



One Eastside
SPARK

Entrepreneur's Roadmap Series:

Workplace Dynamics and Organizational Culture

June 21, 2022 | 7:30 am – 8:30 am

OUR WEBINAR WILL BEGIN SHORTLY



OneEastside
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WEBINAR

**KRISTINA
HUDSON**

CEO

OneRedmond

Founding Partner

OneEastside





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23 Eastside Cities & Towns



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Town of
Beaux Arts
Village



City of Bothell



HUNTS POINT
Washington



Eastside Supporting Partners





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Upcoming & Recent Webinars

<https://oneeastside.org/programs/>

Upcoming Webinars (Date TBA):

- Working Washington Grants Round 5
- Early Childhood Equity Grants

Recent Webinars:

- Washington Festivals & Events Grant *June 16*
- Get Your Local Business on Google Search & Maps *June 11*
- Child Care Stabilization Grant & Complex Needs Grant (English and Spanish) *May 17 & 19*



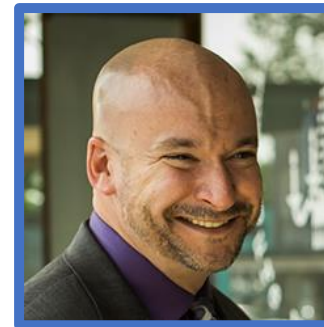
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Confidential, No Cost One-on-One Business Advising

Shawn Palmer

ASBC, MSML | Business Advisor

Washington Small Business
Development Center



Contact Shawn at shawnp@oneeastside.org | (425) 885-4014 ext. 3



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SCORE Mentoring & the Employee Retention Tax Credit (ERC)

SCORE – Greater Seattle has helped local businesses claim approx. \$2.2 million of ERC.



Gary Becker

SCORE - Greater Seattle Chapter

- Visit <https://www.score.org/find-mentor>
- Input zip code
- In free form area of application, state you want to meet with Gary Becker of the Greater Seattle Chapter
- About the ERTC:
<https://www.irs.gov/newsroom/faqs-employee-retention-credit-under-the-cares-act>

- Mentors can provide guidance and support in multiple areas, including the ERC
- Assistance determining if you qualify for the ERC
- Help reviewing forms and





Shawn Palmer, ASBC, MSML
Accredited Small Business Consultant
WSBDC Certified Business Advisor



JUNE 21, 2022

Workplace Dynamics and Organizational Culture

Culture

Customs, achievements, values, norms and general beliefs of a certain group of individuals

“Culture eats strategy for breakfast”
—Peter Drucker

"Give me 9 seconds* to chop down a tree and I will spend the first 6 sharpening the axe."

- Abraham Lincoln

* adjusted for human attention span in Twitter/TikTok era



Let us sharpen our collective axes...

...by thinking of 4 adults we know well,
current in our lives, who impact us and/or
businesses ...1 each who align with these
distinct personality types



Colleague or Friend #1

Even-tempered, objective, diplomatic

Seeks: contentment

Natural talents: reason, clarity

Misinterpreted as: reluctant, indifferent

Motivated by: peace, harmony

WHITE personality



Colleague or Friend #2

Charismatic, spontaneous, sociable

Seeks: adventure

Natural talents: optimism, enthusiasm

Misinterpreted as: non-committal

Motivated by: fun

YELLOW personality



Colleague or Friend #3

Detail-conscious, caring, thoughtful

Seeks: selflessness

Natural talents: quality, service

Misinterpreted as: self-righteous

Motivated by: relationships

BLUE personality

Colleague or Friend #4

Assertive, articulate, action-oriented

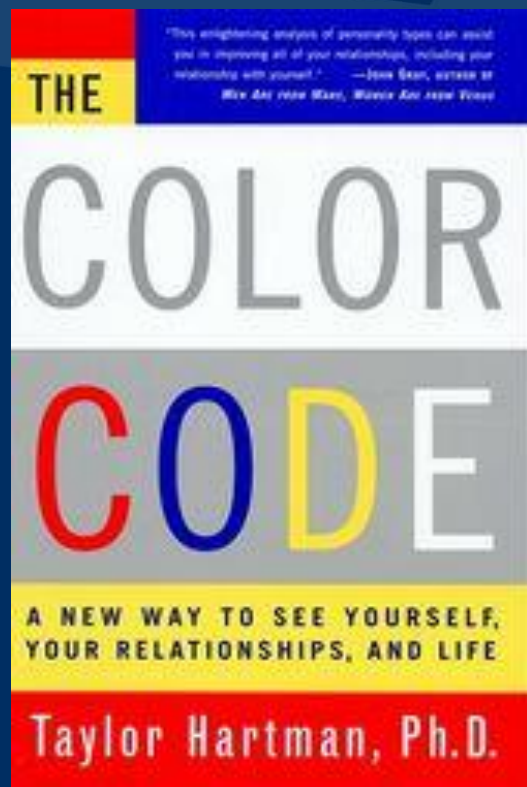
Seeks: challenge

Natural talents: leadership, vision

Misinterpreted as: impatient, abrasive

Motivated by: power (approval)

RED personality



- To look good (academically)
- To be right
- To be respected
- Approval

- To be good (morally)
- To be understood
- To be appreciated
- Acceptance

Needs

- To feel good (inside)
- To move at one's own pace
- To be respected
- Acceptance

- To look good (socially)
- To be liked
- To be noticed
- Approval



GIVING PRAISE...



YELLOW

Keys: look good (socially), be liked, be noticed, APPROVAL

Delivery: energetic

From the opposite side of the conference room or the production/sales floor... at volume so everyone can hear... "Scarlett, awesome work with that client!" (accompanied by an air-five and a smile; maybe a "woot woot!")



BLUE

Keys: be good (morally), be understood, be appreciated,
ACCEPTANCE

Delivery: sincere

1-on-1 or group setting, focus on impact to others... "Robert, your extra efforts with that client really lightened the load on accounting and marketing; we appreciate your commitment level."
(accompanied by appropriate level of contact)



RED

Keys: look good (academically), be right, be respected, APPROVAL
Delivery: articulate

1-on-1 or group setting, focus on outcomes... "Brie, excellent results with that client; numbers 110% of projection; ahead of Q2 goals; and I especially liked your new client engagement idea." (accompanied by eye contact and some personal gesture)



WHITE

Keys: feel good (inside), move at one's own pace (autonomy), be respected, ACCEPTANCE

Delivery: subdued

Taking an indirect approach, ask for their attention, and articulate... "Chris, your results with that client—from navigating their questions to closing the sale—expertly done. I appreciate what you're doing for us." (then politely exit)



TEAMWORK...



Progressive Elements of Teamwork

1. Objective Structure:

Common Goal(s)

Segmented Tasks

Unifying Mission



Progressive Elements of Teamwork

1. Objective Structure
2. Group Skillset:

Non-specific Training

Untrained

Complementary Skillsets



Progressive Elements of Teamwork

1. Objective Structure
2. Group Skillset
3. Trust:

Indifference

Distrust

Modeled Trust



Progressive Elements of Teamwork

1. Objective Structure

2. Group Skillset

3. Trust

4. Relationships:

Compass Knowledge

Silence, Discontent

Camaraderie



Progressive Elements of Teamwork

1. Objective Structure
2. Group Skillset
3. Trust
4. Relationships
5. Communication:

Reciprocity or Transactional

Active Barriers

Proactive, Definitive



Unifying Mission Complementary Skillsets Modeled Trust Camaraderie Proactive, Definitive



Common Goal(s) Non-specific Training Indifference Compass Knowledge Transactional



Segmented Tasks Untrained Distrust Silence, Discontent Active Barriers







**Sincerest appreciation to
OneRedmond CEO, Kristina Hudson
Kathleen Miller, Sara Meats,
Samantha Paxton, Margo Shiroyama**

(time permitting) Any Questions?



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Q & A

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SPECIAL THANKS!





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Thank you for joining us!