



TEAM DEVELOPMENT GUIDE

PURPOSE | PASSION | PROMISES

OVERVIEW

THIS GUIDE IS DESIGNED TO HELP LEADERS GOING THROUGH TEAM DEVELOPMENT IDENTIFY THEIR UNIQUE VALUES AND CHARACTER ATTRIBUTES THAT ALIGN THEIR PURPOSE, PASSION, AND PROMISES WITHIN THEIR ORGANIZATION TO CREATE MORE CLEARLY DEFINED GROWTH OBJECTIVES

WHAT WILL BE IDENTIFIED?

- PURPOSE, PASSION, AND PROMISES
- 5-YEAR TEAM DEVELOPMENT TIMELINE
- KEY INTERVIEW QUESTIONS FOR CANDIDATES
- HOW TO CONNECT

WHY CHOOSE KEEP WAY?



TALENT CONSULTING AND COACHING REDEFINED

At Keep Way Consulting we find the perfect intersection of personalized talent consulting, recruitment training, and career coaching for clients all across the United States but especially within the Cincinnati and Indianapolis markets in which the company was founded.

The mission is to help each person and company identify their purpose, passion, and promises (which is their unique value proposition) in hopes of effectively communicating the immense value that each of our clients and organizations might be delivering in the marketplace of talent .

We also desire to make a lasting impact on the community through charitable giving and developing the next generation of leaders from all different, race, genders, and backgrounds.

At the core of what we believe, it has always been centered around investing in people first and having faith that with great people; organizations can develop into something much more meaningful than ever imagined.

We invite you to build your legacy with us and choose a new pathway to success!

PURPOSE, PASSION, PROMISES



WORLDVIEW

Three key words or phrases that define who you are in this world (ex: encourager, insightful, innovator):

-
-
-



ULTIMATE WHY

Two or three key reasons you're passionate about where you are and where you would like to be:

-
-
-



TALENTS

Two or three key hard (technical skills) and soft (intangible character traits) skills that make you unique: (ex: communicator, public speaker, Microsoft Office Certified)

-
-
-
-
-
-



NON-NEGOTIABLES

List a few non-negotiables for your personal and professional life:

Personal

- Faith:
- Family:
- Finances:
- Time:
- Energy/Focus:
- Legacy:

Professional

- Industry/Field:
- Location:
- Role Type:
- Schedule:
- Team Culture:
- Wage:

BUILD YOUR ULTIMATE WHY

WORLDVIEW

Three key words or phrases that define who you are in this world (ex: encourager, insightful, innovator):

-
-
-

WHY

Two or three key reasons you're passionate about where you are and where you would like to be:

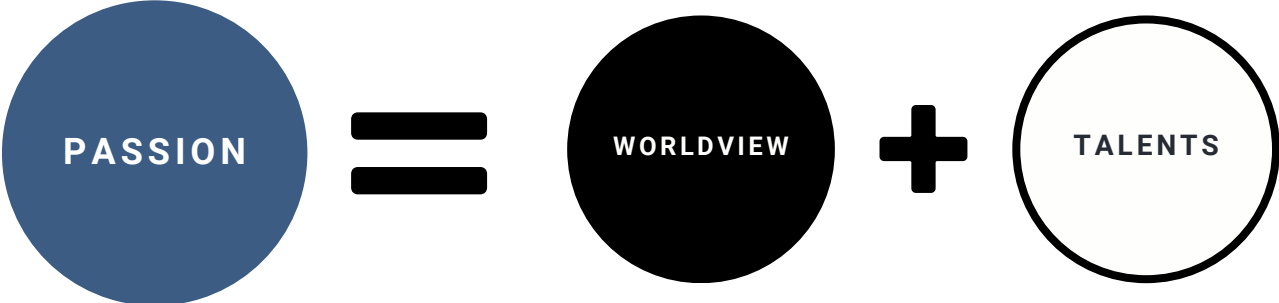
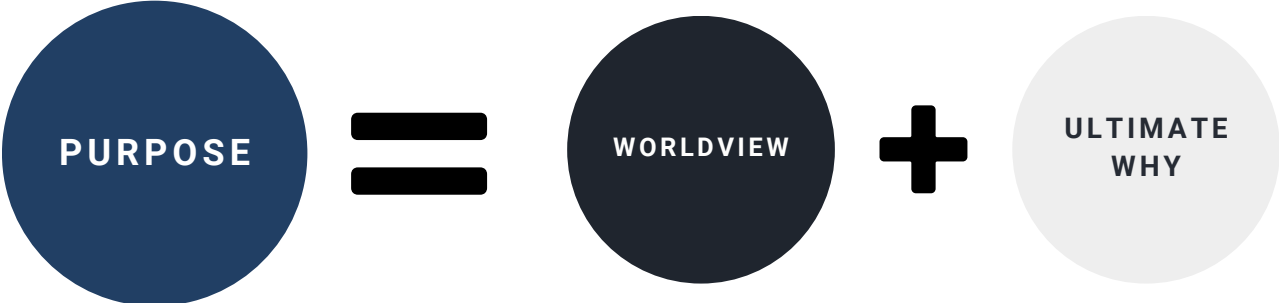
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ULTIMATE
WHY

Your Worldview and Why combined create your Ultimate "Why". Ex: "I am called to serve (God/Family/Self/People) above all else. I can accomplish this by helping people and companies build legacies for generations to come using my gifts in sales and marketing."

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PURPOSE, PASSION, PROMISES



PURPOSE, PASSION, PROMISES



Worldview and Why Blend:

- I believe that I am called to serve _____
- I can support my calling by remembering these three core principles
 -
 -
 -



Worldview and Talents Blend:

- I believe that I am called to serve _____
- I can use my talents listed below to inspire others within my community
 -
 -
 -



Worldview and Non-Negotiables Blend:

- I believe that I am called to serve _____
- My top three non-negotiables in my personal and professional life
 - Personal
 -
 -
 -
 - Professional
 -
 -
 -



DEFINE TEAM IVP, EVP, EMVP

First, we must align your EVP, IVP, and EMVP..

External Value Proposition (EVP)

Unique Attributes

- Historic founding of the organization or company
- Leadership's original resources that transformed the market
- Awards and recognition over past 5-10 years
- Mission, vision, values of organization or company
- Two or three cultural attributes from team members' perspective



Internal Value Proposition (IVP)

Employee Investment

- Trust and conflict resolution style
- Work schedule, flexibility, tools/technology
- Compensation, commission, or bonuses
- Mentorship and development
- Medical or physical care
- Sign-on bonuses and recognition



Employment Value Proposition (EMVP)- Cultural Dynamic with IVP

- Two or three key words to describe culture
- Vision of projected growth from leadership in 5-10 year
- Two or three keywords that describe your ideal team player
- Total compensation and benefits package



5-YEAR TEAM DEVELOPMENT TIMELINE

Year 1

- **Executive Level-** CEO, COO, CFO, CMO, CTO, etc..
 -
 -
- **Departments**
 - Senior Managers/ Supervisors:
 - Support Staff:
 - Interns:
- **Teams within departments**
 - Mid-level Leaders:
 - Entry-level roles:
 - Interns:
- **Contractors**
 - 1099 Employees:
 - Skilled Labor:

- **Full-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:
- **Part-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:



5-YEAR TEAM DEVELOPMENT TIMELINE

Year 2

- **Executive Level-** CEO, COO, CFO, CMO, CTO, etc..
 -
 -
- **Departments**
 - Senior Managers/ Supervisors:
 - Support Staff:
 - Interns:
- **Teams within departments**
 - Mid-level Leaders:
 - Entry-level roles:
 - Interns:
- **Contractors**
 - 1099 Employees:
 - Skilled Labor:

- **Full-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:
- **Part-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:



5-YEAR TEAM DEVELOPMENT TIMELINE

Year 3

- **Executive Level-** CEO, COO, CFO, CMO, CTO, etc..
 -
 -
- **Departments**
 - Senior Managers/ Supervisors:
 - Support Staff:
 - Interns:
- **Teams within departments**
 - Mid-level Leaders:
 - Entry-level roles:
 - Interns:
- **Contractors**
 - 1099 Employees:
 - Skilled Labor:

- **Full-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:
- **Part-time**
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:



5-YEAR TEAM DEVELOPMENT TIMELINE

Year 4

- Executive Level- CEO, COO, CFO, CMO, CTO, etc..
 -
 -
- Departments
 - Senior Managers/ Supervisors:
 - Support Staff:
 - Interns:
- Teams within departments
 - Mid-level Leaders:
 - Entry-level roles:
 - Interns:
- Contractors
 - 1099 Employees:
 - Skilled Labor:

- Full-time
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:
- Part-time
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:



5-YEAR TEAM DEVELOPMENT TIMELINE

Year 5

- Executive Level- CEO, COO, CFO, CMO, CTO, etc..
 -
 -
- Departments
 - Senior Managers/ Supervisors:
 - Support Staff:
 - Interns:
- Teams within departments
 - Mid-level Leaders:
 - Entry-level roles:
 - Interns:
- Contractors
 - 1099 Employees:
 - Skilled Labor:

- Full-time
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:
- Part-time
 - High volume
 - Role 1:
 - Role 2:
 - Mid volume
 - Role 1:
 - Role 2:
 - Low volume
 - Role 1:
 - Role 2:



KEY INTERVIEW EXAMPLE QUESTIONS FOR CANDIDATES

- **Why are you interested in this specific role or career path? (EVP)**
 -
- **What scares you about being in this role or career path? (IVP)**
 -
- **What keeps you going when you're having a bad day? (EMVP)**
 -
- **How do you remain positive when being rejected? (EMVP)**
 -
- **What motivates you most? Money or praise? (EMVP)**
 -
- **What do you need to be successful? (IVP)**
 -
- **Tell me about a time you persuaded someone to change their mind. (EMVP)**
 -
- **Tell me about a time you were persuaded to change your mind. (EMVP)**
 -
- **What's a new skill or activity you've taught yourself recently? (EMVP)**
 -
- **Sell me something. (EMVP)**
 -
- **Tell me about a person or event that has impacted you. (EMVP)**
 -
- **What's worse, not making quota or not having happy customers? (EMVP)**
 -



KEY INTERVIEW EXAMPLE QUESTIONS FOR CANDIDATES

- **What's your proudest achievement? (EMVP)**
 -
- **Tell me about a time you were disappointed with yourself. (EMVP)**
 -
- **What are your career goals? (IVP)**
 -
- **Tell me who your superhero was growing up? (EMVP)**
 -
- **What results were achieved in terms of successes and accomplishments? (EMVP)**
 -
- **What were some of your mistakes at your previous job? (EMVP)**
 -
- **Why did you leave your previous job? (EMVP)**
 -
- **What would your former boss say were your biggest strengths and weaknesses? (IVP)**
 -
- **Tell me about the team you inherited. (IVP)**
 -
- **Tell me about a time you refused to sell to someone. (EMVP)**
 -
- **What traits did your best manager have? (IVP)**
 -
- **What is your biggest fear? (EMVP)**
 -





LET'S FIND YOUR PATHWAY TO SUCCESS!



I KNOW WHAT IT'S LIKE GOING THROUGH THE UPS
AND DOWNS OF CAREER DEVELOPMENT. IF YOU
FEEL LOST OR UNSURE HOW TO DEVELOP YOUR
TEAM, REACH OUT AND LET'S FIND A WAY TO
WORK TOGETHER!

Kejal Shah

TO SCHEDULE A FREE DISCOVER CALL VISIT OUR
CONSULTING WEBPAGE

