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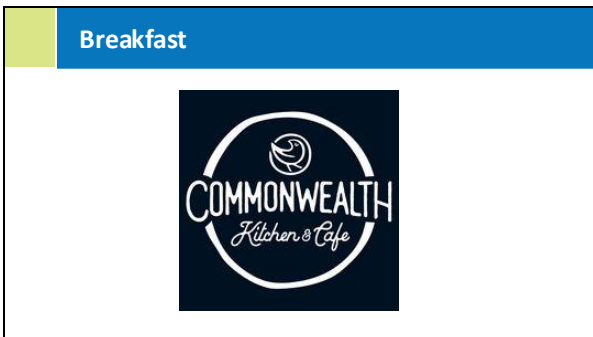
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Upcoming Events

2025 Programs & Events hosted by Lancaster SHRM:

- July 9th: New Member Orientation
- No August Breakfast: Summer Break
- Sept 8th: SHRM Certification Prep Course begins, Registration open now!
- Sept 11th: HR 101: Unemployment Compensation \*
- Sept 26th: SAVE THE DATE! Fall Legal Update Conference \*
- Oct 9th: Virtual Lunch & Learn – Topic TBD
- Oct 14th: October Breakfast: Navigating the Evolution of Diversity and Inclusion \*, Extended program to 9:30 am

LANCASTER SHRM

HR HUBRIC RESOURCES

\* Provides SHRM and HRC credits

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Mark Your Calendar

Registration Open Now!

Visit our website to learn more!

SHRM Certification Prep Classes

Sept - Dec 2025

Mondays 6 pm - 9 pm  
9/8/2025 through 12/8/2025

Invest in your HR career!

Instructor  
E. Jay McFadden  
SHRM-SCP, SHRM, M.Ed.

certprep@lancastershrm.org  
www.lancastershrm.org

Registration Starts JULY 1ST

Members \$225 + \$685 Learning System  
Non-Members \$325 + \$685 Learning System

Class Location  
Lancaster County Workforce Development Board  
1001 Main Street, 2nd Floor

LANCASTER SHRM

HR HUBRIC RESOURCES

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Upcoming Events

2025 Programs & Events hosted by our partners:

- July 25th: PA SHRM Volunteer Leadership Conference
- Aug 6th: Lancaster Chamber HR Roundtable \*
- Sept 11-12th: PA SHRM Annual Conference \*
- Oct 14th: LNP Fall Job Fair

LANCASTER SHRM

HR HUBRIC RESOURCES

\* Provides SHRM and HRC credits

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Volunteer Leadership Conference

Register Today

Volunteer LEADERSHIP CONFERENCE

The New Normal: Leveraging Knowledge to Promote Adaptable, Resilient Leadership

July 25 2025

Wyndham Gettysburg Gettysburg, PA

7:30am - 3:00pm

PA SHRM

HUBRIC RESOURCES

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Join us at PA SHRM!

2025 ANNUAL CONFERENCE

Register Today!

September 11-12 2025

The Penn Stater State College, PA

PA SHRM

HUBRIC RESOURCES

Shaping the Future of Tomorrow

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Involved!

Wage+ Policies SURVEY

Help Shape Lancaster County's Workforce Data—Take the Wage & Policies Survey!

Every year, the Lancaster Chamber gathers wage and policy data from businesses across the county to create a valuable resource for employers. By participating in the Wage & Policies Survey, you'll help build a clearer picture of local compensation trends, benefits, and workplace policies—insights that directly support better decision-making for businesses like yours.

Why Participate?

> ✓ It's free - No cost to take part, and you don't have to be a Chamber member.

> ✓ It's local & regional - The data focuses on Lancaster County businesses while also providing opportunities to compare regional workforce trends.

> ✓ It's useful - Get access to a comprehensive report on wages, benefits, and workplace policies to help you stay competitive.

PA SHRM

HUBRIC RESOURCES

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LANCASTER  
**SHRM**  
SHRM

**VOLUNTEERS  
NEEDED!**

JOIN A COMMITTEE

Email  
info@lancastershrm.org  
to get involved!

Get Involved!





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2025 Sponsorship Packages

Let us introduce you to our growing membership

2025 SPONSORSHIP  
Business & Marketing

*Opportunities*

✓ 450+ members in Lancaster County

✓ 12+ in-person events

✓ Website linked with logo

✓ 40+ ebizst brand recognition opportunities



LANCASTER  
**SHRM**  
SHRM

[sponsorship@lancastershrm.org](mailto:sponsorship@lancastershrm.org)



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Thank you to our sponsors!











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Thank you to our Platinum Sponsor!



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Thank you to our Breakfast Sponsor!



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Thank you to our Breakfast Sponsor!



CORPORATE  
TRADITIONS™

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**THE PEOPLE COMPONENT™**  
DARE TO BUILD AN INTENTIONAL CULTURE

**LANCASTER SHRM**  
**JULY BREAKFAST PROGRAM**  
**JULY 8, 2025**

**BILL STRATTON, Certified EOS Implementer®**  
Bill.Stratton@EOSWorldwide.com

EOSWorldwide.com

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**AGENDA**

- Chaos or Intentional Culture?
- What's Love Got To Do With It?
- Structure First
- Getting to the Core of Your Culture
- Proven Tools to Build an Intentional Culture
- Q&A

EOS #EOSWorldwide

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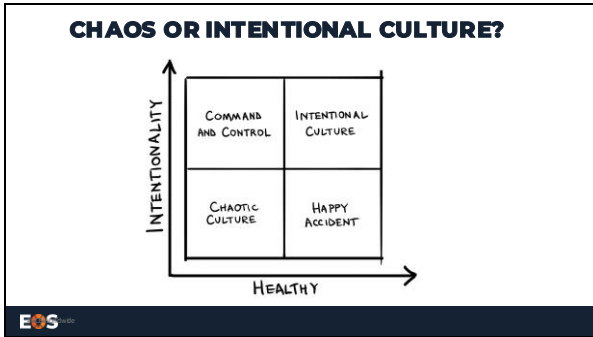
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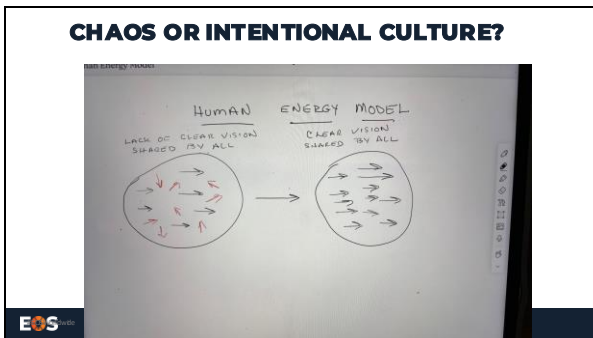
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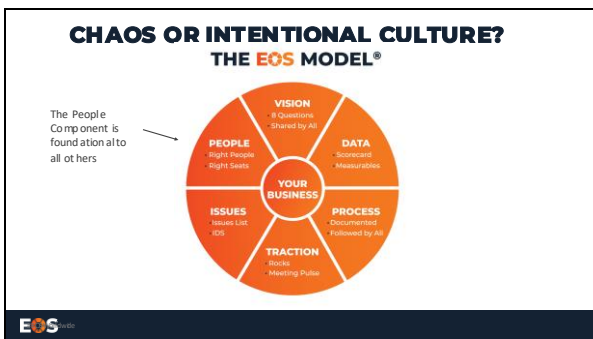
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## CHAOS OR INTENTIONAL CULTURE

Intentional Culture: What Does it Take?

### Foundational Concept #1: Be Intentional

- Core Values
- Core Focus
- Ten Year Target
- Marketing Strategy
- 3-Year Picture
- 1-Year Plan
- Rocks
- Issues List
- Accountability Chart
- Scorecard
- Meetings



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## CHAOS OR INTENTIONAL CULTURE

Intentional Culture: What Does it Take?

### Foundational Concept #2: Courage Matters

### Foundational Concept #3: Invest the Time (and Money)

"Treat employees like they make a difference and they will" (Jim Goodnight, SAS Institute)



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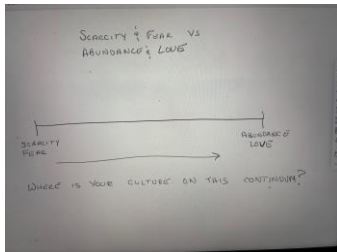
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## CHAOS OR INTENTIONAL CULTURE?



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## CHAOS OR INTENTIONAL CULTURE

The Payoff: The EOS Life

1. Doing What You Love
2. With People You Love
3. Making a Huge Difference
4. Being Compensated Appropriately
5. With Time for Other Passions



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## WHAT'S LOVE GOT TO DO WITH IT?

Analyzing your culture: Which way is it pointed?

Intentional Culture	Abundance & Love	Scarcity and Fear	Command & Control Culture
	Positive	Negative	
	Optimistic	Pessimistic	
	Collaborative	Competitive	
	Long-Term	Short-Term	
	Pro-Active	Reactive	
	Contentment	Anxiety & Stress	
	Gratitude	Entitlement	
	Self-Worth & Confidence	Inadequacy & Self-Doubt	
	Generosity	Hoarding	



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## WHAT'S LOVE GOT TO DO WITH IT?

Suck-It-Up Culture Isn't Brave – It Just Sucks

What Heart-Centered Leadership Looks Like

- Love is a Verb
- Greater Good
- Genuine Care and Concern for People
- Authenticity
- Human Creative Power

"To be an effective leader, you must not only have knowledge and competence, but you must also have empathy and compassion for those you lead" (John C. Maxwell)



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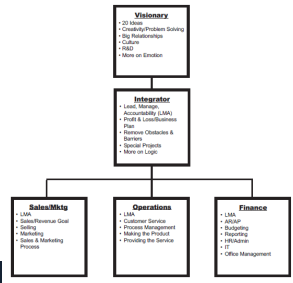
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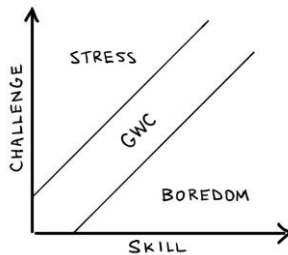
### STRUCTURE FIRST – ACCOUNTABILITY CHART

G = Gets It  
W = Wants It  
C = Capacity



EOS

### STRUCTURE FIRST – GWC FLOW™



EOS

### STRUCTURE FIRST – LEADERSHIP TEAM

#### Gino Wickman's Definition of a Strong Leadership Team:

1. Rock Stars in every seat embodying the Company's Core Values and trusting each other
2. They're 100% on the same page with the Vision and Plan (V/TO)
3. They use one common language throughout the Company and run on one Operating System
4. They're open and honest, comfortable with conflict, call out every issue, and discuss them until they are resolved
5. They're fanatical about resolution, solving five to fifteen issues every week
6. They treat each other as equals
7. They possess the secret sauce: they love each other. They look forward to meeting together and those meetings are passionate, intense, exhausting, fun, and never boring

EOS

## GETTING TO THE CORE OF YOUR CULTURE

**“If you don’t have a clear set of Core Values that you can state with complete confidence and clarity, you have zero chance of building an intentional culture”**

(People: Dare to Build an Intentional Culture)




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## GETTING TO THE CORE OF YOUR CULTURE

### Discovering Your Core Values

1. Name three people on your team, whom if you had 100 of them, you would dominate your industry
2. List their qualities, attribute, and characteristics that make them such valuable assets
3. Somewhere on this list are your Core Values
4. Choose the best 3 to 7 (less is more) that clearly articulate what you value
5. Write each of them as short and sweet statements that would require very little elaboration or definition




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## GETTING TO THE CORE OF YOUR CULTURE

### Core Values Speech

1. Be committed to the Company's, our customers', and each other's success.
  - a. Work to improve the quality of life for all
2. Get the job done with excellence.
  - a. Practice the highest safety standards
  - b. Practice fanatical attention to consistency and detail
  - c. Focus on continuous improvement in our products and processes
3. Be a Great Team Player.
  - a. Always seek to help first
  - b. Maintain a win-win positive attitude
  - c. Keep your word, do what you say, and be accountable
4. Be Humble, Caring, and Compassionate.
  - a. We are one family – care for all
  - b. Have fun – take the work seriously, not yourself




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GETTING TO THE CORE OF YOUR CULTURE

[Gino Wickman Core Values Video](#)



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GETTING TO THE CORE OF YOUR CULTURE

Embedding Core Values in Your Company

- Interviewing and Hiring
- Onboarding
- Quarterly State of the Company Meetings
- Coaching
- Quarterly Conversations with Direct Reports
- Performance Management
- Termination



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## PROVEN TOOLS TO BUILD AN INTENTIONAL CULTURE

### The Five Foundational Tools

- Vision/Traction Organizer™ (V/TO)
- Accountability Chart
- Rocks
- Scorecard
- Meeting Rule
  - Annual Planning Sessions
  - Quarterly Pulsing Sessions
  - Weekly Level 10™ Meetings




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## PROVEN TOOLS TO BUILD AN INTENTIONAL CULTURE

### Additional Tools

- People Analyzer
- Quarterly Conversations
- Personal Core Focus
- Delegate and Elevate
- Clarity Breaks
- Measurables
- The 3 Strike Rule
- L + M = A




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## PEOPLE: DARE TO BUILD AN INTENTIONAL CULTURE

### Additional Resources:

- “Traction” (Gino Wickman)
- “Get a Grip” (Gino Wickman and Mike Paton)
- “How To Be a Great Boss” (Gino Wickman and René Boer)
- “The EOS Life” (Gino Wickman)
- “Rocket Fuel” (Gino Wickman and Mark C. Winters)
- “What the Heck is EOS” (Gino Wickman and Tom Bauer)
- “Process” (Mike Paton and Lisa Gonzalez)
- <https://www.eosworldwide.com/>
- <https://www.eosworldwide.com/people-book>
- <https://rocketfueluniversity.com/what-is-rocket-fuel/>




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**PEOPLE: DARE TO BUILD AN INTENTIONAL CULTURE**

**Q & A**

**EOS**

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**Closing Announcements**

**Thank you for joining us!**  
**Please don't forget:**

- ① Renew Membership
- ① Invite new members/guests
- ① Post Program Survey
- ① Take credit certificate
- ① Return nametag
- ① Check your email settings to be able to receive our emails!

LANCASTER SHRM, HR HUBRIC RESOURCES

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