



**OPERATIONAL EXCELLENCE**  
WORKFLOW • PROCESS • CULTURE

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## L-12 Services Information Packet

INFO@L12SERVICES.COM | INFORMATION PACKET

# WHAT'S IN STORE

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1

Our Approach

2

Project Details

3

Next Steps

4

Clear Communications Principles

5

Our Communication

6

Meet The Team

# OUR APPROACH

01

## INVESTIGATE

We can leverage institutional knowledge and identify culture types through assessments and interviews to determine change tolerance among your team. *Obtaining a high level of clarity allows us to deploy solutions that increase operational efficiency.*

02

## DEVELOP & DEPLOY

We are dedicated to working collaboratively with you and your team to develop and deploy *solutions designed to increase operational efficiency and build transparent communities.*

Our work has allowed us to partner with many innovative, exciting, and robust organizations. This includes eLearning, associations, nonprofits, international NGOs, and corporations...

**We create clarity from chaos, so you can lead with confidence.**

03

## MEASURE

We listen to what is said, and sometimes unspoken to achieve alignment. We focus on the operational value of workflow, culture transformation, and *directionally measure the efficacy of our work.*

04

## REFINE

*Program refinement takes organizations from good to great.* It requires time, patience, problem-solving, and exceptional client communication. As a team of expert communicators, we have the talent to guide your team through this change. *We are your partners every step of the way.*



# PROJECT DETAILS - COMPONENTS



## Preparation + Research

- Identify employee chaos tolerance
- Review existing surveys and data
- Survey and Interviews
- Baseline report

The information-gathering phase concludes with a Baseline Report summarizing our findings and recommendations. We dive deep into broken processes, organizational awareness, and internal communications.



## Strategic Planning + Implementation

- Meet with the project leadership team
- Discuss recommendations
- Develop strategy
- Collaboratively create timeline for deploying services

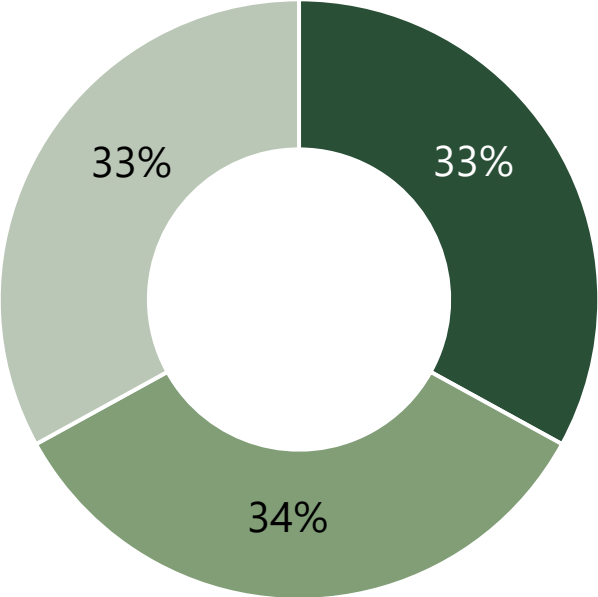
We create the recommended next steps with you and align calendars to deliver successful outcomes and the oversight required to keep you on the right track.



## Tools For Your Team

- Custom-created training to meet your organization's needs
- Collaboration with organizational awareness strategies that identify staff alignment
- Process improvement and workflow initiatives that create "shorthand" among teams and between departments
- A communications policy and Messaging Campaign Model are critical tools to help prevent inbox overwhelm.

# PROJECT DETAILS - FOCUS



- Information Gathering
- Community Building
- Culture & Operational Excellence



## Information Gathering

We gather and distill information directly from your team to give you invaluable data regarding strengths, weaknesses, and opportunities.



## Community Building

We design and deploy custom activities that enhance community building, increase collaboration and interdisciplinary teamwork, and build upon your mission, vision, and values.



## Operational Excellence

We measure and refine our programs to make those “small changes” that take your team from “good” to “great.”



# PROJECT DETAILS – ATTRITION COSTS

## REPLACING GOOD WORKERS...

**LOW**

### LOW-PAYING JOBS

(under \$30,000 a year)

The cost of replacing a \$12/per hour employee is about **\$4,150**

**MID**

### MIDRANGE POSITIONS

(\$30,000 to \$50,000 a year)

The cost of replacing a \$40,000 manager is **\$8,000**

**HIGH**

### EXECUTIVE POSITIONS

highly educated executives

The cost of replacing \$1 million CEO is **\$213,000**

CREDIT: Headley, R. M. K., & Manke, M. (2018).  
*iX Leadership: Create High-Five Cultures and Guide Transformation.*



# NEXT STEPS

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## DISCOVERY CALL

This is your opportunity to discuss the details surrounding your desired outcomes. We will cover your areas of concern, success metrics, and potential activities to deploy solutions.



## PROPOSAL & CONTRACT EXECUTION

L-12 Services will craft a Proposal that will determine the specific activities for the contract, timeline, and price of services.



## PROJECT DEVELOPMENT MEETING – ALL STAKEHOLDERS

Please invite all decision-making stakeholders to this meeting to establish clear goals, exchange project ideas, and set expectations. Please email a comprehensive list of stakeholders, including name, title, project role, and email address to **Lizabeth@L12Services.com**.



## PROJECT INITIATION

Together, we will craft the messaging that indicates the start of the project for your team. The objective is a thoughtful introduction with clearly defined goals, milestones, and insight into the L-12 Services team members.



# CLEAR COMMUNICATIONS PRINCIPLES

## The 4 Pillars of Successful Internal Communication

Successful communication and process improvement revolve around four basic principles.

Forget any one of them, and your team is flying blind and inefficient.



What types of information are you communicating?

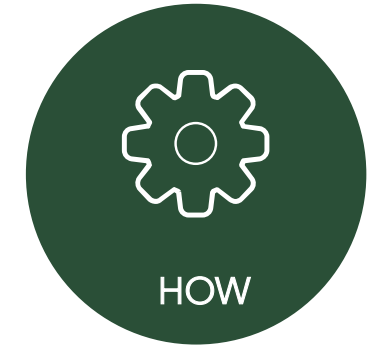
Status updates, brainstorming, urgent information, policy, instructions...



Where are you communicating this information and is it truly an effective channel? Is everyone aware of the purpose of each channel? Do you have a communications policy in place?



Whether your team is on-site, distributed, or remote, do all participants know the best time(s) to be in touch with their counterparts? What about communication with leadership and direct reports?



Do you have specific policies addressing tone, emoji use, and other stylistic variables? Is it clear within your organization whether all caps mean EXCITEMENT or ANGER?





# OUR COMMUNICATION



## FREQUENCY

You can rely on consistent communication throughout the project, so you are never left to ask, "Where are we and what was accomplished?"



## RESPONSE TIME

We are dedicated to responding in a timely matter. You can expect to hear back from us within 24 hours.



## CHANNELS

The fastest way to reach us is by email. We find it helpful if urgent matters are marked in the subject line so we can respond in a timely manner.



## ONGOING SUPPORT

Our relationship does not end at close-out. We are your partner moving forward and we welcome the opportunity to be of service. We provide post-project access to resources and welcome follow-up/tune-up conversations for additional guidance through future growth and ecosystem challenges.



# MEET THE TEAM

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**Lizabeth Wesely-Casella**  
CEO & Founder  
Internal Comms & Lean Six Sigma



**Lindsay Goldberg**  
Organizational  
Development Specialist



**Bianca Grant**  
Virtual Office Manager



**Cari Forrest**  
Bookkeeping, CAP



**Clarissa Paige**  
OBM & EVA Services



**Melissa Slavsky**  
Digital Strategy





*For follow-up questions or to see if working with our team would help position you as a **'Best Place to Work'** organization...*

## CONTACT US

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L-12 SERVICES | We Create Clarity From Chaos

