agility, and retain its best talent. The problem is that many workplace cultures don't work. At the very least, they're mediocre. At worst, they're classifiably toxic. That's because most cultures develop accidentally, over time, without intention.

We are culture transformation experts.

Vidl Work delivers powerful results for our clients through customized hands-on, heart-led human experiences that create a culture that is intentionally designed, protected, and nurtured. With decades of experience, the Vidl Work team facilitates trainings that give your teams and leaders the proprietary tools and new skills they need to optimize culture, navigate the messy middle, and guide the organization to a better place. No matter what the specific topic, our trainings focus on sparking the three essential elements: high-quality human energy, deep interpersonal connection, and courageous actions.



Work culture is ten times more important than compensation in determining whether employees will stay in a company or go elsewhere.*

*Sull, D. & Sull, C. & Zweig, B. (2022)

what you can **expect**

Our wide range of engaging, innovative, and customized trainings optimize culture while supporting personal energy, improving team connection, and developing courageous leaders. From keynotes and micro-sessions to multi-day workshops, our trainings can be delivered onsite or virtually, and topics can be combined.

True to our approach, we offer trainings focused on **three major areas:**



Individual Energy



Team Connections



Courageous Leadership

Our **heart-led, hands-on** training sessions are

- Customizable
- Packed full of new ideas and energizing activities
- Renowned for being interactive and engaging
- Focused on practical and relevant strategies people can use right away
- Facilitated by highly skilled trainers with decades of experience
- Delivered in person or remotely
- Individualized by organization and offered as one-hour to multi-day sessions

what our participants say

“Normally, I think classes that last ½ day are too long. But not with this class! The instructors were great, and they actually provided real world examples of problems and solutions that everyone could apply to their work and home life. I would definitely recommend this to everyone at all levels in my organization.”

-Supervisor Training
Manatee County Government

“This was very good content with wonderful delivery . It was fantastic, relevant and actionable training for leaders. She was very engaging; and kept the session moving and evolving her topics seamlessly.”

-Leadership Summit
Premier Healthcare

“I am writing to tell you that I was so inspired by your training. I cannot thank you enough for doing what you do. Every day I come to my office and find that I am more positive, actively listening and reaching out to those struggling at work. It was a pleasure and honor to have you come to our organization.”

-Susan
Clinical Director
Tidewell Hospice

intentional culture

From the Inside Out

Workplace culture is an important topic among leaders, with good reason. Recent research suggests culture is ten times more important than compensation in determining whether valuable employees will stay or leave. But culture is a complex concept to understand – and even more complex to change. Leaders who participate in this training will:

- Learn a simple, operational definition of culture
 - Understand where culture comes from and, thus, what is necessary to transform it over time
 - Identify the three most important responsibilities of every leader when it comes to intentionally designing and nurturing a thriving culture
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optimize performance

Through Energy Management

The research is clear that wellbeing, work performance, and organizational culture suffer in the long term unless leaders develop the ability to balance the demands of the modern work world through better management of their physical, mental, emotional, and spiritual energy. This rich, interactive, and inspiring training helps leaders understand that self-care is not a luxury, but rather an absolute necessity for showing up as the best versions of themselves at work and at home. Participants who join this training will:

- Connect daily decision making about energy management to a greater purpose and powerful motivator for change
- Learn science-based strategies in each energy dimension (physical, emotional, mental and spiritual) to support them in managing and expanding their own energy
- Practice a resiliency strategy that will help them to identify their own stress as a performance enhancer
- Define the barriers to managing their energy and understand why managing energy (instead of time) has more value

creating a culture of accountability

Lack of accountability is one of the most frequent frustration triggers for employees and one of the biggest culprits of underperformance and friction on organizational teams. While most people want to be a part of teams where accountability is the norm, many oversimplify the idea or are unsure of how to enact it. Participants in this training will:

- Describe the accountability continuum
- Define the 4Cs of accountability
- Identify their strengths and gaps in each of the 4Cs
- Develop a plan of action for increasing competence and confidence with creating cultures of accountability

above the line Effective Thinking for Today's Workplace Challenges

Our thinking either sparks empowered emotions, productive behaviors and desirable outcomes - or it keeps us stuck. In today's uncertain, complex, and demanding workplace, mindset matters more than ever. Participants in this session will be able to:

- Summarize two forms of thinking that lead to divergent sets of feelings, actions, and results
- Describe two simple but powerful concepts to generate effective thinking in any situation
- Assess a workplace challenge through the lens of mindset and apply the effective thinking tools

“Words cannot express how wonderful your training was. I am getting loads and loads of positive feedback from the attendees, including senior leadership. It was exactly what we needed and at the perfect time. Thank you!”

courageous communication

The Inner Game

Traditional efforts to help people improve their communication skills focus on models or strategies that, while valuable, overlook one key factor: the internal work that is often necessary to improve the way we communicate with others. Developing an impactful communication style requires that we attend to important elements of our “inner operating system” such as thoughts, feelings, values, and decision making models. After this session participants will be able to:

- Describe at least five communication traps humans fall into that undermine communication
 - Identify their most pressing personal challenge when it comes to communication
 - Understand how their inner narrative will influence their communication style
 - Apply two simple but powerful tools for generating the right mindset to support better communication
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courageous communication

Clear is Kind

Developing and maintaining an intentional culture is dependent on people employees having the skills and confidence to speak truthfully, with care. But, especially when we are faced with a difficult conversation, we often find ourselves avoiding, sugar-coating, clumsily landing the message, or reacting defensively. This training helps participants identify and overcome these challenges so they can become more confident and comfortable communicating with candor, kindness, and conviction. Participants in this training will:

- Define empathy and apply it to an actual workplace conversation
- Define radical candor and apply it to an actual workplace conversation
- List at least three ways to reduce defensiveness during difficult conversations
- Describe what it means to listen with intention
- Practice asking powerful questions

***Communication is an extensive topic. For the sake of simplicity, we list our trainings on communication in two segments, but this topic can be customized to be combined, segmented differently, and expanded to include additional focus points.*



trust

The Secret Ingredient

As Steven Covey says, “Trust is the glue that holds all relationships.” Research supports the importance of trust in creating and maintaining connected, collaborative relationships and high performing teams. Participants in this training will:

- Learn a simple but powerful framework for understanding the elements of trust including: care, sincerity, reliability, and competence
 - Identify specific examples in their own working experience of each of these elements of trust (and mistrust)
 - Apply the trust framework to a working relationship to identify specific issues and develop the best approach for rebuilding trust with that person
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psychological safety

The Secret Ingredient

Psychological safety is the belief that the environment is safe for interpersonal risk taking. It's the most essential ingredient in intentional, thriving cultures. Without it, employees cannot contribute fully. In this training, participants will:

- Learn how psychological safety affects team connection and performance
- Assess themselves on six key influencers of psychological safety
- Establish a personal plan for action for increasing psychological safety on their team

the decisive leader

Most leaders will make or be responsible for many decisions every single day, yet many struggle to find the right blend of thoughtfulness, timeliness, and conviction. Understanding that effective decision making is a necessity for transformational leadership and intentional cultures, this training segment offers leaders:

- A mental framework for evaluating decisions
 - Exploration of the pros and cons of four decision making options including: participation, authoritative, consensus, and delegation
 - An opportunity to evaluate past and potential future decisions through this mental framework to learn where and how each would be most valuable
 - A look at the personal and system adaptive challenges that exist that interfere with effective decision making with the aim to recontextualize them and identify where they have agency
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from conflict to connection and clarity

Conflict is inevitable and, if handled well, can actually lead to greater connection, clarity, innovation, problem-solving, and progress. In fact, thriving cultures don't exist on harmony solely; they are dependent on *healthy dissent* and the ability to navigate it productively. Most leaders need greater skills and confidence in navigating conflict more effectively. In this important conversation, leaders will:

- Learn the difference between intellectual friction and social friction as well as healthy dissent and unhealthy dissent
- Reframe their narrative around conflict and tension so it better serves them and their teams
- Explore and practice a variety of interpersonal skills designed to help navigate tension between themselves and others – as well as the tension that will inherently arise among the members of their teams



call to connection

Cultivating Quality Relationships with Diverse Personalities

Culture is all about the way we relate with each other. At work, our relationships with colleagues offer some of life's greatest opportunities – and challenges. Particularly when we are navigating a variety of personalities, it's important to know how to work through differences and cultivate connection, which is the key to team success and a thriving culture. Participants in this training will:


- Define the most significant roadblocks to cultivating productive, quality relationships
 - Learn about a “cycle of collusion”, which is a common pattern of unresolved tension that often leads to unnecessary conflict and drama
 - Identify at least three practical strategies for strengthening our professional relationships
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your emotional impact

The importance of emotional intelligence in the workplace has become a significant topic for forward thinking organizations. And with good reason. If a person doesn't have a high level of emotional intelligence, their IQ or work ethic will only take them so far. Participants in this training will:

- Define emotional intelligence
- Learn at least three new practices for managing their own emotional energy for the benefit of themselves and others around them
- Learn at least three new practices for better understanding the emotional states of other people



“Today’s class was fantastic. I really enjoyed and feel that I gained a lot of knowledge. The instructors were both great and kept the course upbeat, fun, and informative.”



protecting the vault

The “vault” is the word Dr. Brene Brown uses to describe the importance of sharing only what is ours to share. While it is human nature to gossip, breaking the vault this way has detrimental effects on trust, connection, energy, and culture in the workplace. Participants in this training will:


- Normalize gossiping while learning about its negative effects on performance and connection
 - Learn to make more thoughtful decisions about information sharing
 - Discover simple and tactful ways to discourage breaking the vault when they see it happening around them
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leading through adversity

Setbacks and crises are inevitable. Recovering from difficult times requires resilience and can be an opportunity to set out on a new path that’s better than before. Participants in this training will:

- Establish clarity on purpose and values as guiding forces for returning from adversity
- Learn tangible practices for facing and recovering from adversity with resilience
- Discuss practical and powerful ways to create the conditions for their teams to navigate difficulties well and come back stronger



“Excellent! Engaging and high energy. The balance between information provided and constructive, thought-provoking exercises was perfect. I would love to arrive and “show up” as professionally and credibly as this facilitator did. Thank you for a valuable training. Well done.”

dare to lead™

Based on the research of Dr Brene Brown and led by a facilitator trained directly by Dr. Brown, Dare to Lead™ is a training focused on brave work, tough conversations and whole hearts. In particular, it focuses on the development of the four skillsets of courageous leadership: rumbling with vulnerability, living into values, BRAVING trust, and learning to rise. Leaders in this training will:

- Learn what it means to “rumble with vulnerability” and understand the vital importance of vulnerability in great leadership
 - Identify core values and explore the difference between professing and practicing values
 - Explore the seven elements of trust and learn a framework for more productively resolving issues related to trust in the workplace
 - Practice a simple but powerful “learning to rise” strategy that immediately shifts mindset and improves performance
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coaching for leaders

Coaching is an essential tool in a leader’s toolbox, but the skillsets of coaching are not widely known or practiced. Further, many leaders have been taught to be the “expert”, a mindset which can often impede the learning and growth of their team members. To be most effective in leading teams, leaders must know when and how to act as coach rather than expert. Leaders who participate in this training will:

- Identify how the coaching mindset is different than the expert mindset
- Explore how to shift from the aim of “getting people to do things” to the aim of “creating the conditions” where growth, learning, and self-efficacy flourish
- Explore the basics of coaching as a leader: listening, asking powerful questions, eliciting best thinking and helping others reduce drama and ego
- Apply the basics of coaching for leaders to specific scenarios relevant to their workplace settings

**This training can be customized to healthcare leaders*

mastering mental focus

Training for Today's Attention Economy

Smart phones, stressors, to-do lists, interruptions, and distractions deplete our mental and emotional energy all day long, leaving us feeling overwhelmed and “crazy busy”. Today's world requires skillsets and practices around mental attention that help us sift through the stimuli, create clarity, and stay present. Participants in this training will:

- Identify how their personal relationships and professional contributions would improve through the development of stronger mental focus
 - List the two most powerful disruptors of mental focus
 - Identify at least two internal practices and external strategies that will reclaim mental energy
 - Commit to a realistic action plan for improving mental focus and clarity after the training is over
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stress

It's Your Superpower!

Work and life today are busier and more emotionally demanding than ever. Although stress is a predominant factor in all our lives, research has revealed that the traditional way of viewing stress isn't helpful and actually contributes to burnout. The science suggests we can use our stress to foster performance, better connect with those that matter, and even extend our life. Participants in this training will:

- Update their thinking on stress based on the newest research
- Identify their biggest stressor and practice a powerful technique for changing their stress response
- Connect their experience and response to stress to a greater purpose that serves to increase resilience

“[This facilitator] tapped into the very essence of who we are and what we do. She broke things down in relatable ways and provided tools that we could easily remember and assimilate in our lives.”



allyship for everyone

Creating an inclusive culture requires everyone to play an active role. This workshop introduces participants to the fundamental concepts of allyship and provides practical strategies for fostering a culture where everyone feels respected and supported. Through self-awareness, empathy, and social intelligence, participants will learn how to build stronger connections with others and advocate for inclusivity in their teams and organizations. This training emphasizes the everyday actions that can make a significant impact in promoting allyship across all levels. Participants in this training will:

- Define allyship and understand its importance in creating an inclusive and supportive workplace
 - Explore strategies for overcoming unconscious bias and fostering respectful, open-minded interactions
 - Develop effective communication skills for navigating diverse viewpoints and creating inclusive environments
 - Build a personal action plan to incorporate allyship practices into daily professional and personal interactions
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what inclusive leaders do

Diversity is important, but diversity alone is not sufficient to ignite innovations, collaboration, or peak performance. Highly effective teams are not just diverse but inclusive. Leaders must develop the ability to value the uniqueness of team members while also nurturing the sense of belong that we all desire. Leaders who participate in this training will:

- Learn how to nurture psychological safety
- Gain insight into their unconscious personal biases
- Discover how to identify and handle the subtle exclusions that impair team effectiveness
- Practice pivoting an exclusive situation into an inclusive one

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energy, connection & courage at work