1. **Culture is how we do things**
   a. Consistency
      i. Your installations are your company’s trademark
         1. Residential new construction
         2. Residential replacement
   b. Segment-based (unique approach for each business segment)
      i. Residential new construction
      ii. Residential replacement
   c. Team member-based (show their role – now and in the future)
   d. Key elements (agenda for today)
      i. Mission, vision, values
      ii. Communicating expectations
      iii. Accountability measures
      iv. “Connecting” and standing firm

2. **Mission, vision, values**
   a. Definitions
   b. Examples of mission, vision, values
   c. **Discussion**: why are these important?
   d. Why mission, vision, values are important
   e. **Action items** – what they can go back and do
      i. Develop or review your Mission, Vision, and Values statements
      ii. Communicate them to the team for buy-in
      iii. Put them in writing and map them in the workplace
      iv. Review at all manager and leadership meetings

3. **Communicating expectations**
   a. Definition of expectations
   b. **Discussion**: why is communicating expectations important?
   c. How to communicate expectations effectively
      i. Example: New construction
      ii. Example: Replacement
   d. Communicate, but also connect
   e. Examples of communicating expectations
      i. Install manual
         1. New construction
         2. Replacement
      ii. Agendas
   f. **Action items** – what they can go back and do
      i. Build the “how-to” guides for their departments
ii. Develop the tracking measures for process verification
iii. Conduct regular department success meetings

4. Accountability measures
   a. Definition of accountability
   b. Accountability and the leader’s role
      i. Communicate expectations and how people accountable
      ii. Set a great personal example
   c. Discussion: what are some ways we can hold our team members accountable?
   d. Creating effective accountability measures
      i. New construction
      ii. Replacement
   e. Action items – what they can go back and do
      i. Draft a “contract for change” for yourself
      ii. Create or review agendas for recurring meetings
      iii. Set a definitive meeting schedule and keep it

5. Connecting and standing firm
   a. Definitions of connecting and standing firm
   b. Leader’s role in connecting and standing firm
   c. Discussion: what are the challenges in connecting with team members and standing firm?
   d. Leader’s role in building company culture
      i. Exhibit consistency
      ii. Don’t waver
      iii. Solicit input from the team – make it their idea, their culture
      iv. Celebrate
   e. Levels of leadership
   f. Action items – what they can go back and do
      i. Define their level of leadership (current)
      ii. Set a goal for their future level of leadership to reach
      iii. Identify coaching or training to improve your “leadership lid”

6. Summary & final inspiration
   a. Key elements review
      i. Mission, vision, values
      ii. Communicating expectations
      iii. Accountability measures
      iv. “Connecting” and standing firm
   b. How great leaders succeed by being:
      i. A dreamer, planner, believer, implementer, celebrator