

## CHARACTER: THE KEY TO SUCCESS

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Have you noticed how many organizations hire for competence but fire for character? Learn how innovative leaders in companies, non-profits and governmental agencies are building stronger and more efficient organizations by focusing on both character and competence. If you want to build a positive and resilient culture, this program can help.

### **BUILDING CHARACTER & COMPETENCE:**

- Creates a culture of trust
- Saves money
- Saves time
- Gets everyone pulling in the same direction
- Improves productivity
- Decreases stress
- Minimizes conflict
- Maximizes the use of human and financial resources
- Builds healthy work relationships
- Develops a dependable and capable workforce
- Helps the team and organization grow and develop

This insightful and engaging training will teach the importance of developing both competence and character to create consistency – of process, of product, and of principles. Energize your workforce and create a culture of character, producing the consistency that will grow the reputation of your organization.

### **YOU WILL LEARN:**

- What character is and why it is important
- The C3 equation: Character + Competence = Consistency
- What C3 can do for your personal growth
- What C3 can do for your organization
- How to develop C3 in your organization and in your personal life

**Character and competence are the necessary elements for consistency – of purpose, process, product, and principles. Organizations with great skill and ability, coupled with the character to do things well set the pace in the market and industry.**

