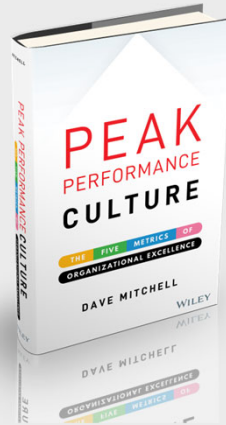


# Leading a Peak Performance Culture



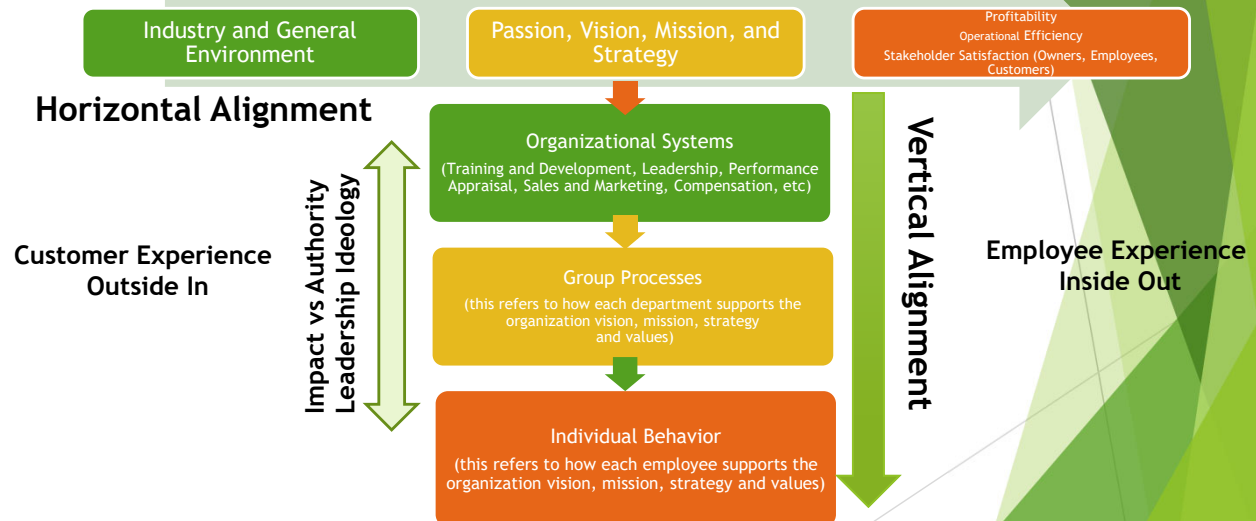
[www.theleadershipdifference.com](http://www.theleadershipdifference.com)



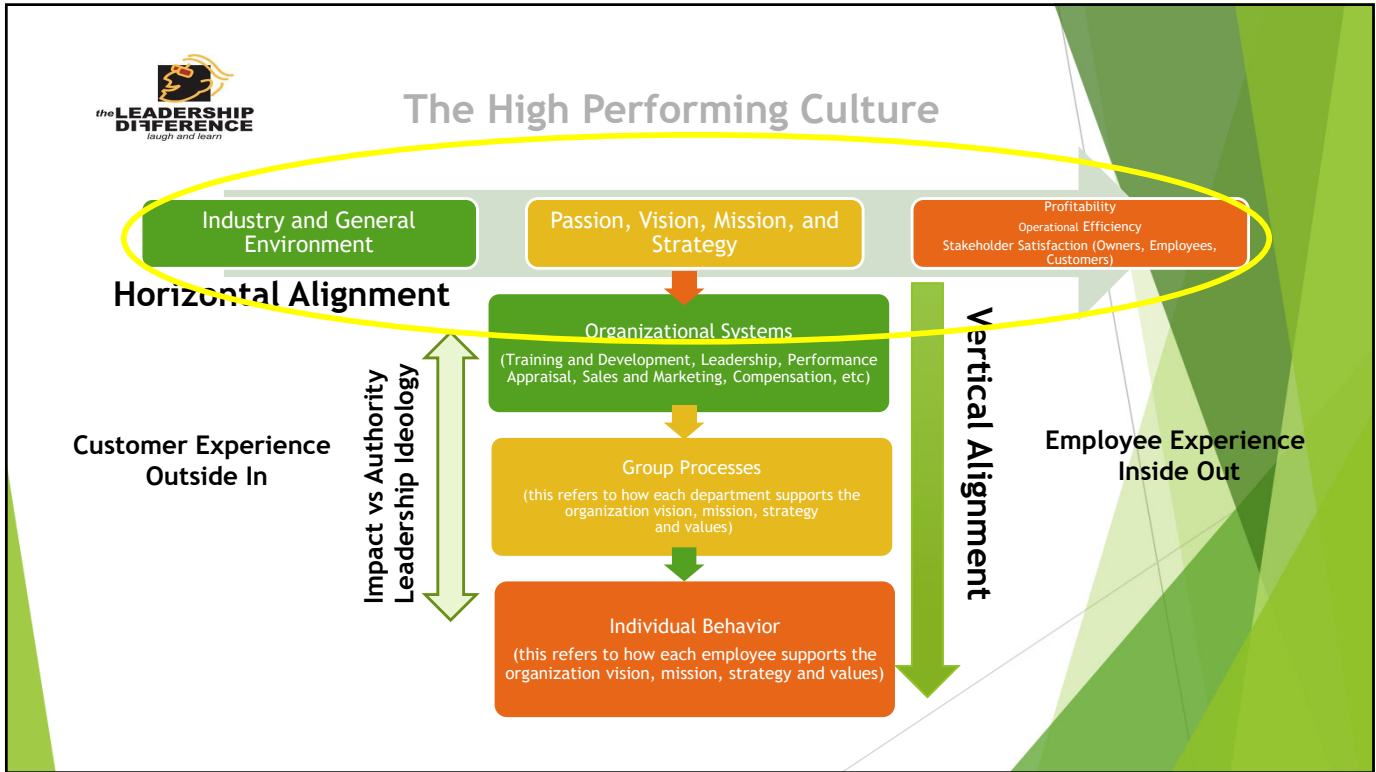
1



## The High Performing Culture



2



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## The Importance of a Core Ideology

*"While the ship has long since sailed with regards to getting on the mailing list, these are singular wines well worth the effort to track down on the secondary market."*  
—Jeb Dunnuck, *The Wine Advocate*

### Cayuse Vineyards

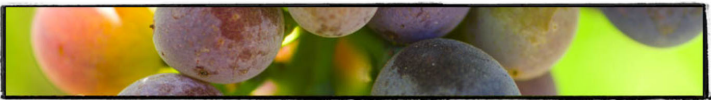
**The Stones hold the secret**

Perhaps you've heard the almost mythical story, how the brash, young French vigneron visited the then little-known town called Walla Walla, and fell in love with a few acres of seemingly useless, stone-covered farmland. While the nay-sayers nayed, Christophe Baron deftly turned that field of stones into the acclaimed Cayuse Vineyards. And the rest, as they say, is history—and a whole lot of spectacular wine.

Cayuse is a domaine located in the Stones of the Walla Walla Valley. Over the past 20 years, Christophe has made it his mission to craft food-friendly wines of incredible depth, individuality and character—all from fruit grown entirely using biodynamic farming methods.

Cayuse creates at least a dozen critically-lauded wines each year, available as wine futures to the Cayuse mailing list. Though that list is currently full, [click here](#) to add your name to our wait list.

**CAYUSE** [Home](#) [Gallery](#) [Vineyards](#) [Wines](#) [About](#) [More Projects](#) [Contact Us](#)



Thank you for your interest in Cayuse Vineyards. Due to the demands in the vineyards and wine studio, we regret that we are not able to offer tours or tastings. Please don't hesitate to contact us with other requests. Thanks!

**Wait List**

Cayuse wines are available only to members of our Mailing List, which is currently full. If you would like to join the Wait List, please click below.

[Sign up](#)

**Other Inquiries**

If you have further questions or a media request click below, or call (509) 526-0686

[Contact us](#)

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## The Importance of a Core Ideology

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#### Members

Login to your Cayuse Vineyards web account.

Login

#### Contact Us

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## The Importance of a Core Ideology

### Serious wines without the serious attitudes...

Sleight of Hand Cellars was founded in 2007 by Trey Busch and Jerry and Sandy Solomon. Our only goal from the outset has been to make world class wines while having the most fun that is legally possible. Our love of great wines from around the world, and our love of music, have inspired our vision and growth and have helped us reach a customer base that has the same passions as we do.

The winery has been open for just a dozen years, but in that time Sleight of Hand Cellars has been named one of "The Next Generation" of up and coming wineries in Washington State, as well as one of "The Next Cult Wineries" by Seattle Magazine. In addition, we have been featured in Wine Spectator magazine and had numerous wines in various of the industry's "Top 100" lists, including, most recently, being named to the 2018 Wine Spectator Top 100 for our Levitation Syrah.



HOME VINEYARDS TEAM SHOP  
WINE CLUB

SLEIGHT OF HAND  
CELLARS

TRADE PRESS EVENTS CONTACT  
BLOG

#### Tasting Room:

#### Walla Walla

1959 J B George Road  
Walla Walla, WA 99362

#### Hours

The Walla Walla Tasting Room is currently undergoing a big renovation/expansion to better serve our wonderful customers! We expect to reopen sometime in March, but for now our calendar is open for tasting appointments starting April 1st. We are still open for bottle sales and curbside pickup.



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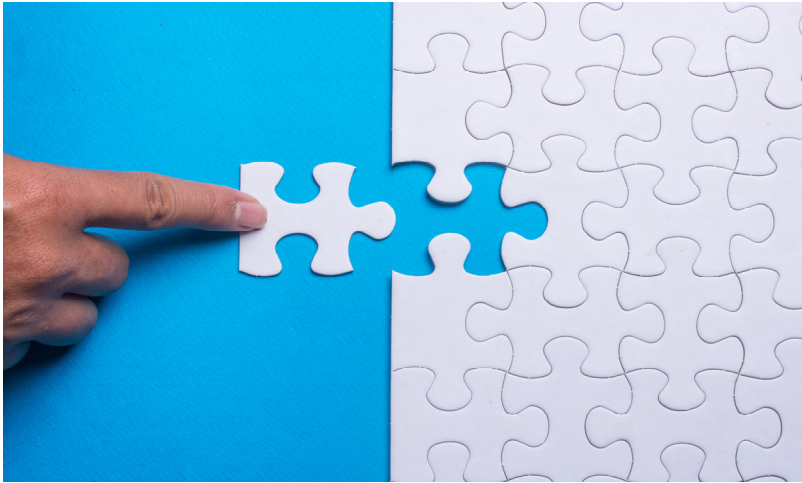


## The High Performing Culture



The core ideology of an organization includes the mission, vision, behaviors, and strategy that will respond to the general environment and produce the desired success scoreboard.

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## Peak Performance Culture Missing Piece

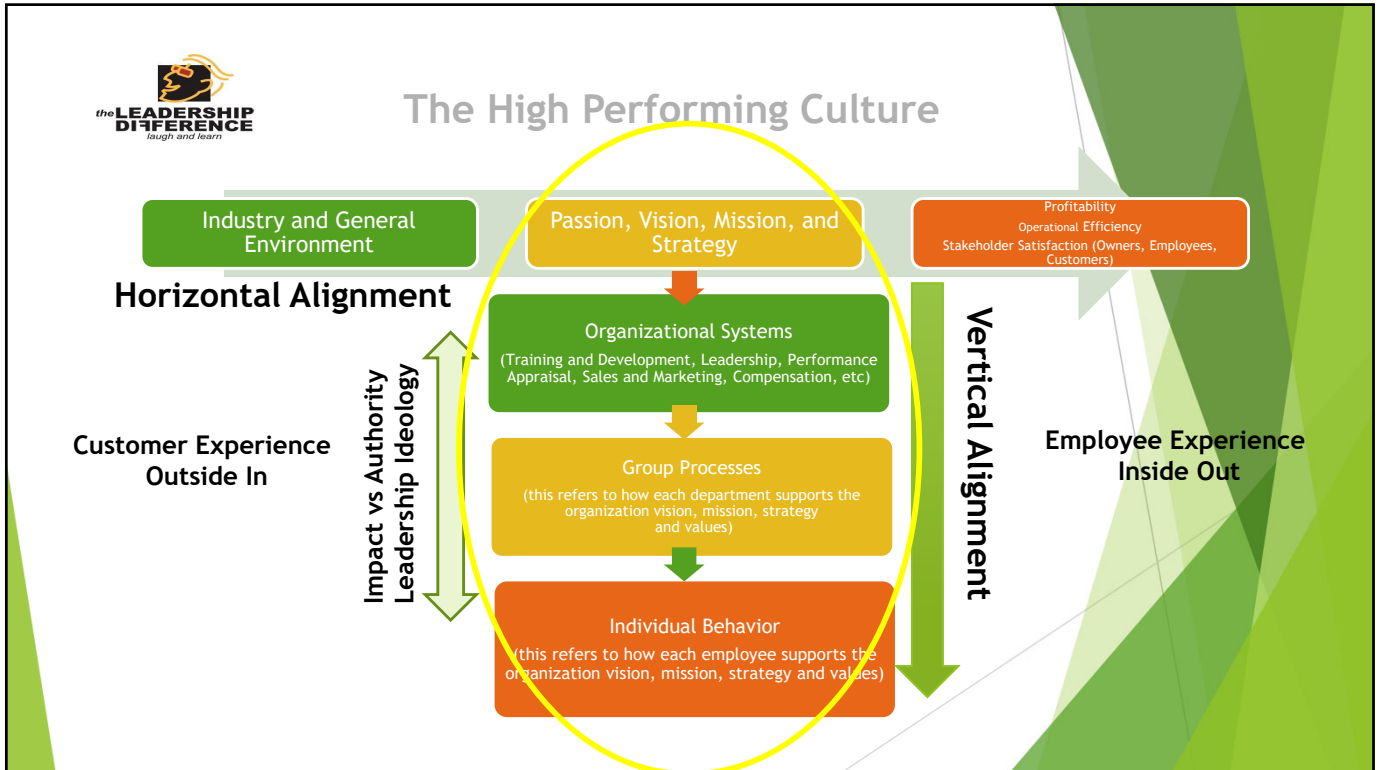
Do: At least once each year, engage in a strategic planning discussion to identify:

- current state of the organization
- desired future state
- The map to connect the two

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<b>SWOT Analysis and TOWS Matrix</b>	<b>Opportunities</b> List opportunities to improve	<b>Threats</b> List threats to our success
<b>Strengths</b> List organizational strengths	How can I use my strengths to take advantage of opportunities?  <b>ENHANCEMENT</b>	How can I use my strengths to protect against threats?  <b>PROTECTION</b>
<b>Weaknesses</b> List organizational weaknesses	How do my weaknesses prohibit me from taking advantage of my opportunities?  <b>POTENTIAL</b>	How do my weaknesses make me vulnerable to threats?  <b>VULNERABILITY</b>

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### Peak Performance Culture Missing Piece

Do: Invest time in creating a comprehensive job description for every position in your organization that outlines their role in fulfilling the organization's core ideology

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## Peak Performance Culture Missing Piece

Best Practice Job Description

- Why this job exists related to our core ideology?
- What relationship does this job have to others in the organization?
- Itemized job responsibilities
- Standard of Performance for each responsibility

Recruiting and Selection

➔

Onboarding


➔

Training

➔

Appraisal

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## The High Performing Culture

Industry and General Environment

Passion, Vision, Mission, and Strategy

Profitability  
Operational Efficiency  
Stakeholder Satisfaction (Owners, Employees, Customers)

**Horizontal Alignment**

Customer Experience  
Outside In

Impact vs Authority  
Leadership Ideology

**Vertical Alignment**

Organizational Systems  
(Training and Development, Leadership, Performance Appraisal, Sales and Marketing, Compensation, etc)

Group Processes  
(this refers to how each department supports the organization vision, mission, strategy and values)

Individual Behavior  
(this refers to how each employee supports the organization vision, mission, strategy and values)

**Employee Experience Inside Out**

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## Peak Performance Culture Missing Piece

Do: Develop customer feedback tools that make executives uncomfortable

There is nothing more dangerous than customer satisfaction.

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### 1. How would you rate the following services at the Hilton hotel?

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
Customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restaurant service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bar service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Room service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housekeeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall service delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 2. Would you view the Hilton Hotel as:

- Budget hotel
- Economy hotel
- Midscale hotel
- Upscale hotel
- Luxurious Hotel

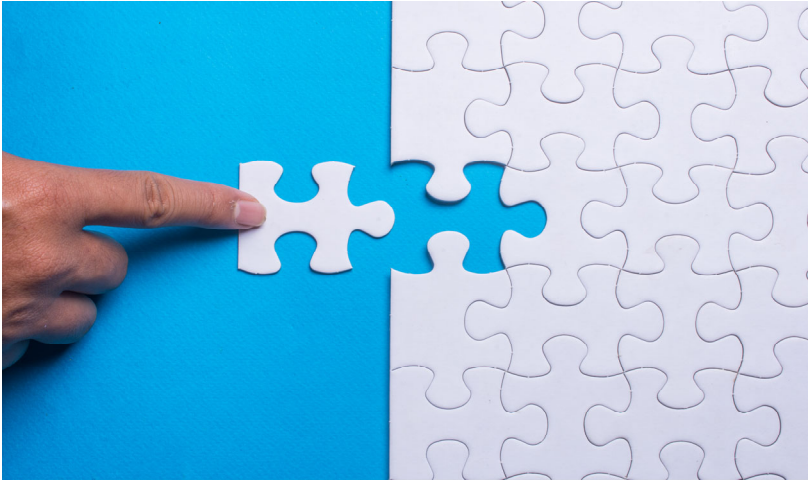
### 3. Can you tell us about your previous experiences with the Hilton Hotel?

### 4. For what purposes have you used the Hilton Hotel in the past? (eg: conferences, leisures, business trips...)

*Are My Customer  
Satisfaction Analytics  
a Lie?*

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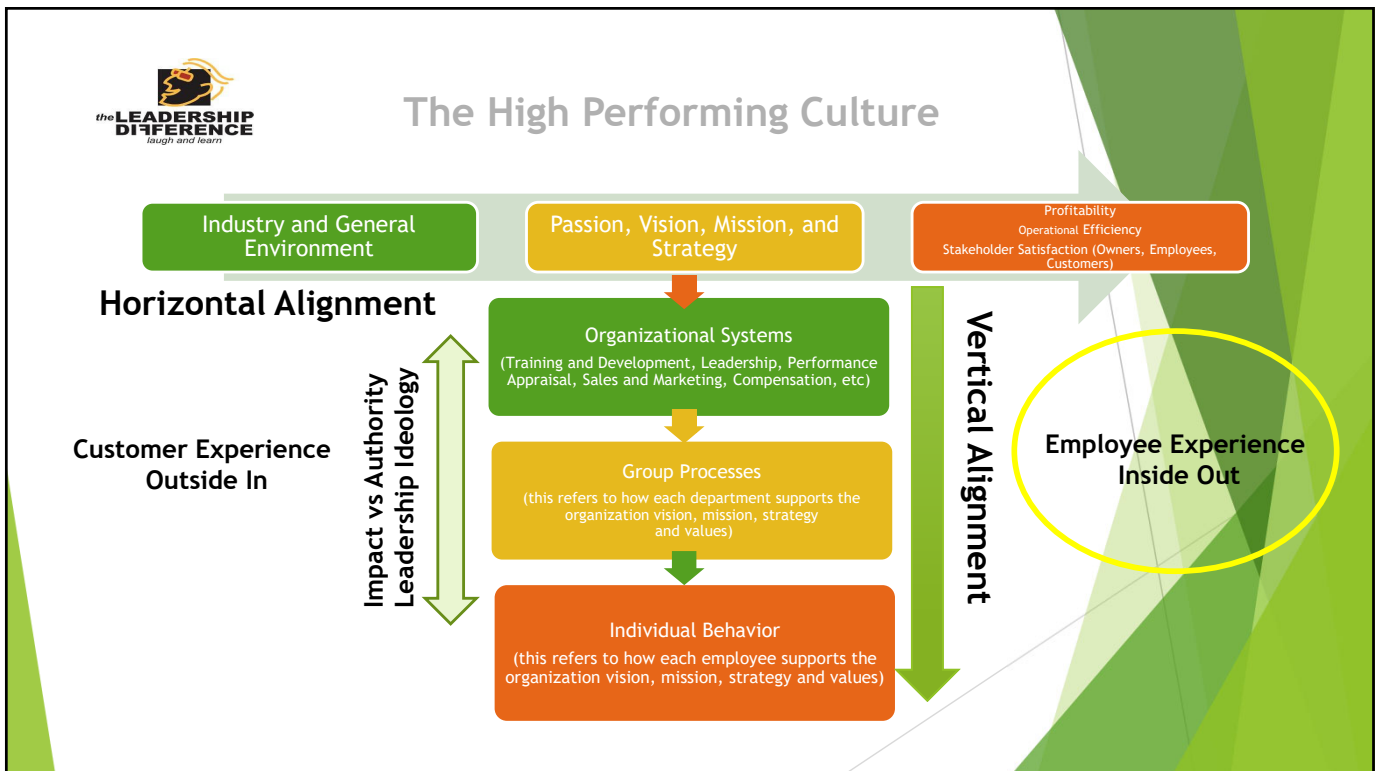




## Peak Performance Culture Missing Piece

Don't: Dismiss the feedback of "Heretics" who often can be converted to "Evangelists"

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## People Preventative Maintenance

Designed to create continuous feedback from the EMPLOYEE to the EMPLOYER.

Casually executed/formally administered

The most effective mechanism for discovering frustrations, inefficiencies, poor safety practices, and customer concerns



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## People Preventative Maintenance

Roughly 15 minutes in length, conducted monthly

Avoid office settings

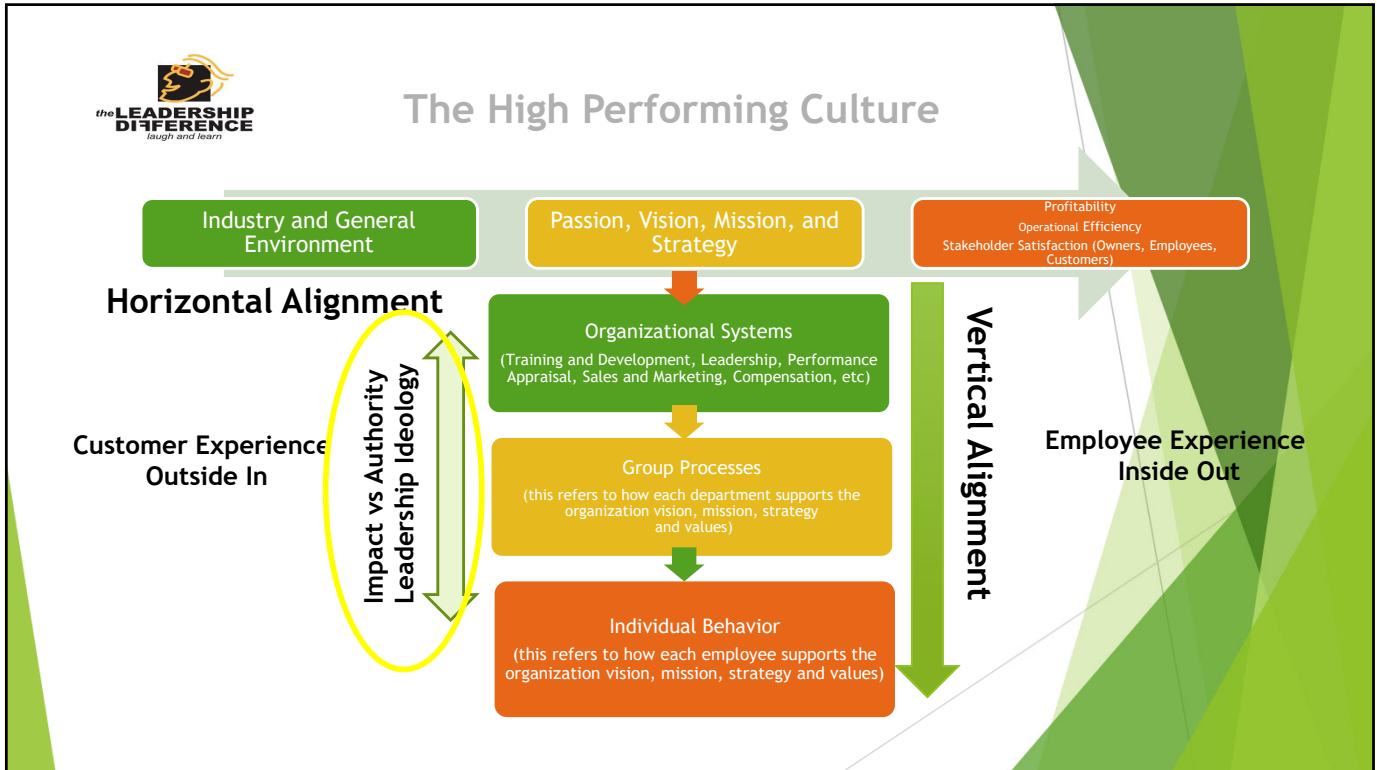
Employee driven using open ended question:

- ▶ What things are frustrating about your job?
- ▶ What do you need to make it easier to do your job?
- ▶ How can I better communicate with you?
- ▶ How can I make your work safer?



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### Peak Performance Culture Missing Piece

**Do:** Use employee councils to drive change, enhance safety, and promote customer centricity

**Don't:** Promote high performers into leadership roles without providing professional development support

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Books can be purchased on Amazon or major book retailers

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