



Simple Words  
**FOUR**

## THE POWER OF SERVICE

A new values-based team assessment

**F**or all its hardships and challenges, COVID has been an opportunity to look differently at how our organizations work. This course invites us to learn about a simple and eloquent tool that directly supports organizational success: the power of service. For too long *service* has been associated with the word *customer* and has been left to a specific department. This session challenges that thinking and invites us to embrace the concept of service as a powerful tool that can help leaders grow in their roles, focus teams on the right outcomes and actively tackle the problems of our time. ►

### A VIRTUAL TRAINING SESSION

The Power of Service is for teams in progressive organizations (such as BCorps, coops and those measuring their environmental, social and governance impact) interested in sustainable organizational growth. Fees include a 30-minute pre-session planning call, a 15-minute online assessment, a customized three-hour Zoom training session and a personalized report for up to 12 participants.

#### Book your The Power of Service session today at:

- [FourSimpleWords.ca/ThePowerOfService](https://FourSimpleWords.ca/ThePowerOfService)
- [info@foursimplewords.ca](mailto:info@foursimplewords.ca)
- 519.580.9725

## Maximizing our reach

Organizations and teams ready to succeed in a post-COVID world need the courage to move beyond winner-take-all metrics and use service as a way to maximize the economic, social and environmental reach of our organizations.

Embracing the concept of serving others can bring about real and permanent change that today's customers and employees are demanding. Cultures that focus on being in service benefit from:

- Increased top-line growth by using language that communicates organizational values to consumers/funders
- Strengthened team communications and increased staff retention (especially with Gen Y and Gen Z team members)
- Practical and meaningful ways to support mental health conversations and programs

### This engaging session will explore these concepts:

- Why self-awareness is the first step to meeting organizational goals
- How to see and acknowledge individual and organizational gaps that are risks to your KPIs
- How to create transparent partnerships that build cultures of service without losing sight of economic, social and environmental goals

## LEARNING OUTCOMES



1. Learn how self-care and intentionality have a direct impact on corporate financial, economic and environmental success
2. Steps to empower your team to clarify organizational purpose, improve shareholder value and embrace the benefits of service
3. Explore tools that build cultures of service to support sustainable growth in a post-COVID world

## PERSONALIZED ASSESSMENT



This course includes a customized online assessment for up to 12 participants. This assessment explores and visually explains individual and team perceptions around the idea of service. This 12-minute online assessment will be taken by all team members two weeks before the course. Each participant will receive a personalized PDF of their input with personalized suggestions on how to strengthen their leadership skills.

## WHO SHOULD TAKE THIS COURSE



**The Power of Service** has been designed for intact teams who are ready to think about and increase their success through a purpose-driven lens. This session will help leaders at all levels think about the power of service and how it can drive triple-bottom-line impact.

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