

# PEOPLE

*First,* then Profit

## CONVO CARDS

A TEAM BUILDING EXERCISE



# ABOUT PEOPLE FIRST

People matter. Not to say that profit does not matter. It simply means that people drive the business. We live in a relationship economy. Your ability to prioritize, serve, equip, connect and commit to people will produce high trust work environments. High trust organizations are more productive and profitable.

In People First, then Profit - Kim A. Smith educates readers on how 5 core principles will help in building a people-rich culture within the team setting and then spread it across the organization.

To unlock more resources, visit [www.kimasmith.com](http://www.kimasmith.com).

# CONVO CARDS

The cards provide talking points for leaders as they work towards building a people-rich culture. These type cultures have an intentional focus on investing in the internal stakeholders. Each card is based on one of the five (5) principles outlined in the book *People First, then Profit: 5 Principles to Build a People-Rich Culture*.

The Convo Cards guide individuals toward building positive, high-trust work cultures. You will find a section on each card with an illustration of the corresponding principle.

PRIORITIZE



SERVE



EQUIP



CONNECT



COMMIT

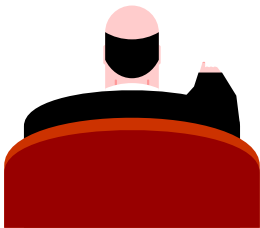




# PRIORITIZE

Prioritizing your people starts with seeing them as valuable. Recognize your employees as partners. Consider the following illustration. Have each team member identify where they believe the group/department is on the priority spectrum.

## The Man in the Swivel Chair



The man in the swivel chair represents an outdated mindset of leading people. Imagine your boss giving you directives and then turning away before your voice can be heard. The old model of leadership exudes "lead over" while the new model says "lead with".

**HOW DOES YOUR TEAM RANGE ON PRIORITIZING PEOPLE?**





# PRIORITIZE

Prioritizing people first can be a balancing act. There may be areas of opportunity in relation to prioritizing the needs of your people.

## How Well Do You Prioritize the Following? Why?

NEW STAFF

TENURED STAFF

EXECUTIVES

BOARD

STAKEHOLDERS

SELF

COMMUNITY

VOLUNTEERS



# SERVE

Serve people first with the A.I.M. Model.

1. Acknowledge the brilliance that each team member brings to the table.
2. Invite team members to the discussions on the strategic vision of the organization and how they can partner with it.
3. Measure the team's overall ability to exceed the organization's goals using specific performance metrics.

The A.I.M. Model allows leaders of people to serve the needs of their employees and the organization more effectively.

Identify one way in which you can  
implement the A.I.M. model.



# SERVE

Serving people first is a daily commitment. This principle begins with leadership and spreads to staff members. Your effectiveness will be shown in the excellence of your team - individually and as a group.

**What are examples of great service amongst your people?**

NEW STAFF



TENURED STAFF

EXECUTIVES



BOARD

STAKEHOLDERS



NEW STAFF

COMMUNITY



VOLUNTEERS



# EQUIP

Equip people first through the following:

1. Proper onboarding and training
2. Setting clear expectations
3. Teaching them how to measure and monitor performance
4. Educating them on who their resources are within the organization
5. Coaching them along the way

**ARE YOU CONSISTENTLY PROVIDING WHAT YOUR  
PEOPLE NEED TO MEET YOUR (OR THEIR)  
EXPECTATION OF EXCELLENCE?**





# EQUIP

Equipping people first is one of the most damaging barriers of otherwise strong onboarding programs. This ensures your people (including stakeholders and customers) understand their role in the company.

**Who amongst your people possess most of the knowledge capital?**

NEW STAFF

TENURED STAFF

EXECUTIVES

BOARD

STAKEHOLDERS

SELF

COMMUNITY

VOLUNTEERS



# CONNECT

Connect to people first in there three (3) key areas.

Connect to the person.  
Connect to their brilliance.  
Connect them with others.

## HOW CONNECTED IS YOUR TEAM?





# CONNECT

Connecting to people first involves connecting to their brilliance. Have each team member share about their gifts, talents and experiences.

Connect with the brilliance of your team members.

MY GIFTS

MY TALENTS

MY EXPERIENCES

MY VALUE



# COMMIT

Commit to people first by adapting people first behaviors. The following are examples:

1. Conduct regular feedback and coaching meetings with employees.
2. Administer and follow up on employee engagement surveys.
3. Budget for training and leadership development programs.
4. Design and utilize a system to harness the brilliance of employees before hiring outside of the organization.
5. Slow down the hiring process to strategically recruit partners versus workers.

**Ask each team member to give the company a commitment score.**

**HOW MUCH IS THE COMPANY COMMITTED TO PEOPLE FIRST?**





# COMMIT

The commitment is in the culture. The extent to which an organization is committed to its people can be seen in who is hired, how well individuals are trained, how excellent products and services are rendered to clients, and how profitable the organization is.

What action can you take if the connection has failed? Respond to the following questions:

**How does your team turnover compare to the company or industry?**

**Are your spark employees still shining bright or are they less motivated?**

**How often do you provide feedback to your high performers?**