COURSE SYLLABUS

Creating a Results-Driven Culture Course

Build the skills to align mission, vision, and goals by strengthening decision-making, improving relationships, and enhancing operational effectiveness.

For more information, visit
https://www.creativelive.com/classes/creating-a-results-driven-culture-course



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Course Outline

Module 1: Creating Results Through the Mission, Vision, and Goals

- Differentiate mission, vision, and goals and how each guides organizational direction.
- Examine the impact of clear purpose statements on employee motivation and engagement.
- Analyze real agency examples to connect goals with daily decisions and strategic plans.
- Practice strategies to communicate mission, vision, and goals to internal and external stakeholders.

Module 2: Creating Results Through Customer Relationship Management

- Define internal vs. external customers and map key stakeholders you serve.
- Identify customer behavior types (new, impulse, angry, insistent, loyal) and match responses to needs.
- Build customer profiles to personalize service and improve consistency across channels.
- Apply tactics that strengthen trust, responsiveness, and service quality across the organization.

Module 3: Creating Results Through Problem Solving and Decision Making

- Distinguish problem solving from decision making and when to use each.
- Use root-cause tools (5 Whys, Fishbone, Problem Tree) to analyze complex issues.
- Generate solutions with SCAMPER, mind mapping, and reverse thinking.
- Select options with decision tools (Decision Matrix, Pugh Matrix, Decision Tree) and plan implementation.

Module 4: Creating Results Through Efficiency and Effectiveness

- Contrast efficiency (doing things right) and effectiveness (doing the right things).
- Prioritize work with Covey's Priority Matrix, Ivy Lee, ABCDE, and the 80/20 rule.
- Improve personal productivity (Pomodoro, time tracking, automation, focused workflows).
- Adopt team practices that reduce waste: clearer agendas, fewer meetings, and better tool use.