

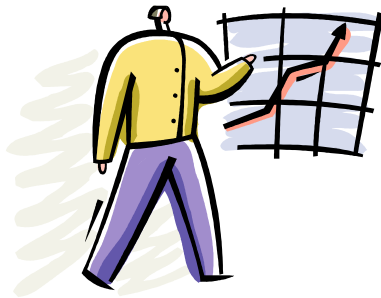
## What is a Character Business?

A character business...

- ✓ focuses on people and their behaviors and attitudes to enhance the bottom line.
- ✓ focuses on creating a workplace environment that raises morale, values the contributions of everyone, recognizes achievement, increases loyalty, and builds a strong team.
- ✓ builds on the positive as it recognizes the good things that are already happening at the workplace.
- ✓ incorporates character into how the company deals with its customers, suppliers and the community.
- ✓ strives to include character values in a variety of ways to create a common language in the workplace.
- ✓ uses character values as a tool to assess strengths, weaknesses, achievements and as a tool to resolve conflict.
- ✓ has leaders who model good character.
- ✓ involves its employees in a collaborative manner to identify the values that are most important to their particular workplace and business.
- ✓ develops and implements strategies that raise awareness about the importance of good character.

Do you know the values that support your business?...do your employees?...do your customers?

How do you identify and incorporate good character values into your business?



What's the positive impact?

- Increases productivity
- Reduces turnover
- Higher morale of employees
- Develops leaders from within
- Reduces loss from theft
- Builds teamwork & cohesiveness
- Improves company relations and image to the customer, suppliers and the public

Getting Started...

- **Identify company values first**  
What's most important to the company?  
  
What does the company stand for?
- **Determine organizational success factors**  
What does someone have to "do" and "be" in order to be successful within the company?  
  
What does success look like here?  
  
Is the organizational culture of the company fast or slow?  
  
What is the work pace?  
  
What is the stress level?  
  
Are people expected to multi-task?  
  
Is customer contact high or low?  
  
What decision-making skills are required?  
  
Are people expected to be courageous in their decisions?  
  
What is the commitment level?

## Hiring For Character...

### What are the 3 C's of hiring?

- **Competence**
- **Commitment**
- **Character**

### Match the talent of your employees to the values that support the company!

**Attitude:** willingness to learn, genuineness, desire for income and knowledge

**Presence:** appearance, composure, eye contact, vitality, sincerity

**Examples of:** responsibility, honesty, trustworthiness, integrity, loyalty

**Reputation and Skills:** past behavior, talent, teamwork

**Leadership:** courage, someone who emulates good character values

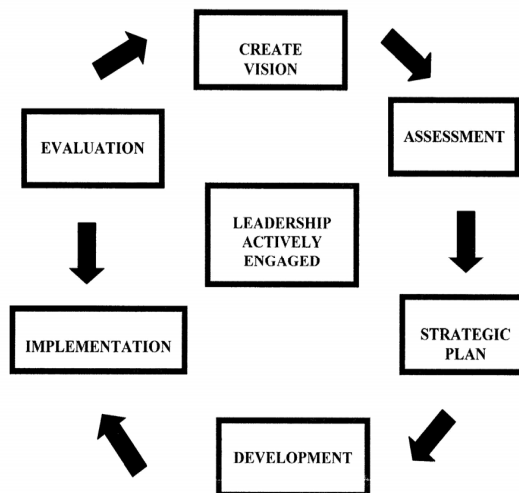
The Community Character Coalition of Elk Grove is a not-for-profit community-based organization that was formed in September 2003. CCC has continuously partnered with community groups to provide support, resources, activities and leadership to spread the practice of good character values in our schools, government, police and fire departments, park district, library, and many community organizations, agencies and businesses.

## Character Coalition of Elk Grove... The Purpose of Community

CCC's purpose is to strengthen and reinforce ethical values and character in our community, be it youth, adults or businesses.

We want to interface with the business community through our workshop programs and resource development.

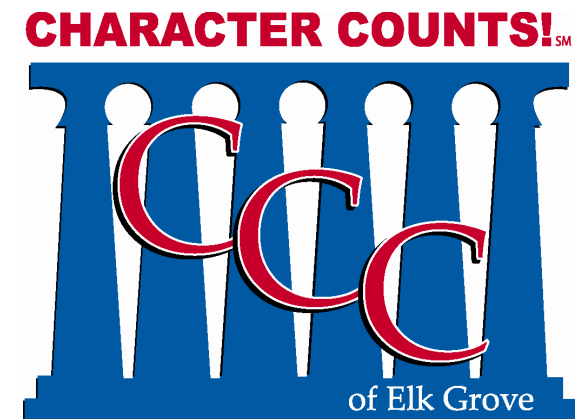
The purpose is to help business enhance their bottom line through their demonstrated value system.



**We want to partner with your business!**

# Community Character Coalition of Elk Grove

*What Values Support Your Business?*



P.O. Box 0184

Elk Grove Village, IL 60009-0184

[info@ccceg.org](mailto:info@ccceg.org)

[www.ccceg.org](http://www.ccceg.org)

847.604.1219