

SEMCO™

(**S**ystemic **E**mpowered **C**ommunity)



Team-based workforce optimization



a happier,

more effective

workforce

A Catalyst for Organizational Optimization

People have a biogenetic need to group, be empowered and contribute in a meaningful way; and the best employee environments allow this to happen. This environment leads to the **happiest employees, most innovative solutions, and greatest profits**. Today's leaders are challenged in developing this ideal culture and retaining their top talent. Within this culture, leaders and employees alike must be able to:

Engage with each other. They must be able to work with a diverse group of people, often geographically dispersed.

Become change-makers within their own spheres. They must be able to use their experience and skills to have a voice in their organization.

Contribute in a meaningful way. They must know that their efforts are making a difference for their company.

The SEMCO™ Approach is for teams within companies:

- C-Suite
- Department-level
- Cross-functional
- Onboarding

The Liautaud Institute's SEMCO™ Approach creates innovative and empowered cultures where people love coming to work, by energizing organizations with a sense of community and higher purpose.

What we do:

1. **We boost synergy** by increasing trust within the organization.
2. **We improve bottom-line results quickly** by optimizing the way employees solve issues and work together.
3. **We foster innovation** by increasing participation in the decision-making process.
4. **We reduce the cost-per-employee** by creating self-managed constructive cultures.
5. **We implement a sustainable evidence-based process** to create consistent positive behavior change, rooted in over a decade of neuroscience and human behavioral research.

The SEMCO™ Approach provides a *evidence-based process that instills lasting communication habits and **gets results.***

The Liataud Institute has engineered processes and proven learnable habits that are steeped in the most effective research and use a methodical approach inspired from the best manufacturing practices to create consistent, repeatable and viral change.

Our approach starts by creating deeply connected Systemic Empowered Communities of 6-8 people. The learned processes and habits build a culture of membership, empowerment and meaning, breaking down barriers and developing a collaborative environment to create innovative solutions to improve each member's job, company and personal life.

The Three Essential Employee Needs

As the SEMCO™ Approach's unique process unfolds, employees will find their three biogenetic needs met:

- 1 | Membership** - They want to be an integral part of everything that affects their job or their workplace.
- 2 | Empowerment** - They have a need to be empowered to make any changes in their job or their workplace they believe will work to the betterment of their customers or the system they serve.
- 3 | Meaning** - They want to go home every night knowing they've made a meaningful contribution.

"SEMCO™ made me feel more invested in my company, through establishing connections on a deep personal level, allowing me to be more comfortable in the workplace and speak my mind."

Joe Cronin, Chemist, Nuance Solutions

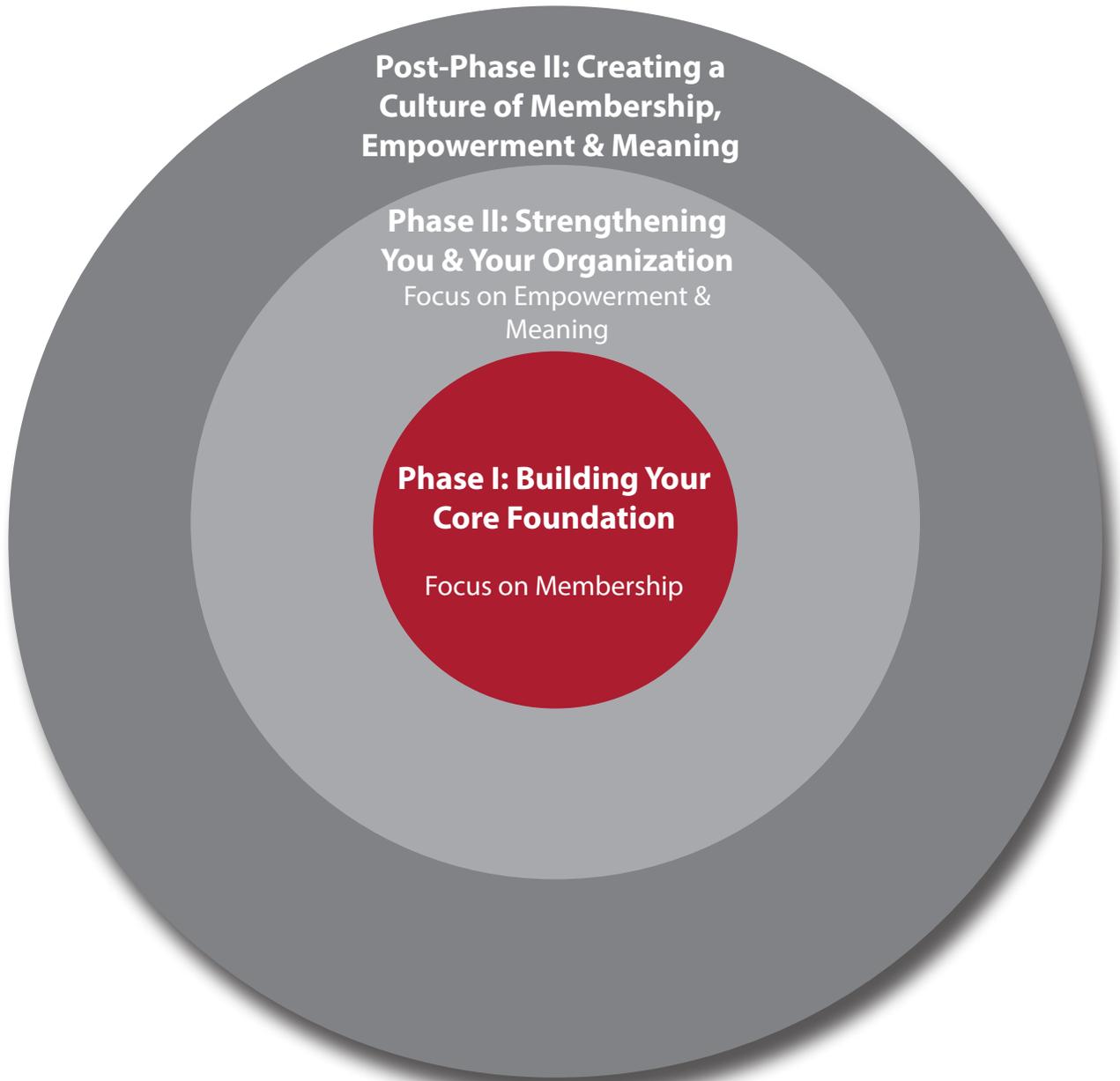


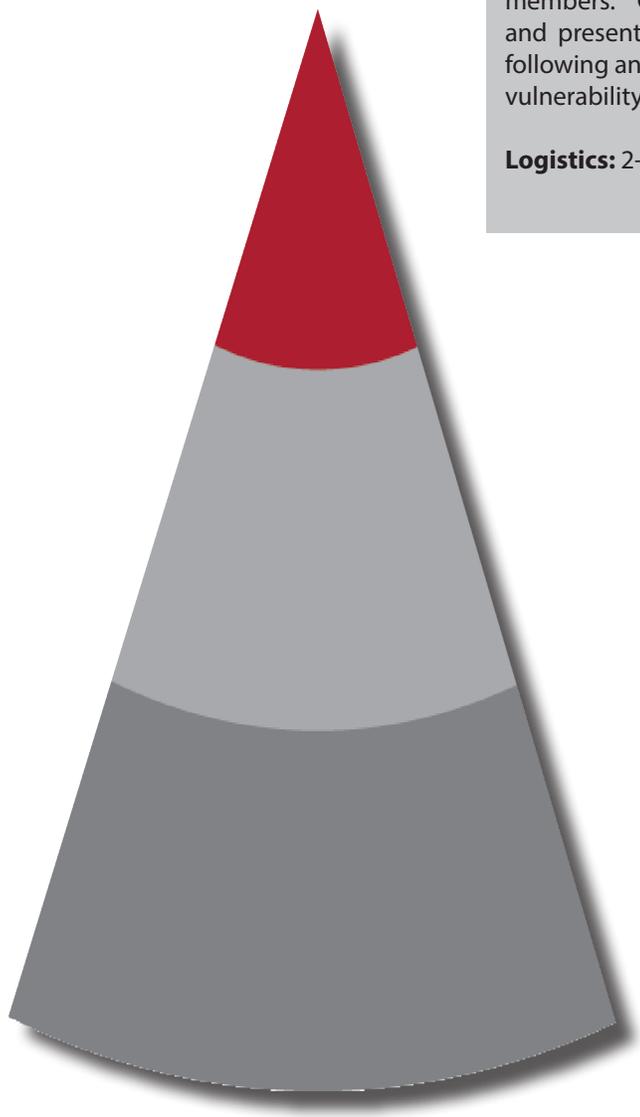
"This course has had a profound impact on me and my company. In the past I have felt the weight of the world on my shoulders in challenging times. I no longer feel that way. My team has stepped up, shown their commitment to Amazing Edibles and this process and I truly feel that I have a leadership team blazing a path forward into our future. What an incredible gift."

Andrea Herrera, President & Brand Evangelist, Amazing Edibles

The Process at Work

What will the SEMCO™ Approach look like in your organization?





Phase I: Building Your Core Foundation

By Creating a Synergistic Team

The foundation is built for a successful team by deepening the bond between members. Group members increase self-awareness of their journey and explore and present their biggest issue. The group develops a sense of membership by following an evidence-based communication process that creates an environment of vulnerability and trust.

Logistics: 2-hour Orientation, 2 full-day retreats

Phase II: Strengthening You and Your Organization

By Providing Tools for Meaningful Change

Each member is empowered to make incremental changes in their company, career, or well-being, knowing they have the support of the group. Members will develop their coaching and innovation skills by empowering others to create meaningful improvements in a psychologically safe environment that supports and inspires innovation. Members also integrate Emotional Intelligence communication habits into their interactions in and out of the workplace.

Logistics: 2-hour Orientation, four 2-hour Improvement Sessions, 1 half-day retreat

Post-Phase II: Building a Culture of Membership, Empowerment & Meaning

By Taking Ownership of the Process

Group members take ownership of the improvement process and habit development started in Phase II, now completely self-managed by the team.

Logistics: Sessions continue customized to business needs

The SEMCO™ Approach includes tools to **enhance engagement** in the process.

- Individual coaching with a certified Liataud Institute coach to explore each member's biggest issue.
- Peer-to-peer coaching to facilitate trust and provide feedback on improvement ideas.
- Experiential activities and hands-on exercises for practice and deeper learning.
- Online and mobile resources for Emotional Intelligence habits, including an online course and the Liataud Institute's HabitTracker app for iPhone and Android.
- Pre and post assessments to measure synergy within the group.
- Resources that illustrate the neuroscience and behavioral research behind the communication and improvement development processes.



“Learning and practicing these skills with my team, as well as creating an environment of support and trust, has brought me much closer to them while helping me be a better leader, family man and friend.”

Mark Aistrophe, CEO, Meeting Tomorrow

Developed by a leader, for leaders

About our founder, Jim Liautaud



The Liautaud Institute's founder, Jim Liautaud (1936-2015), or "Big Jim", as friends called him, was a serial entrepreneur devoted to supporting leaders like himself. During the late 1960s, Liautaud became a pioneer of a new technology called composite molding. Companies he founded include American Antenna Company, Capsonic Group and K40 Electronics to name a few. In 1970, he received a patent for a molding process that he developed for General Instruments. In 1974 he invented and manufactured the coin counter, which was used on all Western Electric single-coin pay phones. He was one of the early pioneers of ISO processes used in manufacturing the first air-bag sensors.

Liautaud founded two organizations serving CEOs - the Young Presidents' Organization (YPO) Windy City Chapter and the Chicago Family Business Council, an organization that provides peer support for family businesses in the Chicago area. His education in mechanical engineering gave him a passion for process-driven strategies, both within the manufacturing industry and in leadership in general.

"You can tell how good a CEO is by how far the culture goes into the company." That was Jim Liautaud's observation. He began researching the best Positive Psychologists, and discovered that the best leaders shared common characteristics. Jim thought to himself, if he could break down each of these characteristics into small learnable sequential steps, just as he did in the manufacturing world (ISO), he could teach these characteristics with the same predictable outcome every time, producing a process-directed system to bond groups and create an empowerment culture.

After substantial funding and inspirational leadership from our namesake founder, and by partnering with the most prestigious academic and research institutions, leading scientists, and psychologists; The Liautaud Institute was founded, dedicated to creating constructive cultures in organizations and producing happier more effective employees.

"The SEMCO™ Group Training has been transformational in all my relationships with my team. I know each of them on a whole different level, which allows me to be a better leader to them!"

Mark Melancon, Managing Director, Stout Risius Ross

Why The Liautaud Institute's Group Programs?

- We use **evidence-based**, measurable and verifiable research methods that are university-backed and supported.
- Our small group approach is **process-driven** rather than trainer-dependent, yielding similar outcomes no matter the composite of the group members.
- **Clinically-tested** emotional intelligence habits will impact every aspect of the participant's life, from their relationships with family, friends and co-workers, to their ability to achieve a promotion, make a career change or receive a payraise through improved workplace performance.
- Our approach is designed to go viral, **spreading a positive contagion** that often starts with one group or leadership team, and then quickly spreads to additional groups – as the students become teachers.

"To take a group of people, from various locations across the country, who truly did not know each other before the process and by applying the process of the Liautaud Institute with a result of a highly bonded team in just three days - is, quite amazing. Culture change in organizations takes time. The Liautaud Institute has discovered 'how' to accomplish deeply devoted teams, within a manageably brief investment of time. This experience has convinced me that almost every organization would benefit from this program - leaders, first."

Sarah Sanders Smith, Associate Professor of Human Resources, Purdue University Northwest



Registering a Team for the SEMCO™ Approach

To speak with someone immediately, register by phone or learn about customized options, call us or visit:



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