

DOING **BUSINESS** IS ALL ABOUT

STRATEGY

FOR **SUCCESS**



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The Schultheis 7-Step Formula HR Strategy



Human Relations · Public Relations · Human Resources

7-Step Formula for HR Success Strategy
(PP + CGGI) + CZA + SS = ESM + (NC+A) – (AC+P)

The Seven Step Formula for Human Relations Strategy

By Danna G. Hallmark

What is your Strategy for the success of
your PR and HR Departments?

What is your Formula for Winning?

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DOING ***BUSINESS IS*** ALL ABOUT
STRATEGY

You have a strategy for your business -- a strategy for success. You'd have it no other way. After all, you're a professional. Your company is professional. And a strategy is a structured plan to move toward success – toward some accomplishment, whether that accomplishment be personal or corporate.

Strategy is the art of devising or employing plans, visions, ideas, resources, and other assets for their most efficient and effective use toward a specific goal. A strategy is an overriding plan of action, a proven way of doing, adopted to achieve a long-term or overall aim – to reach a goal.

7-Step Formula for HR Success Strategy
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Strategy in a sport like basketball is not just about running around, getting possession of the ball, dribbling, shooting. The strategy of any successful sports team is well-oiled with players moving in rhythm, each knowing what the planned outcome of a “play” is slated to be. It’s not all in grabbing the ball and shooting, but rather in moving the ball over the court as a harmonious team toward scoring with an overall, known, pre-planned strategy to win.

When a team develops a strategy that uses the talents it has, and then uses that strategy over and over – knowing each time it is used the overall goal of winning is likely to move closer, not only are the team efforts more productive, but the team also experiences less stress during the accomplishment of that win. Talent is used at strategic intervals and places to use resources as efficiently as possible for the overall goal. The strategy is made of known methods that have been practiced until the team can carry them out almost automatically.

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Most Human Relations and Human Resources personnel are hard-working and feel at times overwhelmed and sort of like a lion tamer. It's not enough to give someone the proverbial whip and chair and expect them to be able to make the lion behave without first showing them a method by which to get to that point. So it is in your HR/PR Department, which works diligently to find programs, speakers and methods to help your employees get along and work more productively.

In Human Resources, Human Relations, or Public Relations, providing seminars, learning opportunities and training for the people in your care is more effective if there is an overall plan or strategy behind them. Just as fighting this battle and that skirmish without any plan behind the actions simply wastes resources and the lives of men; so spending your department budget on this and that without an overall plan or strategy for value added wastes your company's resources and the talent of your people.

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Do your PR and HR Departments or personnel have a strategy? Do you have a proven formula that can be employed time and time again with sure-fire outcomes? Probably not. Not because you haven't been diligent in giving them everything you think they need. Not because they haven't tried.

Actually, you've probably never considered PR or HR as being strategic. That's not surprising. Dan Schultheis has been discovering the components that make up HR/PR strategy for the last 20 years of his long and successful career. He's successfully worked with a myriad of companies over those years, building an impressive track record of resolving the situations encountered each time in different venues, with many diverse department heads, teams, company officers and employees. From his hands-on research has emerged an easily applied formula that can be followed time and time again with the same, satisfying and successful outcomes.

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Dan spent several years reviewing what he had accomplished and how he went about his work. He, then, developed his unique method into a formula that can be imparted to employees, department heads, and personnel, that they can, then, utilize themselves as a strategy for achieving and maintaining harmony in the work place.

The Schultheis 7-Step Formula for HR Strategy is a fool-proof formula that, when implemented appropriately and used consistently provides that strategy that is missing in most HR/PR Departments and workplaces today.

Dan's Formula is simply this:

(PP + CGGI) + CZA + SS = ESM + (NC+A) – (AC+P) = HR/PR SUCCESS

And it works every time!

Employing this Formula is a surefire and almost instantaneous way to:

1. Give your people something to enjoy,
2. Save your time and company's money,
3. Move forward with a proven Strategy for Success.

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$$(PP + CGGI) + CZA + SS = ESM + (NC+A) – (AC+P) = HR SUCCESS$$

Give your people something to enjoy... Something they will not be dreading.



Typical Afternoon Session -- Same-Ole Seminar

Trainning and seminars don't have to be tedious and boring. Dan Schultheis makes training exciting and fulfilling, and less stressful for the facilitator and the participants alike.¹

“His training is content rich and thoroughly enjoyable.”

“Dan’s wealth of experience and his presentation style makes the time spent with my sales team projective and enjoyable.”

¹ See website for endorsements and full comments with origins.

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Save your time and company's money
– stop lion taming.

It's not about taming lions! Put the whip and chair away. You don't have to resort to disciplinary measures to help your people. Useless time-wasting rhetoric geared to make them 'behave' is not the answer. There's a better way to help your people and yourself understand each other and work toward that success goal together.²



“The outcome of Dan’s work was more than a change in behaviors. Results improved quickly and remained consistent.”

“He excels at helping other people recognize their value and values.”

² See more about value and values at www.GlobalTANetwork.com.

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Move forward with a Strategy for Success.³

Your people have to work together for you to succeed.



Your sales department uses strategy by canvassing an area, keeping tabs on sales and making sure each sales person is a good “fit” for the territory they are assigned. Otherwise it would be a free-for-all.

Your accounting department has strategies they typically call spread sheets, expenditures and acquisitions – tools like that give them a way to assess what they are doing and where they are – where the company is, actually.

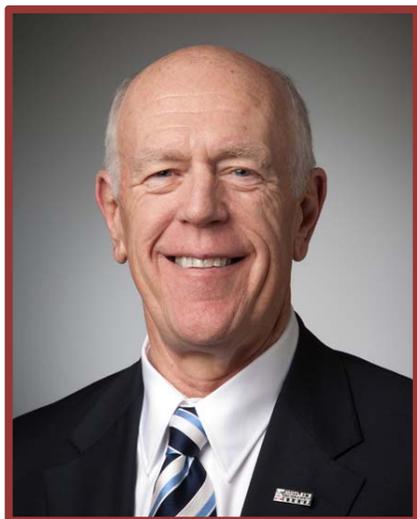
Shouldn't your PR and/or HR department have a strategy for accomplishing the task of establishing harmony and creating employee satisfaction in the workplace?

Dan thinks so...

³ Contact Dan at pccdand@mindspring.com.

ABOUT DAN SCHULTHEIS

Dan Schultheis is a speaking professional and personal coach who presents powerful and entertaining programs in the areas of business, sales and personal motivation. He brings over two decades of leadership experience in the sales and marketing of technology & service solutions. Schultheis served as CEO and Director of Consulting Services for Gyrus Systems, a high-tech software publishing firm headquartered in Richmond, Virginia.*



Prior to assuming leadership of Gyrus, he spent five years as Vice-President of Broughton Systems, an IT Staffing Firm, also in Richmond. In this position, he was responsible for business development, large account management, public relations, and HR training and recruiting.

Schultheis spent the first half of his career at IBM. His 25-year tenure there spanned a variety of positions including that of General Manager in Richmond, VA. He was also responsible for the management of remote locations in Charlottesville, Roanoke, and Norfolk, Virginia.

* See Dan's Portfolio at the end page of this booklet as well as on his websites.

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In 1992, Schultheis founded, Personal Communications Consultants, a company that develops, promotes, and facilitates seminars, workshops, and professional development training for organizations, small groups, and individuals.

Schultheis holds a BA degree in Physics from Villa Madonna College. He was on the Board of Trustees of Virginia Union University, as well as a member of the James Madison University Business School Executive Advisory Council.

“He understands the process, is a strong motivator, and knows how to draw the best out of his staff, colleagues, and students.”

“Dan has a passion for his work that radiates to his audience.”

“He finds the core issues and works with his customers to resolve them.”

“Dan Schultheis is intelligent, caring and fully engaged at any task he undertakes.”

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So, what is the formula?

Dan Schultheis has spent a good half of his career developing a fool-proof, easy to learn, easy to utilize formula for true PR/HR success.

The 7-Step Formula, when implemented appropriately and practiced consistently provides a strategy to ensure that your PR and/or HR Department succeeds.

The Formula:

$$(PP+CGGI)+CZA+SS=ESM+(NC+A)-(AC+P) =$$

Success for your Company

Translated to English it reads:

Problem and Participants, combined with Common Ground, Goals and Interests, who have been Assured and have found a Comfort Zone, meeting in a physical as well as emotional Safe Space, produces an Equal Status Mindset. Add to that the knowledge of which states of mind work best in the Safe Space and which must be left outside and your people are ready to focus on and work through any differences or problems they face.

Once this formula is intact, the rest is easy.

The 7 Steps

- 1 **PP:** Problem, Participants:
 - Define all concerned parties.
- 2 **CGGI:** Common Ground, Goals, Interests:
 - Identify and establish common goals and interests of all parties – the Common Ground.
- 3 **CZA:** Comfort Zone, Assurances:
 - Ensure that all players feel a Comfort Zone and are assured they can express themselves with no judgments.
- 4 **SS:** Safe Space, both mental and physical:
 - Establish both a physical Space where all ideas and conversations remain Safe and a mental Safe Space where each participant feels emotionally at ease.
- 5 **ESM:** Equal Status Mindset:
 - Develop a mindset in each player that he/she has equal status with all others in the Safe Space.
- 6 **NC+A:** Natural Child and Adult States of the Ego:
 - Explain how only the productive aspects of thinking processes function well to sort out problems.
- 7 **AC+P:** Adapted Child and Parent States of the Ego:
 - Instruct in sorting out the various functions of the “ego states” and which should not be brought to Safe Space.

It works every time.

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Dan Schultheis PORTFOLIO

Colonial Webb Contractors

Old Dominion Security

IBM

Cisco Systems

Carter CAT

Target marketing

Cottrell Communications

Howell Heating and A/C

Turnkey Promotions

Smart Resources

Strategy Café

Riddleberger Bros. Inc

Tredegar Corporation

Woodfin

Motley's Auction/Reality

Acumen

Southern States

Sandler Sales Institute

Control Dynamics

CSC Leasing Company

Virginia Society of CPAs

VCU Business

Dominion Digital

Syscom Technologies

Gyrus

Virginia Dept of Health

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- * You're NOT a lion tamer! Put the whip and chair away.
- * You don't have to resort to disciplinary measures to help your people.
- * Plying them with one platitude after another doesn't work.
- * Providing them with one acronym after another on brightly-colored brochures never seems to stick.
- *.Bringing in speakers in three-piece suits, with briefcases, power points, and laser pointers to bore them with the same ole same ole has never done the job.

Need a PR / HR Strategy? Something that works – every time?



Dan Schultheis' 45 years experience wrapped up in a neat little 7-Step Formula. That may be what you need.

See inside for complete information.

See more at www.GlobalTANetwork.com, or
Contact Dan at DanS@GlobalTANetwork.com

