



**Marilyn Ann McGraw, Ph.D.**

**Executive Summary:**

Excellence At Work collaborates with individuals and organizations to create strategies for success. We do this by identifying core competencies and developing specialized plans of action that facilitate desired outcomes. By leveraging our services clients move to improve performance within their personal and professional workplaces while working towards creating an extraordinary quality of life.

**Mission:**

Excellence At Work is committed to helping clients develop the strategy, motivation, and accountability required to succeed in their personal and business lives. We execute our mission by inspiring individuals to discover and improve upon their core competencies. Using those competencies, we create action plans that lead towards the fulfillment of personal and business outcomes.

**Core Values:**

We believe every individual and organization has a unique “value-add proposition” that only they can execute. It is our goal to encourage the discovery and empower the completion of that proposition. Through sound organizational development and leadership principles, we collaborate with clients, as they accomplish the excellence they are capable of achieving. We view each contract as an agreement not between a business and its customers, but between partners who wish to create a close and mutually beneficial long-term relationship.

**The Pitch:**

Excellence At Work specializes in discovering existing hidden value in people and groups and bringing that significance forward to incite enthusiasm and motivate advancement towards greatness. By effectively replacing limiting beliefs and behaviors with transformational action plans, we create strategies for success by identifying and leveraging clients’ core competencies to facilitate their desired outcomes. Bottom line, we get paid for our ability to expedite our clients’ achievement of personal and professional goals.

**Value Proposition:**

By asking the right questions, assessing problem behaviors, and keeping track of effective and not-so-effective behaviors, Excellence At Work helps individuals improve performance and obtain new levels of satisfaction.

**Benefits to the Organization:**

- Gauge diverse capabilities among leadership in order to unify and align leaders’ individual strengths to the organization’s strategy
- Retain valuable resources because employees don’t quit for lack of support or growth opportunities
- Improve performance and efficiency by inciting enthusiasm and motivating a team towards greatness
- Lower costs by reducing ineffective strategies and duplication of efforts
- Save recruiting and replacement costs for employees who quit, or had to be fired because (s)he lacked the necessary soft skills of business leadership
- Become more competitive and unique as newly motivated and skilled team members can handle most any situation they are faced with in an effective manner, both in substance and style
- Discover existing hidden value in people and groups in order to:
  - Sell more products and/or services
  - Enhance the company’s net worth
  - Improve customer satisfaction
  - Generate return-on-investment
  - Reduce time to market

Benefits to the Individual:

- Become inspired to achieve higher levels of professional achievement
- Improve personal and professional presence using the ability to effectively address and resolve complex team dynamics and communication issues
- Discover individual value-add proposition by focusing on finding meaning and wholeness
- Deal effectively with difficult people or situations
- Handle business social gatherings well
- Be more personable versus seeking results at any cost
- Communicate effectively and interestingly
- Learn to lead, not just manage people
- Influence upwards, persuade, and effect colleagues

Sample Organizational Development Deliverables:

- Employee orientations
- Program timelines
- Business case templates and personnel evaluation forms
- Employee skill assessments and development plans
- Employee core competencies and job skills requirements
- Mentoring/coaching program processes
- Organizational business plans
- Program instructional materials
- Recruiting (external) and promotion (internal) program materials

Sample Change Management Deliverables:

- Strategy Articulation Map
- Competency Model
- Journey Map
- Change Strategy
- Leadership Action Plans
- Stakeholder Analysis
- Organizational Risk Assessment and Recommended Actions
- Change Work Plan
- Training Plans
- Communication Strategy
- Training & Program Evaluations
- Stakeholder Surveys-Interviews
- Focus Groups

Dr. Marilyn can be contacted at [www.DrMarilyn-EAW.com](http://www.DrMarilyn-EAW.com) or [www.linkedin.com/in/drmarilynmcgraw](http://www.linkedin.com/in/drmarilynmcgraw)