

## **Community Character Coalition of Elk Grove Expands Efforts to Business Community**

The Community Character Coalition of Elk Grove has just successfully completed their first series of Character in Business workshops for our community businesses. These sessions focused on assisting the participants in identifying the shared core values defining their personal life and their business, and discerning the direct effect these identified values have on the workplace environment and the culture of the business. Regardless of the size of the company, we are all facing the same challenges in this difficult economic time: cutting costs, maintaining customers, increasing productivity, nurturing employees, etc. CCC is now offering an in depth series of business forums starting in October that will focus on the **implementation and application of character values in the workplace** in order to affect a company's culture, image, and bottom line.

**So how do you make this happen? Come join us and find out.**

**October 8<sup>th</sup>: Hiring for Character**

**November 12<sup>th</sup>: Training for Character**

**January 14<sup>th</sup>: Recognizing & Retaining for Character**

**February 11<sup>th</sup>: Rewarding for Character**

**Location: Kenneth Young Center, 1001 Rohlwing Road, Elk Grove Village, 7:15-8:30 AM**

**\*Each session will include networking time and continental breakfast.\***

**Reservations: [office@cceg.org](mailto:office@cceg.org) by Wednesday, Oct. 1<sup>st</sup>.**

We welcome your business to join us! We will be using the book *Ethics for Everyone, the Handbook for Integrity-Based Business Practices* by Eric Harvey & Scott Airitam. **Please make your reservation as early as possible so that we can order books and breakfast for everyone.** If you have any questions, please contact us.

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