

Dan Collins



How to create a
winning culture.

Create & Win

Contents

Welcome	3
The Model	4
Industry Skills & Knowledge	5
Performance Intelligence	6
A Culture of Accountability	7
The next step	8
Why Dan?	8



Welcome!

There isn't a better feeling than winning. Delivering on expectation, achieving goals, executing skills and living out values. It's the feeling of looking back on what you've achieved as a leader & team collective and reaping the benefits of success. Simply put, winning feels fantastic!

This is what I'm all about...

'Assisting leaders to create winning environments.'

I'm a management consultant that's obsessed with taking that which is average and turning it into a winning culture, partnering with leaders to implement the right programs where extraordinary results are inevitable.

In this short booklet, I'll share with you the model I've identified in all winning environments across a myriad of spaces. It's been tried and tested for the past 20 years to not only create winning cultures but sustain

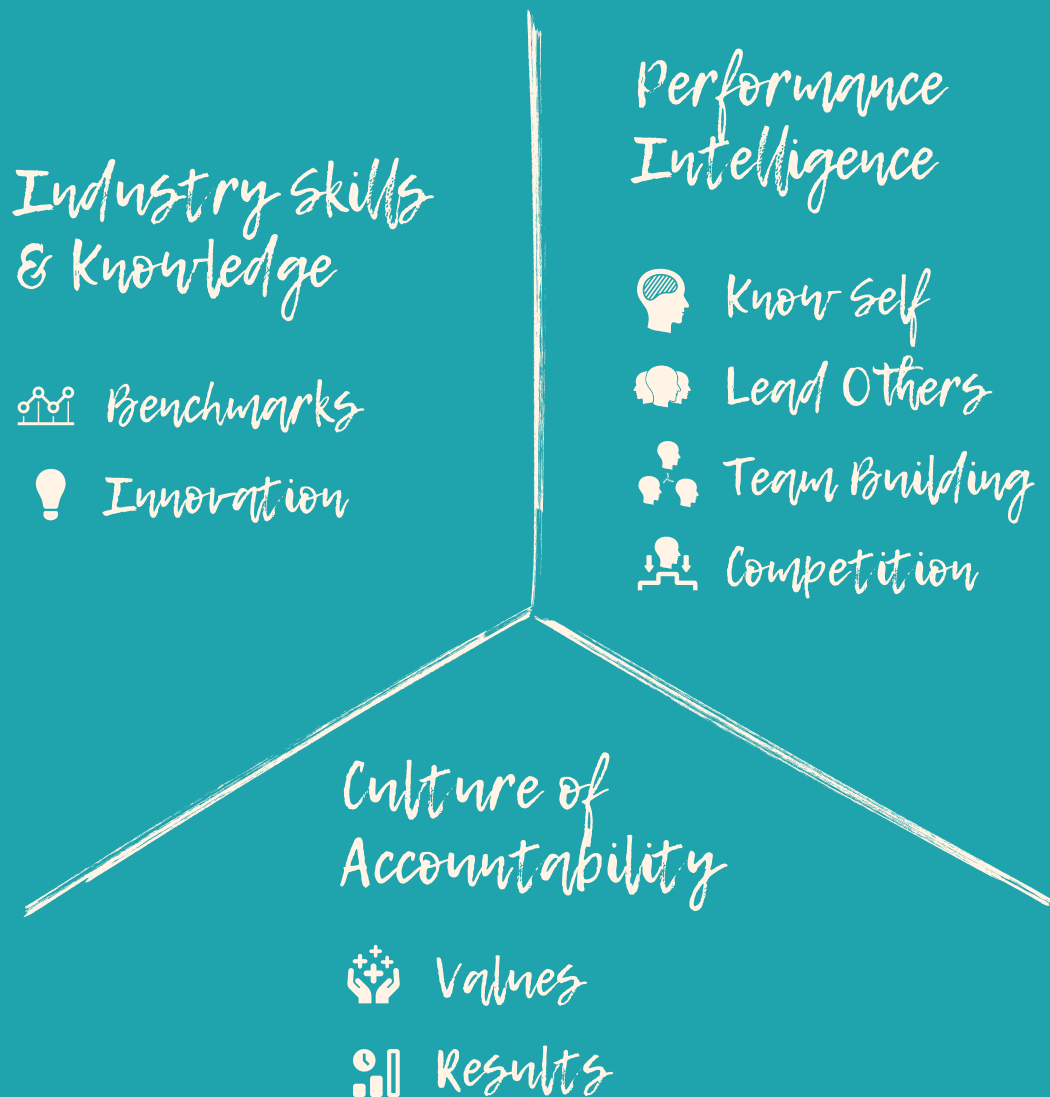
them. It is easy to follow and extremely practical however the magic behind its success is having all the wheels in the model humming.

So by all means, jump in and get as much as you can out of it. If you have any questions about how to implement or improve either of these elements within your organisation, get in contact with me and let's have a chat...

Here's to creating your winning culture!

Dan Collins.

The Model



Being exposed to and experiencing a myriad of high performance environments has led me to identify the common traits in all winning teams.

These environments include personally competing in four Olympic games to leading world-class sporting organisations around the globe and now working as a consultant for all manner of business from SME to Fortune 500.

Whilst it's easy to talk about building winning environments, the model above actually gives you something tangible to put into action.

Let me briefly introduce you to the three main

sections before we dig a little deeper into each:

1. Industry Skills and Knowledge.

These are your ticket to the game! What you do is simply the beginnings of a winning culture.

2. Performance Intelligence.

This involves getting the best out of your team. Understanding your own make-up first of all, how your team ticks, being able to compete internally & externally.

3. A Culture of Accountability.

This is all about delivering when it counts most, it aligns the team and anchors everything in the model.

1. Industry Skills & Knowledge

Industry Skills
& Knowledge

 Benchmarks

 Innovation

Industry Skills & Knowledge are the fundamentals of **what you do** for your customer. While skills and knowledge are critical to providing solutions for your clientele, when it comes to creating a winning culture, these are simply just your ticket to the game.

Many people get fooled into thinking success is directly related to how good you are at what you do. But organisational success comes down to the team environment and the culture therein.

There are two components involved:

A. UNDERSTANDING YOUR BENCHMARKS

This is a scoreboard of skill delivery in your

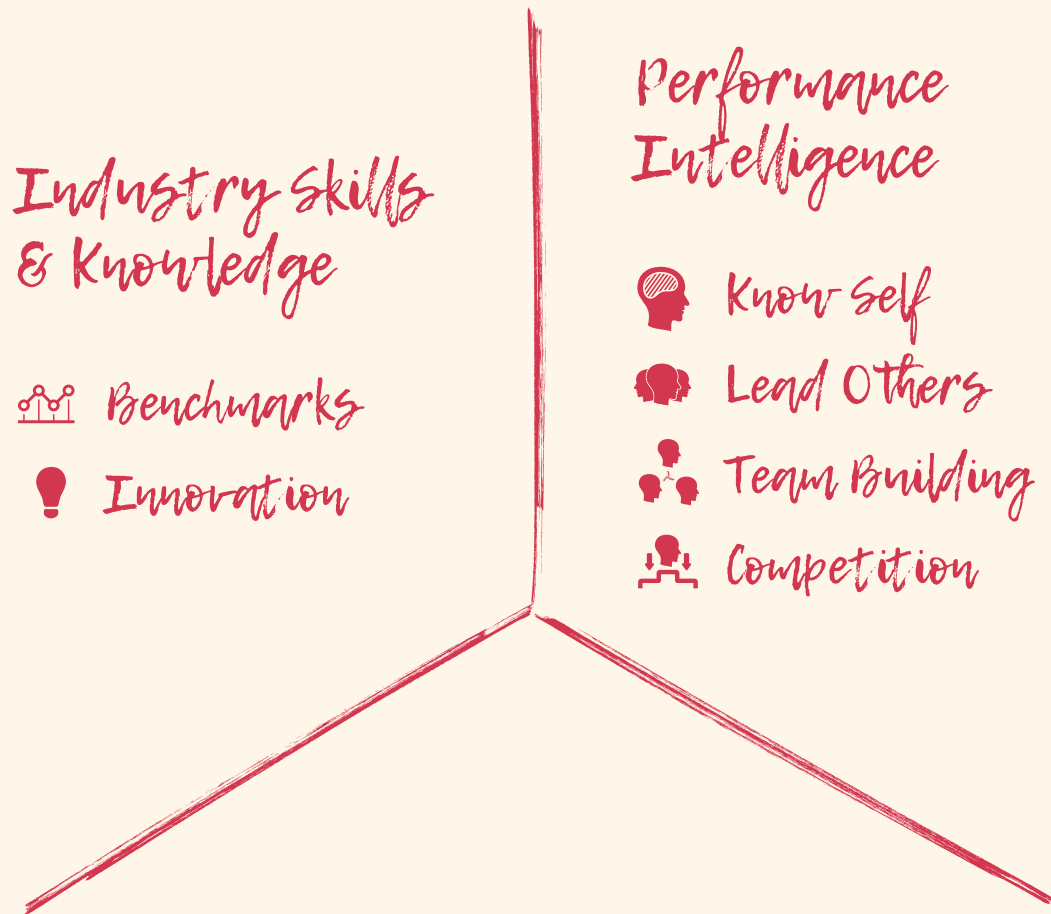
organisation. It creates clarity around peoples ability execute the skills required on all levels of the business.

B. DRIVING INNOVATION

This is all about HOW you improve what you do inside your business day to day.

These two components keep you relevant to your customers.

2. Performance Intelligence



The second part of the model, Performance Intelligence, is all about **getting the best out of your team(s)**. It's all about leadership but it begins with self!

There are four components:

A. KNOWING SELF

If you don't know how you tick, you can't lead others. This personal awareness is the grounding principle in leading winning environments.

B. LEADING OTHERS

This is the leadership principles that drive why you lead others and how they feel under your leadership.

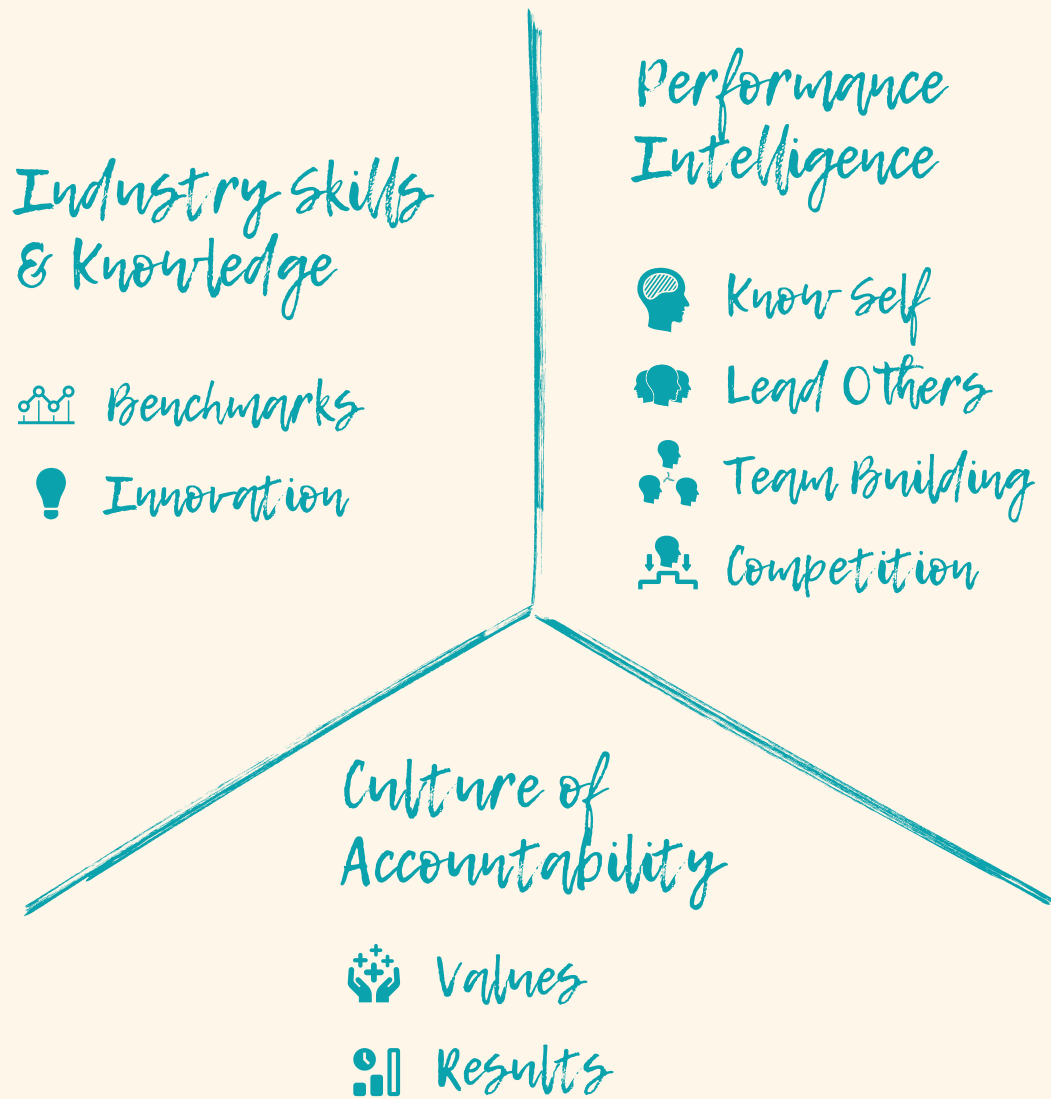
C. BUILDING TEAMS

Building teams is more than just putting money into people's back accounts. Building winning teams gives a sense of belonging and purpose. It incorporates the alignment of personal goals to team goals. And building accountability through team activity and execution.

D. VALUING COMPETITION

The greatest form of feedback we can receive. We compete against self, internally against our team and externally against the market. This reveals individual and team weaknesses and offers incredible growth opportunities into the future.

3. Culture of Accountability



A Culture of Accountability is all about **delivering when it counts the most!** There are two elements:

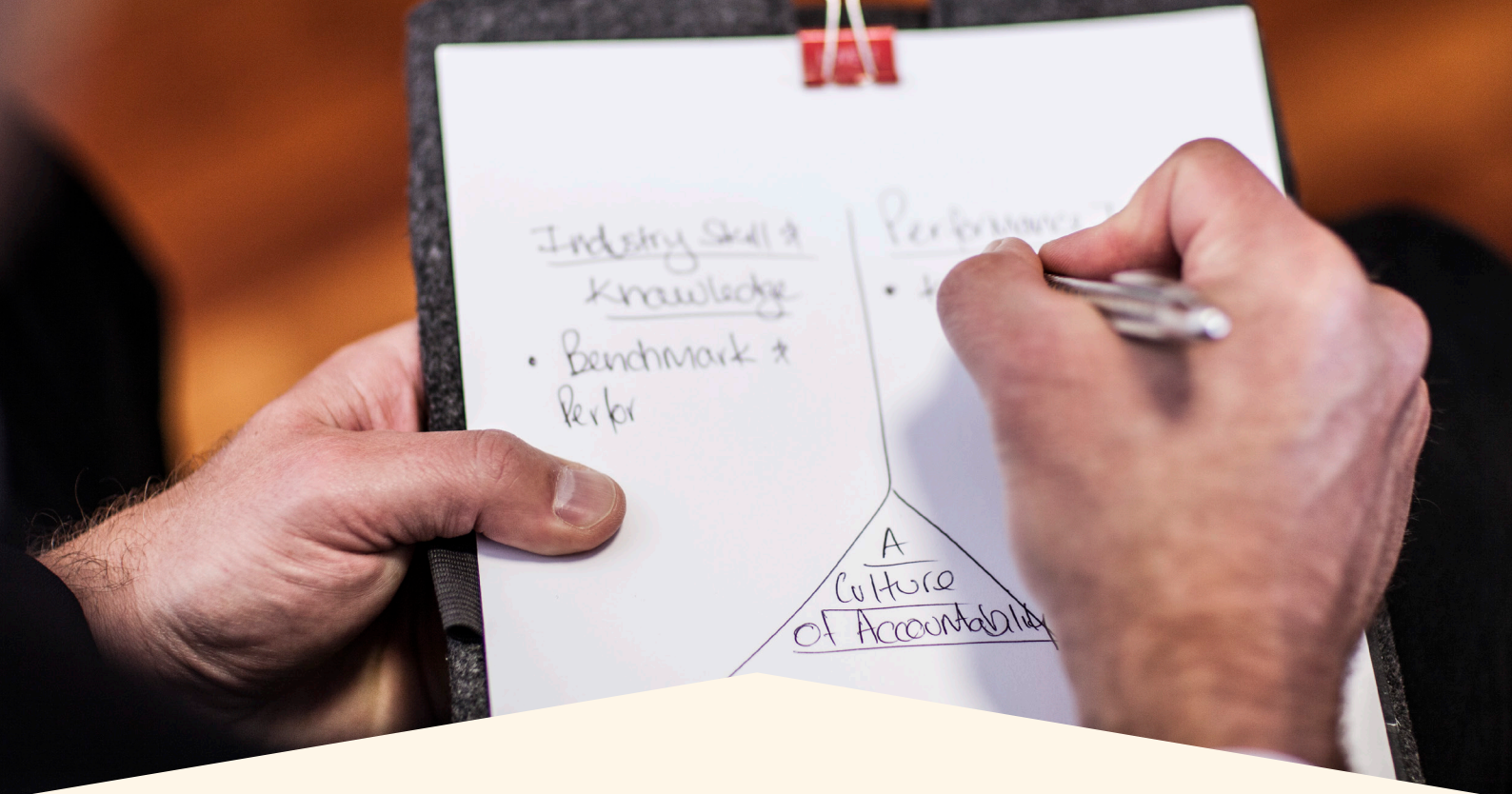
A. VALUES

Values drive how we behave in delivering the results we're after.

B. RESULTS

Don't dance around these, be clear on the results that you want in your organisation. So often I'll ask different staff in the same organisation what results the business is after, and I'll get hundreds of different answers. A culture of accountability aligns everyone to the behaviours you want and the results you're after.

A Culture of Accountability anchors everything in the model.



Ready to take the next step?

As a leader, it is up to you to create a high performing environment where those under your influence can become winners.

Dan has a range of tools and programs to implement each phase of the *How to Create a Winning Culture* model. For more information on how Dan can help your business, email dan@dancollins.com.au or call 0418 146 611.

Why Dan?

Dan Collins believes that every culture is the result of the sum of the individuals involved, irrespective of title, position and hierarchy. Poor culture is a reflection of poor leadership and poor leadership the result of poor personal awareness and responsibility.

In response to this, Dan Collins works on all levels of the company to create a winning culture. Dan Collins delivers the tough stuff that others tippy-toe around revealing his passion, heart and care, sacrificing

comfort for results. His unique model establishes and aligns individual goals with company purpose reinvigorating staff passion and performance where individuals are motivated by the feeling of attaining success and achievement.

Creating and sustaining a winning culture requires an environment that incorporates what Dan stands for: passion, camaraderie, accountability and growth.



Dan Collins

dan@dancollins.com.au
0418 146 611

dancollins.com.au