



June 24, 2021

Upcoming Events

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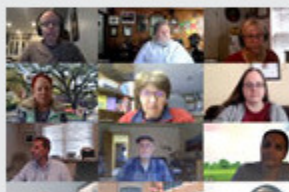
July 5, 2021
Bersin Academy's Redefining Performance Management



August 13-15, 2021
Tallahassee Annual Community Conference

News Of Note

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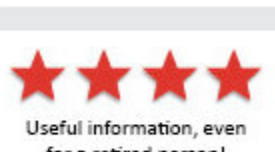
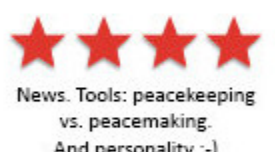


Video Clip Highlights From Kaufman Megapanning Tribute Event



Sue and Elizabeth Barbour Video On How Coaching Can Accelerate Business Growth

April & May Reader Feedback



The Voluminous Value Of Values In A Virtual Venture Like This One

Greetings <<First Name>>,

It's hard to believe a month has already passed! Change by Design has just started two new projects and we are coming close to meeting our \$1M half-year revenue goal.

Two of our currently active projects are with a repeat client in Texas. They were brought to us by long-time partner, [ISF](#), an IT and strategy firm working in the state government space. We value the strong relationship with ISF and appreciate the opportunities we share.



Business growth has required that I grow as well. I have added a new hat to the number of hats I currently wear (rainmaker, producer, accountant, etc). That hat is "Chief Culture Officer". It's increasingly apparent that I must make sure that the proven people we bring in on client projects fit within our culture and its values. Vice versa, I must ensure that our company's team interactions, business processes, products and services delivered, and client relationships all reflect the values we stand for, including:

- Respect
- Appreciation
- Integrity
- Passion
- Hard work
- Agility and responsiveness
- Continuous Improvement
- Seek 'win-wins'

Speaking of values and influence, the first of my important graduate school mentors passed away last year. During Spring, we honored **Dr. Roger Kaufman** and I delivered a [presentation](#) on his Megapanning model to a world-wide audience over Zoom. My presentation explained his strategic thinking, planning and doing model, that delivers organizational alignment from bottom to top.

I've also included a [link to a video interview](#) with my business and self-care coach, **Elizabeth Barbour**, where we discuss why business coaching is indispensable for growth. I believe in supporting my friends in their endeavors wherever I can, so I encourage you to watch the video, and reach out to her directly on her [website](#) to learn more.

The featured blog article below describes a job/task analysis, which is used to determine what a job actually entails BEFORE you embark on a costly curriculum design and development project. It is particularly useful for growing organizations that have realized that off-the-shelf learning products have become insufficient for their needs, and that it may be time to build a custom curriculum for one or more job roles.

One last thing: I've been steadily receiving reader feedback in the last two months and will start to include it periodically under News of Note. We are constantly looking for opportunities to improve, so I really appreciate your thoughtful input.

That's it for now. Thanks for reading, and Happy Summer!



Sue

Sue
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What Is A J/TA And How Do I Complete A Job Task Analysis?

The job task analysis is a rigorous approach to identify the true role requirements for each critical position within a company. It allows a business or non-profit organization to ensure the true job that an employee performs is documented, and that job performance actually aligns with results the company seeks to achieve. It is a step-by-step process that fully answers the question "What does a person in this role do?"



The J/TA is broken down into large, medium sized and small chunks. To use an analogy, the J/TA is similar in nature to a Russian Maryushka doll. You separate the halves of one doll, and another...

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Change By Design has incorporated the practice of continuous improvement throughout our operations, which carries over into this publication. So we'd love to hear where we stumbled, where we hit the mark, and any other feedback you have. Please rate the newsletter on a scale of 1-4 stars, with 1 being terrible and 4 being terrific.

Rate This Month's Newsletter



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