

CHARACTER COUNTS!



Pillars





TRUSTWORTHINESS

* Integrity

* Honesty

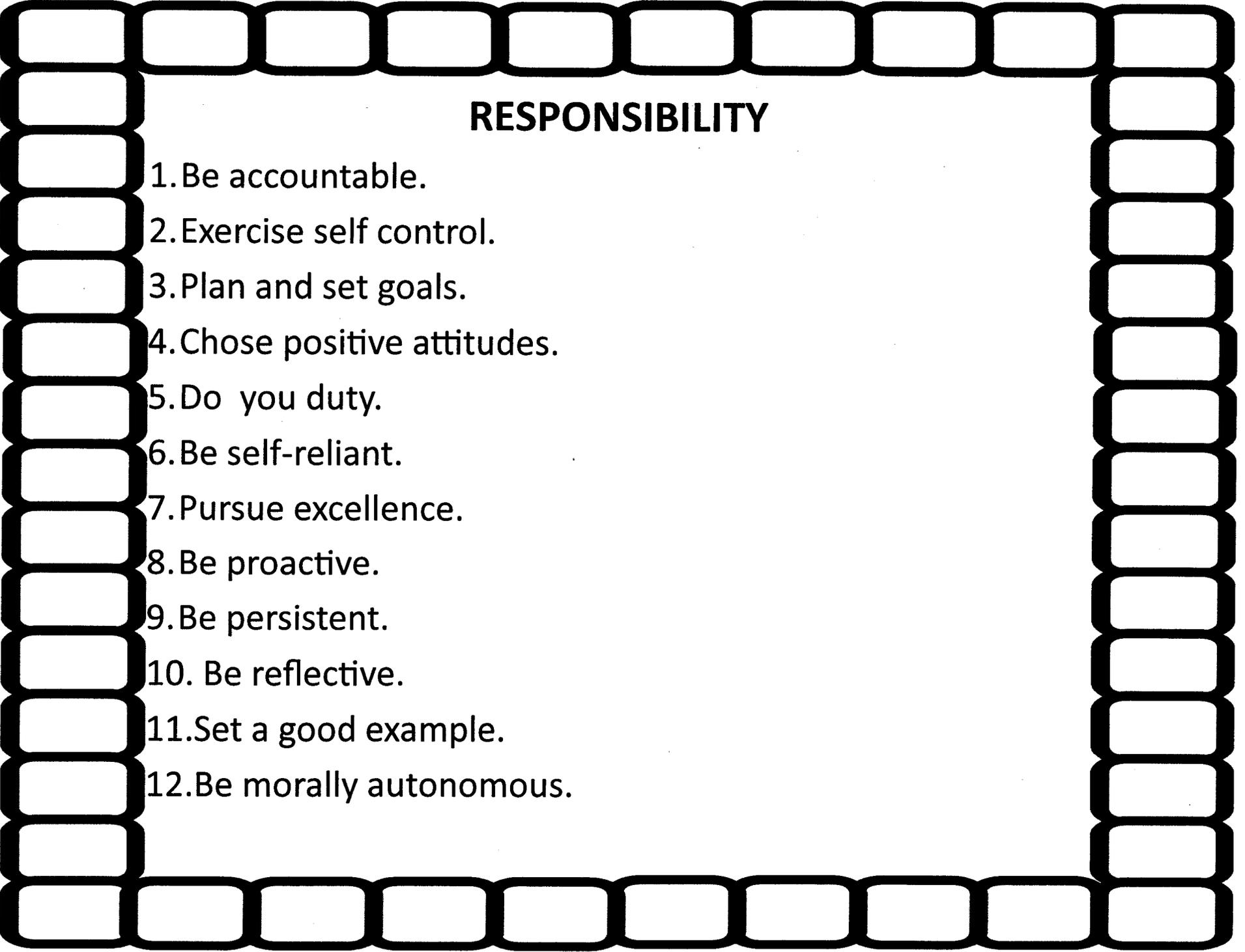
* Promise-keeping

* Loyalty



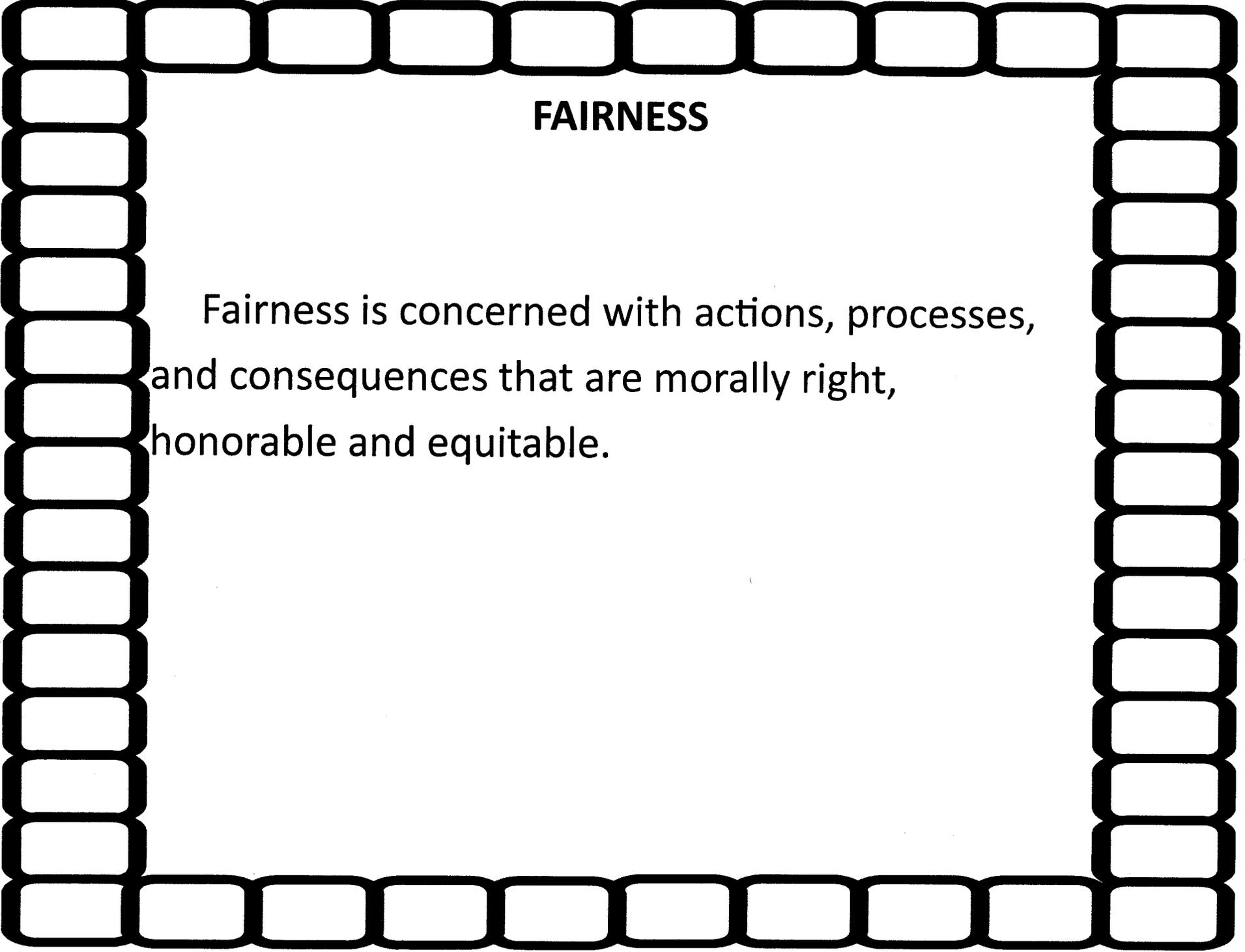
RESPECT

1. Honor the individual worth and dignity of others.
2. Courtesy and civility.
3. Honoring reasonable social standards and customs.
4. Living by the Golden Rule.
5. Accept differences and judge on character and ability.
6. Respecting the autonomy of others.
7. Avoiding actual or threatened violence.



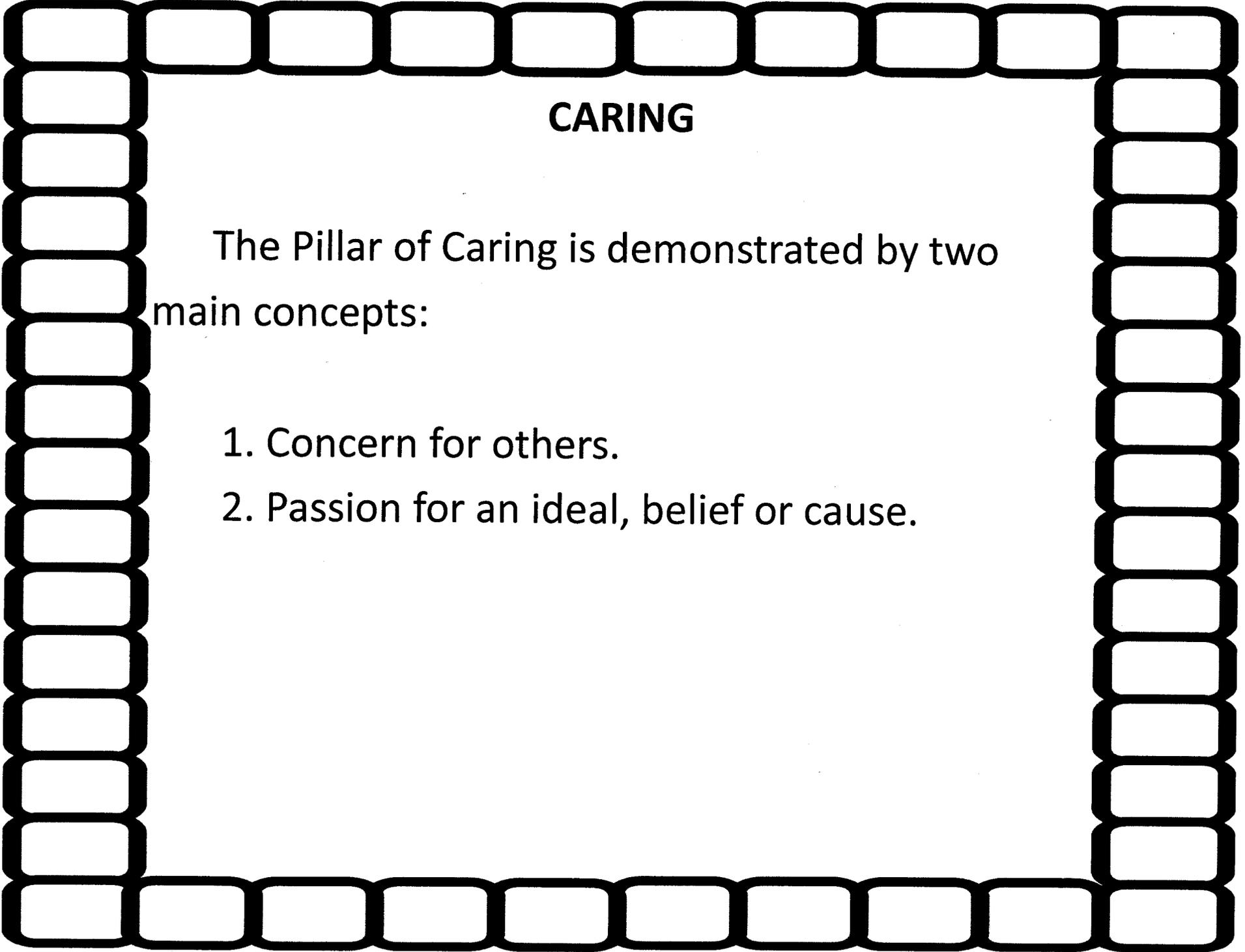
RESPONSIBILITY

1. Be accountable.
2. Exercise self control.
3. Plan and set goals.
4. Chose positive attitudes.
5. Do you duty.
6. Be self-reliant.
7. Pursue excellence.
8. Be proactive.
9. Be persistent.
10. Be reflective.
11. Set a good example.
12. Be morally autonomous.



FAIRNESS

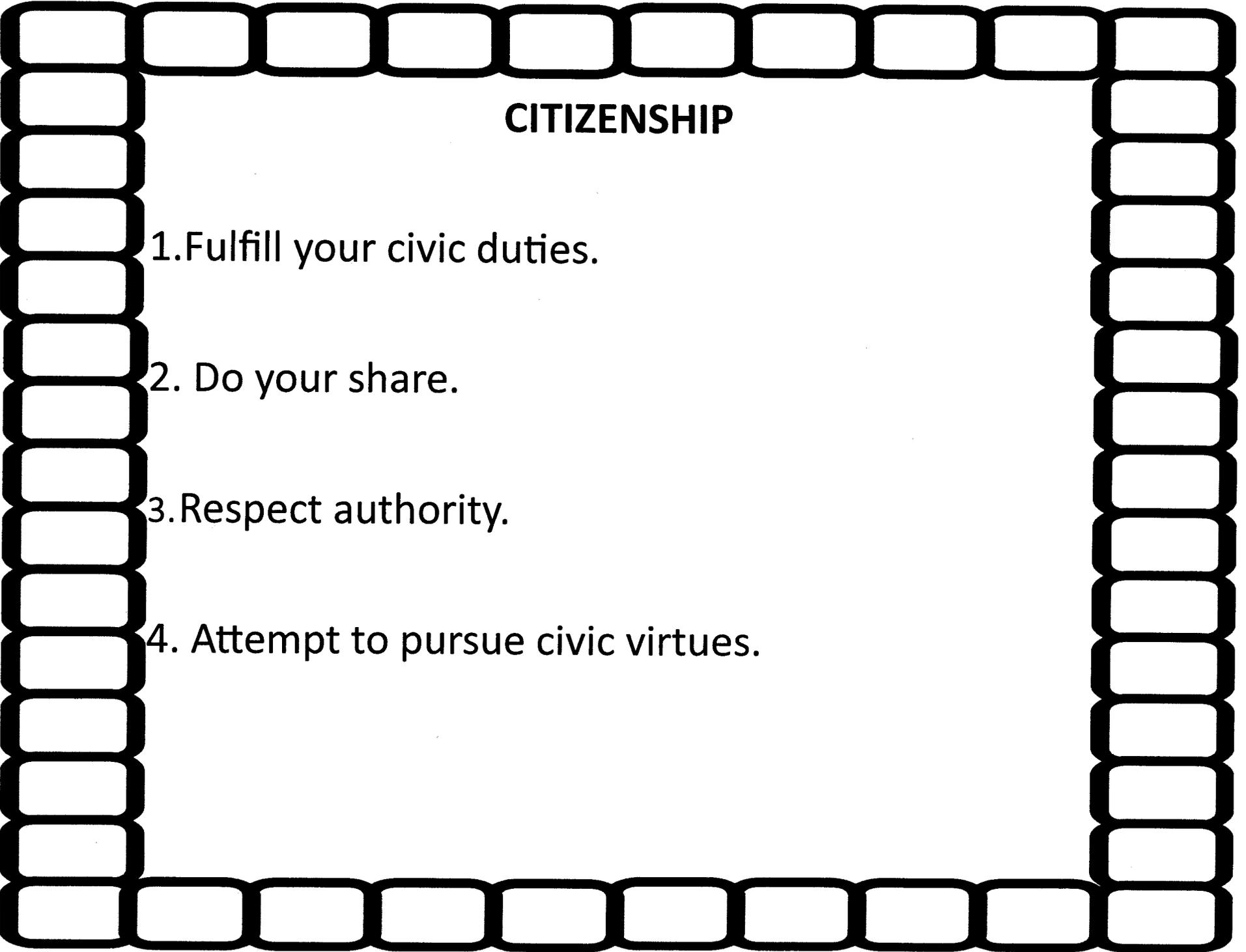
Fairness is concerned with actions, processes,
and consequences that are morally right,
honorable and equitable.



CARING

The Pillar of Caring is demonstrated by two main concepts:

1. Concern for others.
2. Passion for an ideal, belief or cause.



CITIZENSHIP

1. Fulfill your civic duties.

2. Do your share.

3. Respect authority.

4. Attempt to pursue civic virtues.

The Robert D. and Billie Ray Center

Our Partners



Our Partners

Organizations

Above + Beyond Cancer
Ahlers & Cooney, P.C.
American Equity
Bella Flora Event Design
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Joseph's Jewelers
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Principal Global Investors
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RSM US
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Individuals

Don and Carol Adams
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Dr. Mary Radia and Suku Radia
Thieleane Racker
Scott and Martha Raecker
Billie Ray
Jim Spooner and Judy Quick
Stan and Dotty Thurston
Sally and Sam Wallace
Scott and Angie Yegge

The Six Pillars of Character® - at Work

Trustworthiness

- Customers, employees and vendors can justifiably have confidence in us.
- We “walk the talk.”
- We try to be honest and ethical in all business dealings.
- We never reveal proprietary information.
- We do not tolerate lying, cheating or stealing.



Respect

- We treat everyone with courtesy, politeness and dignity.
- We value individual differences in our work place and among those we serve.
- We listen to and communicate openly with each other and with our customers in order to build mutual respect and long term working relationships.

Responsibility

- We are accountable for the service and products we provide.
- We don't make excuses, and we accept responsibility for our workplace decisions.
- We are reliable and fulfill all obligations.
- We don't over promise.

Fairness

- We listen intently to the concerns of our customers, employees and vendors. We make decisions which affect them only after careful and appropriate consideration.
- We are partners with them and view it as our responsibility to help them achieve success.
- We consistently apply pre-established rules.

Caring

- We truly care about each and every customer, employee and vendor.
- We are committed to building lasting relationships to our mutual benefit.
- We are concerned about those we serve and they know this through our actions.

Citizenship

- We play by the rules.
- We keep proper records and follow financial reporting procedures.
- We follow all laws and regulations.
- Our community is important to us and we strive to make it a better place to live and work and are willing to give of our resources to serve.



The Robert D. and Billie Ray Center 2507 University Avenue, Des Moines, Iowa 50311-4505
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The Ray Center is proud to be Iowa's home for
CHARACTER COUNTS!

Culture and Climate: The keys to thriving organization



How would you describe the culture of your company? Do you see communication and collaboration among employees? What about innovative problem solving and proactive stress management? These abilities are essential to develop and keep employees who strive for excellence and create a positive workplace culture.

Critical Skills

Fundamental to success, these four focus areas can guide your organization to achieving your goals.

Personal Excellence

- Work Ethic
- Attitude
- Critical Thinking

Personal and Organizational Integrity

- Honesty
- Respect
- Responsibility

Communication, Collaboration and Teamwork

- Inclusion
- Emotional Intelligence
- Open and Flexible Mindset

Growth Mindset, Stress Management and Well-Being

- Self-Awareness
- Gratitude
- Life Purpose

Four-step approach

Our research-based approach can help your mission, vision and values come to life as your team learns the skills to be well-rounded employees of the 21st century, where excellence and ethics are critical components to success.

Assessment

Based on the Workplace Culture Survey we can provide you with an inside look at the culture of your company.

Data-Driven Planning

Your assessment results can be used to target the areas in need of the most attention.

Customized Solutions

Our flexible, engaging trainings are aligned to your organization's mission while providing strategies for skills identified in the assessments.

Leadership and Culture

Our custom solutions deliver research-based tools and strategies to your leaders so that they can communicate clear expectations, teach disciplined habits, develop the mindset required for optimal performance, and hold themselves and others accountable.



Culture and Climate: The keys to thriving organization

Success Stories

At **Hy-Vee, Inc.**, a retail grocery operation with more than 85,000 employees and 240 retail stores in eight Midwestern states, customized trainings featuring Excellence with Integrity Tools were delivered as part of their leadership development program and internal university. The Workplace Culture Assessment (WCA) has been utilized by all store directors to evaluate excellence and ethics in their culture and to guide data-driven planning for continuous improvement.

Elite Casino Resorts consists of three properties in the state of Iowa, all under the same management umbrella. To develop a consistent culture of excellence in all properties, Elite Casinos utilized a WCA to identify areas of weakness, and engaged The Ray Center to deliver professional development to their managers and supervisors, targeting the areas in need of improvement. Managers and supervisors received training on leadership, communication, conflict resolution, and stress management. The WCA is used throughout the engagement to measure growth and improvement in the organization.

MidAmerican Energy Company engaged The Ray Center to design a training to help their company change from a company-centric to customer-first mindset. Approximately 330 leaders at MidAmerican Energy received research-based tools and strategies to help them lead this transition with their staff over the course of a one-and-a-half-day customized training. Each leader left the session with a plan for leading a customer-first mindset in his or her department.

Prairie Meadows, an award-winning non-profit entertainment venue with over 1,400 employees, used the WCA process to guide their organizational training efforts. This multi-year initiative started with assessment of over 300 managers. WCA results guided the development of customized training focused on communication, collaboration and teamwork for delivery to over 1,400 employees. Today The Ray Center helps facilitate Prairie Meadows University, a professional-development series designed to train future leaders of the company.



For more than five years, the **Principal Financial Group**, an international insurance and financial services organization, has utilized Excellence with Integrity Tools to provide required ethics and compliance professional development and continuing education to the certified public accountants and the finance business unit. Areas of focus included creativity and innovation, communication and collaboration, and stress reduction and well-being.

The **Greater Des Moines Partnership**, a major Midwest partnership of economic and community development organizations, utilized Excellence with Integrity services for the creation of the Central Iowa Human Capital Survey. The survey was designed to assess embeddedness of local talent in the community and in the workplace. The survey was deployed to over 4,700 businesses and their employees. The data analysis and reporting delivered to the Partnership by Excellence with Integrity will provide direction to community leaders on additional efforts needed to improve the quality of life in Central Iowa.

Excellence with Integrity and The Optimal Performance Approach are trademarks of the Excellence with Integrity Institute.



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In partnership with



Drake's CC! Training Options

Nearly all of our workplace professional development is customized, so there's not a menu of "off-the-shelf" options to choose from. That being said, most workplace Professional Development (PD) falls into two categories: 1) Topically Focused "One-Offs" and 2) Workshop Series.

Topically Focused "One-Off" Workshops

We can do any number of one-time workshops focused on your choice of topic. Typically, these workshops last 1-4 hours (most are 2) and can be delivered in-person or online. Topics include:

- 1) Stress Management (personal and team)
- 2) Leadership
- 3) Coaching/Leading Values
- 4) Communication (holding others accountable, win-win negotiation, etc.)
- 5) Ethics/Integrity
- 6) Creative Thinking/Problem-Solving
- 7) Civility
- 8) Goal Achievement

Workshop Series

Many business engage us for a series of workshops, typically focused on a particular group of employees (manager, supervisors, executives, etc.) and/or a particular topic (customer service, leadership). We then choose which topics best address the overall objectives of the series and craft a customized PD plan.

Finally, we also offer a culture and climate assessment for businesses so that they can get data on their current culture, identify areas in need of improvement, and create a plan to address those needs.

Bloomington CHARACTER COUNTS!® Coalition

HOME

ABOUT

CELEBRATION NIGHT

AWARDS

RESOURCES/GALLERY



Founded August 1998.

Celebrating our 23rd year!

Yet another reason why "It's better in Bloomington!" Help us help you encourage character. Come join us!
Bloomington CHARACTER COUNTS!® Coalition, 201 S. Bloomington Road, Bloomington, IL 60108

Contact: Barb Weber, 630 671-5613 or [email](#)



Feed to CC! Commentary

www.Character60108.org