Character Council
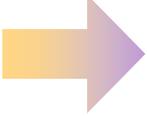of Greater Cincinnati & Northern Kentucky

"Business of Character" Process
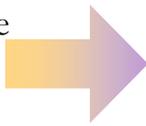*Creating a Culture of Ethics, Caring, and Excellence*

Transform Your Business. Many companies are realizing that character and integrity are inextricably linked to their bottom line. A culture of character promotes excellence, teamwork, productivity, and a community reputation that is invaluable. Simply announcing a new policy cannot produce such an environment—it is the result of authentic, intentional focus and transformation. Our Business of Character process can help you build the positive, professional culture you desire, enabling your business to more fully realize its vision. Character is a competitive advantage!
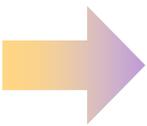
How it Works

Step 1: Make the Commitment!

- Character training for employees
- Integrate character qualities into mission, values, and HR practices

- Employees connect and identify strengths and opportunities
- Hire for character

Step 2: Promote Core Values

- Discuss character quality of the month at staff meetings
- Display posters and magazines

- Infuse culture with character
- Set the standard
- Constant reminders of expectations

Step 3: Create a Caring Community

- Recognize employees for character
- Provide opportunities for employees to connect

- Employees feel valued
- Enhances morale and teamwork

Expected Results: *Value of a Character Initiative*

Our clients have experienced:

- **Improved Quality of Business**
  - Creates a positive culture with high standards
  - Produces higher customer satisfaction
  - Boosts employee engagement and morale
  - Builds trust in employer

- **Reduced Costs**
  - Aids in employee retention due to improved morale and hiring mechanisms, meaning fewer dollars spent recruiting and training
  - Less indirect costs associated with improper behavior, litigations, etc.

- **Increased Productivity**
  - Employees grow in accountability
  - Fosters improved communication and cooperation
  - Assists in building effective teams
  - Maximizes employee strengths

"Employee turnover has gone from 150% to 35-50% and customer satisfaction has increased by 20 points since we started the Business of Character process. We have realized the vision and virtually all of our goals established years ago as a Business of Character. Character is the foundation of everything we do." – Tom Gill, Tom Gill Chevrolet

How to Begin

1. "Creating a Positive Culture" seminar for company leaders
2. "Success through Integrity" seminar for all employees
3. Create internal character committee
4. Integrate character qualities into culture through staff meeting discussions
5. Reinforce message through quarterly training