The C.A.R.E. Project

What represents an easy way to engage my team and learn a little bit about them and what triggers certain actions, reactions, decisions and motivation?

Managers and leaders understand they need to connect with their team and get to know them, and are challenged by how to do that in a meaningful way.

"I do ask my team about what they are doing and what is going on in their lives. They tell me about their friends, activities and the fun things they do in their free time."

The C.A.R.E. Project goes beyond the base conversations with our team and what they do in their lives. It is intended to create an open and easy format to learn about what triggers them and their decisions in specific aspects of their job. It asks questions about what they want and need in a work environment. It provides a clarification about how they want communication and coaching. It allows for a dialogue about what matters to them. It helps the manager gain a perspective into the motivation of their team.

This project has been designed to represent a significant aspect of the overall culture of the organization. It can be great first step when...

- Engaging new hires
- Enabling new managers
- Implementing change
- Influencing coaching activity
- Provoking thought
- Encouraging growth
- Sharing best practices
- Identifying frustrations
- Stimulating relationships

This has to be more than just a sheet of paper with questions. It has to be more than a 5 minute conversation. It has to be a total effort to build trust and understanding. It has to be a managerial and leadership mindset and second nature behavior

Everyone has a story and it is important that it is heard.
Show you C.A.R.E.

C.A.R.E.
(Communication, Acknowledgment, Respect and Empathy)

Project Components & Deliverables

This was originally a document presented in manager's workshop and manual. It was discussed as a printable sheet associated with an activity to get to know your team members. Since its inception, it has been an assigned task and some ways a means to assess the attending manager's willingness to complete an easy assignment.

Based on feedback and consistent interest into what this idea and process represents, it is now evolving into a bigger concept. The sheet alone is a good idea. The concept now turns into a great aspect of a total organizational culture.

"I love the C.A.R.E. sheet. My reps tell me what's important to them."
"I didn't know that about my rep. It surprised me."
"We now do this every six months. It helps us connect with each other."
"I wasn't sure about this, it sounded cheesy. It works. You have got to do this with your team."

Curriculum The one-page questionnaire is one thing. The behavior and support wrapped around it makes it a more effective complete effort. The project will include content (PDFs) with target topics that amplify the following:

- Overall philosophy and use
- Communication
- Training
- Motivation
- Coaching
- Documentation

Conversation The C.A.R.E. Project is a complete process. Interested parties may be involved in a variety of implementation delivery methods. Each have the goal of defining clear objectives and targeted behaviors with a desired outcome in mind. Each method will always be SMART (specific, measurable, attainable, realistic and time bound).

- Face-to-Face Workshops and Speeches
- Webinars
- Conference Call Series

Keep it SIMPLE
Create their ATTENTION
Get them to CARE
Help them REMEMBER
Get them to ACT

C.A.R.E.
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The C.A.R.E. Sheet

The C.A.R.E. Sheet helps managers and leaders engage in an open dialogue and provide a method to learn about their team. It is designed as a simple template to both ask and list answers to select questions.

The process is simple.

1. You must hand it out to everyone in one meeting. Critical in that meeting is for you to share your "why" behind it. Be very clear about your objectives and desire outcome. *E.g. "I would like to learn more about your guys. Please review this page and answer the questions. I want to know what you need for me to know to better interact with you, to better coach and communicate with you. I want to be better at how I support you."*

2. Do not collect all at the same time. Collect it One-On-One and in a private place. Have them share what they thought of the activity and what they think about the process. Make this important by sitting down and discussing the meaning of the data.

3. Two parts. Part one, have the team member tell you the one most important thing they wrote down on the sheet. Two, use the information in any way possible within 48 hours. Nothing signals "They care and they listened" more than a manager who utilizes the very feedback they been given.

4. People change, so make it a habit of checking back with each team member to ensure the data is accurate. Target every 6 months as a benchmark to update their sheets. And if you have been consistent and utilized the information, you will continue to receive meaningful data.

Beware: Possible obstacles to effective outcome:

- Manager does not believe in process or intention behind it (no buy in)
- Team will not or does not offer an honest response or insight
- Activity is completed, but nothing is provided for/by manager or team
- Overall lack of interest, enthusiasm, trust, belief, involvement and follow up

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Employee Details

Employee	Work Anniversary Date	Birthday (mth/day only)
Store	Manager	

What are your personal goals?	**What is important to you in a work environment?**
What are your goals within the company?	**What motivates you?**
How would you define your communication style?	**What frustrates you?**
What is the best way to communicate with you?	**What is the best way to reward / recognize you?**
What is the best way to coach you?	**What is the best way to provide corrective feedback and ideas?**