



Business Therapy, for what ails your organization. Have the conversation.

Is your company culture limiting your organization's ability to perform at its full potential?

Business leaders wear a lot of hats and often feel the burden of the business' success resting solely on their shoulders. With all the "balls in the air" and "irons in the fire," it can feel more like you're the ringleader of a circus, not the leader of a company! It may feel like you can barely meet the base level needs of the organization, let alone develop a cohesive, executable strategic plan. The demands of today's fast-paced work environment can leave even the most confident leader feeling overwhelmed and frustrated.

Every organization has internal challenges that keep their people from performing at their best. Typical ailments of poor organizational health include:

- Communication breakdowns, avoidance of conflict
- Us vs. them mentality; operating in silos
- Lack of initiative or accountability
- Power struggles, office politics
- Micromanagement
- Ambiguous roles/responsibilities
- Lack of direction or structure

No wonder it often feels lonely at the top! Yet, with the complexity of organizations, where does one start? And, how can you get out of the whirlwind of the daily grind and start gaining some real traction?

You *can* cultivate the kind of culture that drives performance.

Culture drives performance. Leaders and teams will struggle mightily even with the best strategy if there's not a healthy, robust and vibrant culture in which to execute it. Attempting to create an environment that generates leadership, accountability, initiative, clarity of goals and responsibilities, trust, respect, a sense of camaraderie – and results – doesn't have to be a constant source of irritation.

Tending to your organization's health can create an alignment of core values and shared vision; an atmosphere of striving for excellence together. With improved clarity of goals and



priorities, increased transparency, and defined roles and responsibilities - accountability and performance are built in!

Instrumental to your organization's renewed health is the integration of ***authentic, rigorous, and consistent communications***. This one core competency has the capacity to transform individuals, relationships and organizations!

But what if you don't have the time, energy or the expertise to heal the ailments afflicting your organization?

Oftentimes business executives have worked their way up the ladder, rightfully securing a leadership position in the organization – *with little to no formal leadership training*. They have succeeded thus far by their knowledge, experience, instincts, personality and perseverance. Leadership is a multifaceted job that requires a person to continually cultivate their expertise and skills.

As a business therapist, I've heard many of the laments and diagnosed a number of organizational dysfunctionalities. Leaders are commonly so focused on steering the ship in the right direction and avoiding the obstacles, mitigating risks and forging new paths, that they can't always see the nuances of organizational dynamics that may derail great intentions.

4 steps to building a healthy, high performing company

1. Start by identifying the core strengths and ailments of your organization's health with a **"company health check-up."** This organizational assessment, based on over ten Key Performance Indicators, will deliver invaluable insights. The resulting report is the "pulse" of your company - your prognosis for success.
2. Participate in a **facilitated strategy session** with your leadership team. At this stage, the team examines the Company Health Check-up Report and Recommendations; recognizing what's working, what's not working, what's being tolerated and what's possible for growth and change. As we candidly address the prognosis, a shared commitment and excitement to attend to the organization's health emerges.
3. **Develop an Action Plan** that leverages your organization's strengths and addresses the root causes of the ailments.



4. **Continual Improvement / Progress Reports.** Regular check-ins that serve as progress reports on your Action Plan. Shaping organizational dynamics and building an intentional healthful culture takes time, but the benefits will be reaped in every facet of your organization – from loyalty, performance, pride, productivity and even innovation!

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K Communications understands business challenges from a strategic communications and organizational health perspective. “*Business Therapy*” is a way to grow an organization by intentionally cultivating a healthy, vibrant and productive company culture.

As a “Business Therapist” Karen Natzel serves as a guide through the journey of business life; for leaders who want to continually grow and improve the skills and performance of their teams - and themselves.

In the role of business therapist, Karen identifies workplace ailments that are limiting a company’s potential, as well as the strengths that could be optimized. She serves as a confidential sounding board; providing objective feedback on issues such as management/leadership effectiveness, communication styles / messages, and organizational dynamics. Karen facilitates authentic conversations that highlight opportunities and define desired outcomes; while unearthing concerns and obstacles that would have otherwise sabotaged situations. She empowers leaders with the capacity to foster trust and respect that increases connection and contribution to their organization.

Call Karen Natzel at 503.806.4361 or email Karen@natzel.net, to see how you can start cultivating the kind of culture that drives performance!