



Special Pre-Announcement Invitation

The Culture of Ownership Leadership Academy (COLAcademy) is an intensive, immersive, and highly interactive workshop where teams of 2 people each from 12 different organizations learn to apply practical strategies for positive culture change to the specifics of their own organization. Following a highly successful (and sold out) inaugural event the second COLAcademy is scheduled for April 5-7, 2023.

Before the event

We will ask you to administer the Values Coach VCI-17 Culture Assessment Survey and send you a confidential report with your results and our analysis, including comparison with other organizations in your cohort. Participants are asked to read *Building a Culture of Ownership in Healthcare* (second edition) by Joe Tye and Bob Dent to prepare for the class.

Agenda

- April 5:** Crafting a Cultural Blueprint for your Invisible Architecture™ of values, culture, and attitude.
- April 6:** Methods and inspiration for building a more positive Culture of Ownership.
- April 7:** Leadership strategies and key success factors.

Flipped classroom presentations

On Wednesday and Thursday afternoons teams from each organization will have 10 minutes for a presentation on their top culture goal and

biggest barrier to be overcome, followed by 20 minutes of facilitated group feedback. We will identify common challenges and explore unique solutions.

Evening activities

The program includes dinner each evening followed by a reception at the Tye home on Wednesday and a pickle jar decorating contest at the Values Coach office on Thursday. Transportation provided. These activities are an integral part of the event and a great opportunity for making friends and sharing stories.

After the event

Each team will be asked to return to their organization with a report on what they have learned and their follow-up recommendations. They will join the COLAcademy community to stay connected with the new friends.

Location and accommodations

The event will again be held at the Kirkwood Hotel and Conference Center in Cedar Rapids. We've reserved a block of rooms at a special rate for Wednesday and Thursday evenings.

Investment

\$4,900 includes registration for your 2-person team plus meals and activities. Email Joe Tye (Joe@ValuesCoach.com) to reserve a place and receive a detailed agenda – but hurry because attendance is limited to 12 organizations.

Participating organizations from the inaugural COLAcademy – view the following page to see what their teams had to say about the experience



100% responded that this will be “very helpful” for them in their work.
100% said they would recommend the program to others.



COLAcademy Graduates – July 2022

“These strategies are critical for supporting staff through challenging times.”

“Information given can be used for day-to-day building up of our employees no matter the size of the organization. Excellent resources and connections made!”

“It was great to hear options from a variety of organizations, as well as inspiration from Joe.”

“Excellent program and excellent concepts. Will definitely use to improve the Culture of Ownership at my facility.”

“Really great to meet with other leaders struggling with similar issues.”

“Very helpful as there were takeaways... that can apply to any organization.”

“Great teambuilding with others as well as the information that was shared. No matter the place you work, there is something for you to learn, grow, and take back that can have a positive impact on both your professional development as well as developing others.”

“Having the opportunity to be inspired by great content and network with awesome leaders across the country was amazing. 5 stars! Great job, Joe!”

“Almost immediate camaraderie with all participants, fun, humor, and making new friends.”

“It really was a great experience and I feel not only did I learn a lot that I can use at work, but I also had a great time making new friends. Looking forward to our reunion! Thanks, Joe!!!”

“I feel regenerated and inspired by the Academy.
It was a warm family environment that fostered a spirit of change.”

“The hotel is great, the group magical, the hospitality gracious.”

“I truly enjoyed my time and took away a wealth of information to process through.
It was time well spent.”

