



Accelerating Trust After an Acquisition



A Marriage Between Big & Established and Small & Entrepreneurial

Stryker Orthobiologics began working with DillonMarcus in 2012. It was an exciting time. Stryker had just acquired Orthobiologics, a company with a ground-breaking, game changing technology, built from the ground by a highly dedicated and really smart team of leaders. Stryker, a \$9 Billion dollar organization with a long history of growth needed to marry their strategy and culture with the entrepreneurial culture they inherited with Orthobiologics. Stryker sent in a very successful veteran leader to take the helm.

A Clear Vision

The senior leader knew that building trust and a collective vision were essential to the success of this new organization. He brought in Evan Marcus, co-founder of DillonMarcus Executive Retreats to help him facilitate the conversations and changes that would propel his team forward. They started off with comprehensive conversations about his vision for his leadership team and his new organization. From the get-go, trust was the foundation for implementing his strategy. As they designed his executive retreat, Evan suggested they focus on three core questions:

- **What is our purpose as a leadership team?**
- **What will be our operating agreements as a leadership team and with one another?**
- **And, what is our value to our customers -- internal and external.**

Another key ingredient was fun. This smart Stryker executive wanted his new team to have fun together on this journey. He knew some relaxed, getting-to-know-each-other 'down time' was an important piece of this experience.

Pre-Retreat Interviews

From here, DillonMarcus interviewed each of the leadership team members (a standard part of the retreat planning process). The purpose? To validate the goals that had been established established, to get a pulse on the organization and to gain the viewpoint from each of his leaders. **What did this team need now? What would this team need to be successful in the long-term? What were the goals and vision of each leader?**

An added bonus of pre-retreat interviews is that it begins to build trust and understanding between the leaders on the team and DillonMarcus.

Based on the interview findings, DillonMarcus designed a leadership retreat to match the stated objectives. They spent 2½ days, at the picturesque Skytop Lodge in the Pocono Mountains of Pennsylvania. The experience was highly engaging, intimate and educational. They reviewed their



vision and delved deeply into the three core retreat questions. They spent considerable time using DillonMarcus' core technology **Artifact™** getting to truly know one another on a whole new level. After participating in **Adventure Challenge™**, a series of DillonMarcus created team based initiatives, they strengthened rapport and trust. The experience was highly engaging, building intimacy and fostering collaboration. DillonMarcus built in time to relax, reflect and enjoy the beautiful surroundings at Skytop Lodge.

Stryker's executive retreat set their leadership team on a more solid foundation. They left as one team, feeling more connected and on a clear path.

About Stryker

Stryker is one of the world's leading medical technology companies dedicated to helping



healthcare professionals perform their jobs more efficiently while enhancing patient care. The company offers a diverse array of innovative medical technologies, including reconstructive, medical and surgical, and neurotechnology and spine products to help people lead more active and more satisfying lives. To learn more visit www.Stryker.com.





Language Services Associates (LSA): Cascading a Can-Do! Culture

How a firm who built its reputation by providing high-quality translation and interpretation services across cultures strengthened its own company culture.

It Started At the Top

LSA began working with DillonMarcus in 2008 to identify and solidify strategic priorities. DillonMarcus facilitated a series of key conversations with senior leadership that helped clarify organizational priorities -- setting them on a more solid path for the future. During those conversations, it became apparent that the President's passion for service was, and always had been, a driving force within the organization.

The Right Recipe

LSA re-engaged DillonMarcus in 2010 to help expand Founder & CEO Laura Schriver's *Can Do!* philosophy throughout the ranks of her growing organization. The goal was to increase LSA's competitive advantage through service excellence.

Spearheaded by LSA's Director of Client Services, a cross-section of LSA employees (aptly named the Can Do! Leaders) were convened. Through a series of meetings, the Leaders told stories of great service moments. From those real life stories, the ingredients of LSA's unique *Can Do!* spirit bubbled to the surface.

Cascading the Can Do! Culture

Once LSA's recipe for service excellence was complete, the next step was to create a learning experience that would convey the essence of the '*Can Do! Ready to Serve*' Culture to all employees. The fully customized day underscored how awesome service can create an unbeatable competitive edge, while spotlighting each *Can Do!* ingredient in a fun and meaningful way. To ensure that the service culture remained alive over time, participants received their own Cream of *Can Do!* can, complete with the ingredients listed on the label along with a 'Ready to Serve' seal.



Teaching Them to Fish

After facilitating the initial employee sessions, DillonMarcus conducted train-the-trainer sessions for LSA Leaders who now facilitate the sessions on a go-forward basis. These

Leaders do a terrific job of cascading the concepts throughout the organization and collectively come up with creative ways to reinforce and celebrate the *Can Do!* Culture.

An Award-Winning Experience

LSA has been recognized for its comprehensive efforts surrounding its *Can Do!* Culture initiative. More than 1,000 entries from organizations of all sizes and in virtually every industry segment were submitted to the 2012 Stevie®



Awards for Sales & Customer Service. LSA was named a bronze winner in the ‘Training Team of the Year’ category and since then, the company continues to flourish.

About LSA

Founded in 1991 by Laura K. T. Shriver, LSA is proud to offer a full range of language translation services and language interpreter services, including Translation and Localization, Video Remote Interpreting, INTERPRETALK® Interpreting by Telephone, Face-to-Face Interpreting, American Sign Language and Intercultural Consulting. With over 150 employees and a network of more than 5,000 Independently Contracted global Linguists, LSA fulfills the multicultural communication needs of more than 2,000 clients worldwide in over 200 language offerings. For more information on LSA, visit www.lsaweb.com.



Center for Family Services: Strengthening Family Ties

Center for Family Services (CFS) is a non-profit human services agency dedicated to improving the lives of children and families in southern NJ. They have 50+ programs focused on prevention, intervention and education and have been around for 90 years.

The organization, like so many others, had been experiencing a high degree of change – downsizing of some departments, expansion in others and moving a major residential program.

Every year, CFS holds a Staff Unity Networking day designed to help staff members successfully weather those changes. In the late winter of 2012, their VP of Counseling and Community Service asked us if we could help him with the design and delivery of their June meeting. This meeting had an added challenge – integrating 250 new Head Start folks into the organization.

We started with an in-depth planning session. We have learned that every great program we lead is truly an act of co-creation. We always ask the question:

“It’s a year from now, we are sitting together and you tell us that this program made a big difference, it worked like a charm. What would have happened for you to say this?”

He said that he wanted the meeting to be both inspirational and aspirational.

Even more, he wanted attendees to:

- Convene as a community of practice
- See how they are connected to a larger whole
- Feel appreciated and valued for what they contribute
- Meet people they haven’t met
- Learn something new
- Feel proud to be a part of CFS & leave with a “I can’t wait to get back to work” feeling
- Walk away saying “*WOW, that was really cool.*”

DILLONMARCUS CLIENT STORIES

Based on our discussions, we designed the session around a key theme – ‘Strengthening Family Ties’. The theme had a double meaning – CFS wanted to strengthen the Family Services ties as well as strengthen the family ties within the communities they serve.

We put together an agenda to achieve the intended outcomes. It included:

- The Wisdom of We™ Keynote
- Thriving in Whitewater™, Navigating Change Workshop
- Mover & Shaker™ speed networking and interviewing
- Standing Ovation™ appreciation segment



Typical of a DillonMarcus session, interaction was high. This one day event was a success on so many levels. Folks were inspired, they learned, they listened, they exchanged ideas and they acknowledged their accomplishments.

Since then, DillonMarcus was invited back to help lead their 2013 gathering.

Check out highlights from the CFS Staff Unity Networking days on the DillonMarcus website. It says so much more than our words can say here.



“DillonMarcus delivered on every one of the high notes.”

T. Comito,
V.P. of Counseling and Community Service

For more information on Center for Family Services, visit www.centerffs.org.

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