

Leticia Saiid

Creating a High-Performance Culture



1

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2



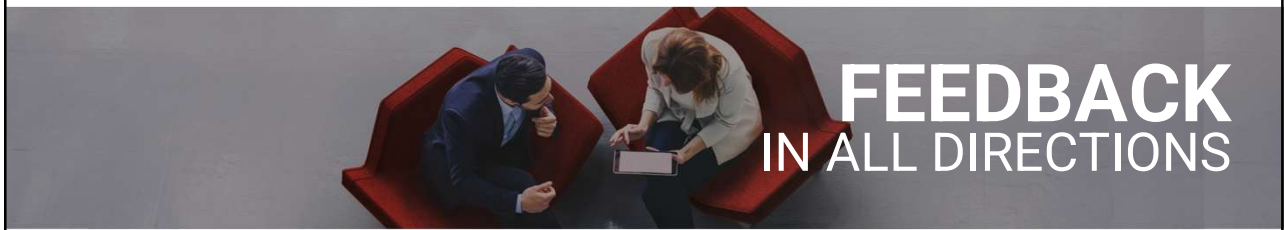
A speaker profile graphic for Leticia Saiid. It features a circular portrait of her on the left, set against a dark blue background with a light blue vertical bar. To the right of the portrait, the word "Speaker" is written in a large, white, serif font. Below that, her name "Leticia Saiid" and her title "Chief of Staff & Chief Learning Officer CoNetrix" are listed in a smaller, white, sans-serif font. A small logo consisting of four overlapping squares in blue, red, yellow, and green is located in the bottom right corner of the graphic.

3



A title slide for a conference session. The name "Leticia Saiid" is at the top left in red. Below it, the title "Creating a High-Performance Culture" is written in a large, bold, dark blue sans-serif font. In the bottom left corner is the "KEYS CONFERENCE" logo, which includes a blue square with a white checkmark. On the right side of the slide, there is a decorative graphic of overlapping, rounded rectangular lines in blue, red, yellow, and green.

4




5



6

FOCUS
On Shared Goals

We know how to make decisions.
What we are unclear on is
what we want.



7

FOCUS
On Shared Goals



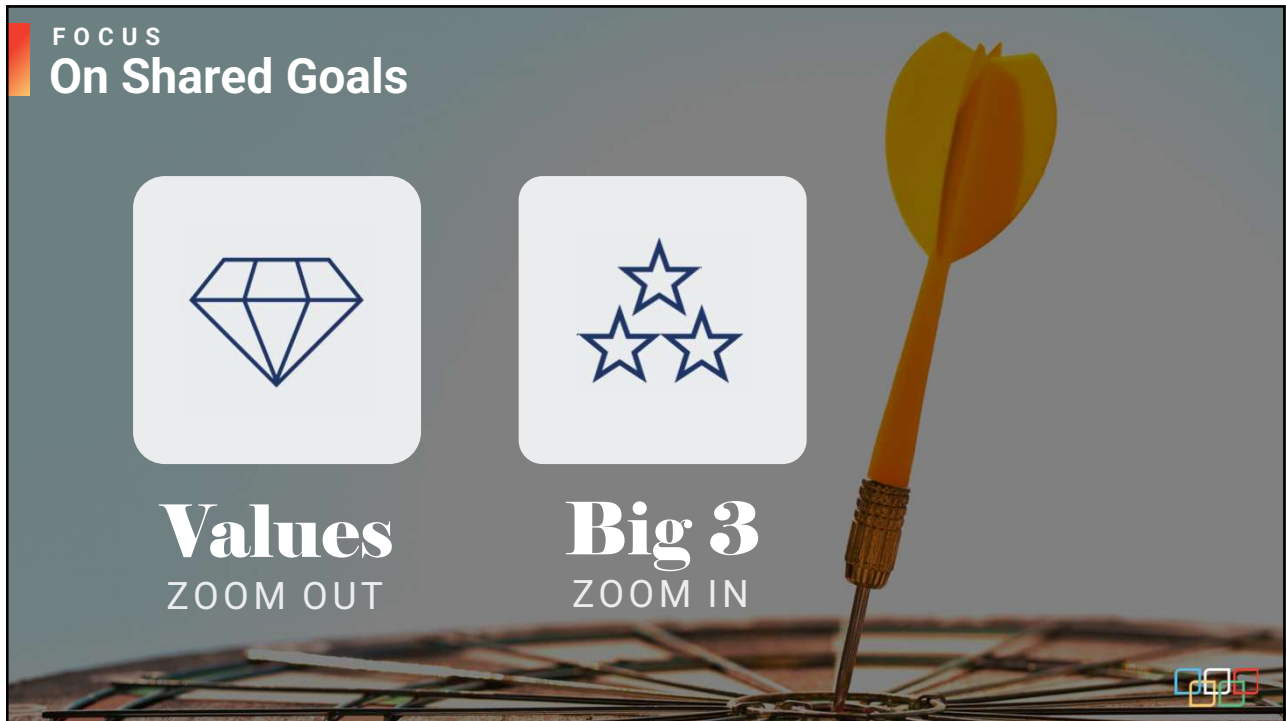
Values
ZOOM OUT



8



9



10

FOCUS ON SHARED GOALS Supercharge the Big 3

VISION

Paint "done" to know the finish line.



VISIBILITY

Remembered things get done.



OWNERSHIP

I know what is expected of me.



DEADLINES

All good things must come to an end.





11

FOCUS ON SHARED GOALS With our ISO Scheduler Resource

<https://tandem.app/schedule>

ISO Annual Schedule Instructions (Quick Start)

If you are new to this tool, we recommend starting simple. The first and most important thing you need to do is to **know your program**. This is a critical step in the process. Be sure to have a month open for your IT audit or exam. Be aware of any months that could be busy with special projects and build in some free time.

Components to Schedule

- Risk Assessments
- Business Continuity Plan
- Vendor Management
- Incident Response
- Assessment & Testing
- Report to the Board
- Security Awareness Training

Monthly Activities

Some activities are time sensitive and need to be managed. We recommend spreading time monthly to do activities like:

- Identify & manage outstanding risks
- Conduct vendor due diligence
- Run vulnerability scans

ISO Annual Schedule Instructions

STEP 1: DETERMINE FREQUENCY AND TIME NEEDED

Identify how long you will need to complete the activity (weekly, bi-weekly, monthly, quarterly, or annually). You will also need to add up the total number of hours of work to determine what resources you need. Consider the real time needed for you.

STEP 2: SCHEDULE ACTIVITIES ON A CALENDAR

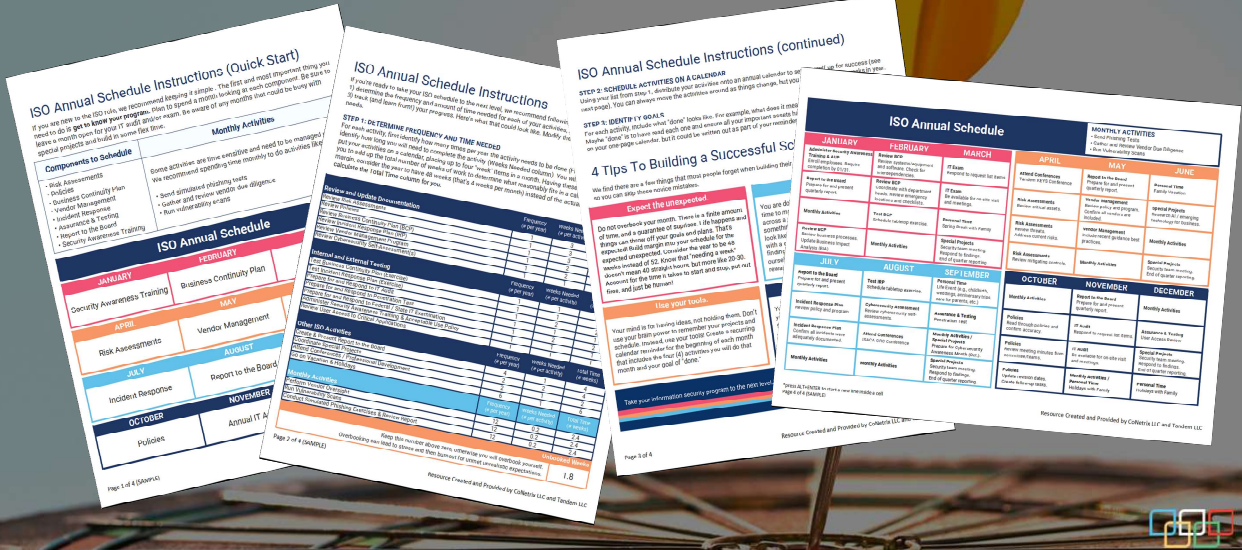
Using your list from step 1, distribute your activities across an annual calendar to fit your needs. You can always move the activities around as things change, but you should try to stick to your plan.

STEP 3: IDENTIFY GOALS

For each activity, think about what "done" looks like. For example, what does it mean to have "done" identified? To have completed each step and receive all your reports or create the report? To have completed each step and receive all your reports or create the report? To have completed each step and receive all your reports or create the report?


4 Tips To Building a Successful Schedule

- Do not overbook your month. There is a finite amount of time, and a calendar of dates is not helpful if it is overbooked. To be successful, you need to be realistic about what you can do in a month. Consider the year to be an ongoing project. Consider the year to be an ongoing project. Consider the year to be an ongoing project.
- Export the unimportant. You are not going to get to everything. You are not going to get to everything. You are not going to get to everything.
- Use your tools. Your mind is the best idea, but holding them, don't use your tools. To remember your projects and schedule, use your tools. To remember your projects and schedule, use your tools. To remember your projects and schedule, use your tools.
- Take your information security program to the next level. Take your information security program to the next level. Take your information security program to the next level.



12


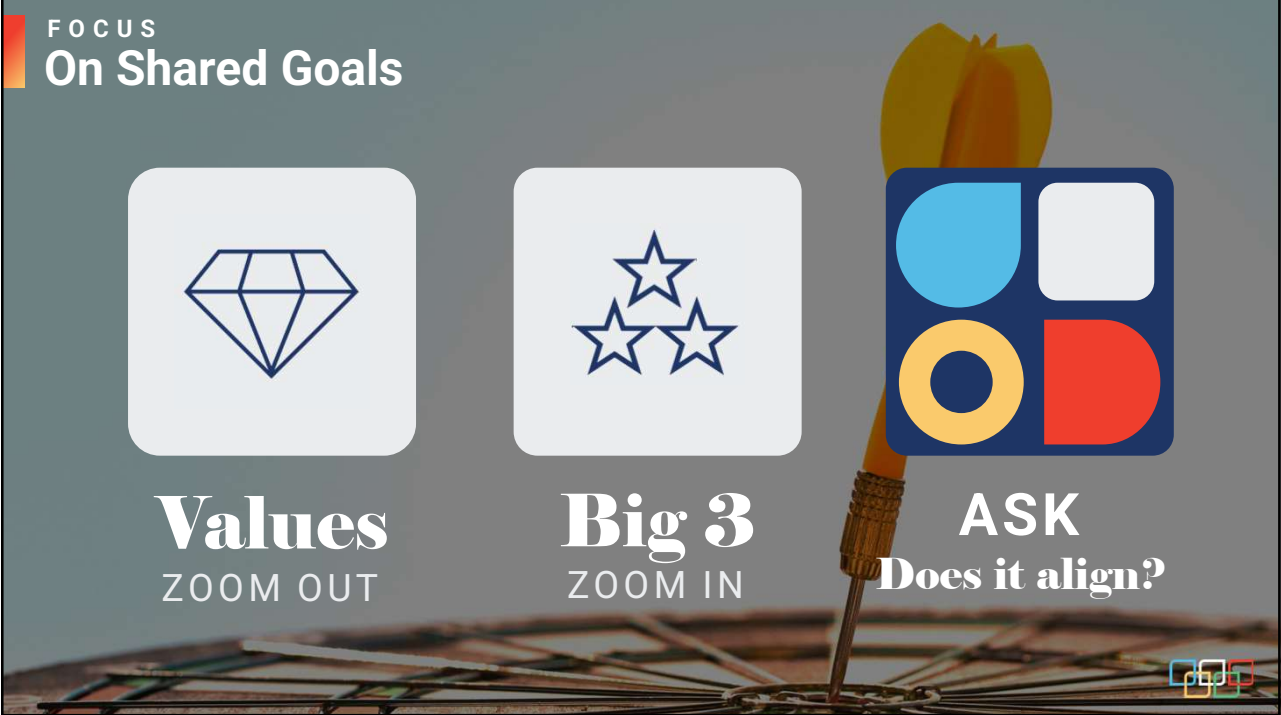
FOCUS
On Shared Goals



Values
ZOOM OUT

Big 3
ZOOM IN

ASK
Does it align?



13

FEEDBACK
IN ALL DIRECTIONS



14

FEEDBACK
Stats

ONLY

22%

of employees strongly agree they have received **meaningful feedback** in the last week.

GALLUP
FEB 2024



15



16

FEEDBACK
In All Directions


What's so great about feedback?



17

FEEDBACK IN ALL DIRECTIONS
What's So Great About It?

FEEDBACK IS A
Shortcut

KEEPERS	BLINDSPOTS	SOCIAL CAPITAL	BRAIN POWER
Keep what people appreciate	Remove what holds us back	Value others by giving and asking for feedback	Access extra processing power
			



18

FEEDBACK IN ALL DIRECTIONS
Why We Fight It

Prefrontal Cortex
HIGHER FUNCTION

Amygdala
LIZARD BRAIN

Reticular Activating System
BRAIN FILTER

19

FEEDBACK IN ALL DIRECTIONS
Why We Fight It

3

THREE GREAT EXCUSES

<p>Truth Excuse feedback is partly untrue</p>	<p>Relationship Excuse reasons to not listen to this person</p>	<p>Identity Excuse touches a fear about our identity</p>
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20

FEEDBACK IN ALL DIRECTIONS
Why We Fight It

THE TEST

**Real feedback is
future-focused.**



21



GIVE FEEDBACK
Actionable


If your feedback is not working,
it's probably not
actionable.



22

GIVE FEEDBACK
Personalized - Negative

Don't call a town hall
when we all know
the problem is **that guy**.




23

GIVE FEEDBACK
Personalized - Positive

Generic compliments are lazy.
Tell people the **strengths and actions** you specifically appreciate.

Giving personalized positive feedback
makes room for when negative feedback
is shared later.



24



25



26

FOSTER TRUST & SAFETY
Stats

ONLY

23%

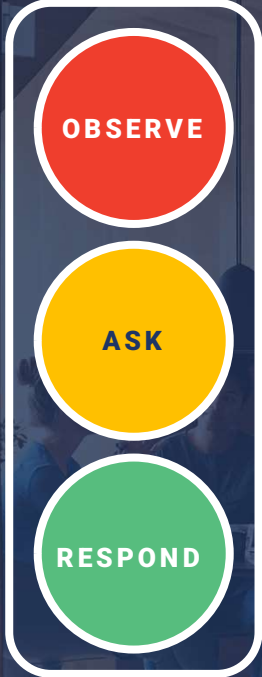
of U.S. employees strongly agree that they
trust the leadership
of their organization.

GALLUP
DEC 2023



27


FOSTER
Trust & Safety



OBSERVE

ASK

RESPOND



28



29

FOSTER
Trust & Safety

OBSERVE

ASK

RESPOND

- Observe what people leave behind, in person & in text.
- Ask for the rest of the story.
- Prime with what you see, hear, and worry.
- Frame the message.
- Watch the conversation condition to reintroduce mutual purpose & respect.

A small logo is in the bottom right corner.

30

FOSTER Trust & Safety

Conflict in Different Channels

IN PERSON
↓

VIDEO CALL
↓

EMAIL
↓

SAYING IT'S FINE WHEN IT'S NOT
↓

@LIZ AND MOLLIE

31

FOSTER TRUST & SAFETY Internally

OBSERVE

ASK

RESPOND

32

FOSTER TRUST & SAFETY
Internally

OBSERVE

ASK

RESPOND

- Thoughts ← Feelings ← Symptoms ← Actions

33

THE SCIENCE

Biopsychosocial Model

George Engel M.D. (1913-1999)
"The need for a new medical model: a challenge for biomedicine" 1977 Journal "Science"

Biology

- Physical Quality
- Drug Effects
- Food Effects

Psychology

- Self Esteem
- Social Skills
- Coping Skills
- Mental Health

Sociology

- Peers
- Family
- Community
- Culture

FOSTER TRUST & SAFETY INTERNALLY

Observe Your Symptoms

KNOW WHAT CHARGES & DRAINS

Your Three Batteries

PHYSICAL	MENTAL	SOCIAL
food, water, sun, sleep, movement	sense of purpose, self-worth, intellectual exp.	daily interactions, core relationships, community belonging

ONLY 1 LOW-BATTERY ALARM

Nervous System

34

FOSTER TRUST & SAFETY INTERNALLY
Personality Assessment Resources



Enneagram
 Why you do what you do.
eclecticenergies.com/enneagram/test



CliftonStrengths
 How you do what you do.
gallup.com/cliftonstrengths



SparkeType
 What you love to do.
sparketype.com/sparketest/



35

FOSTER TRUST & SAFETY Internally

OBSERVE

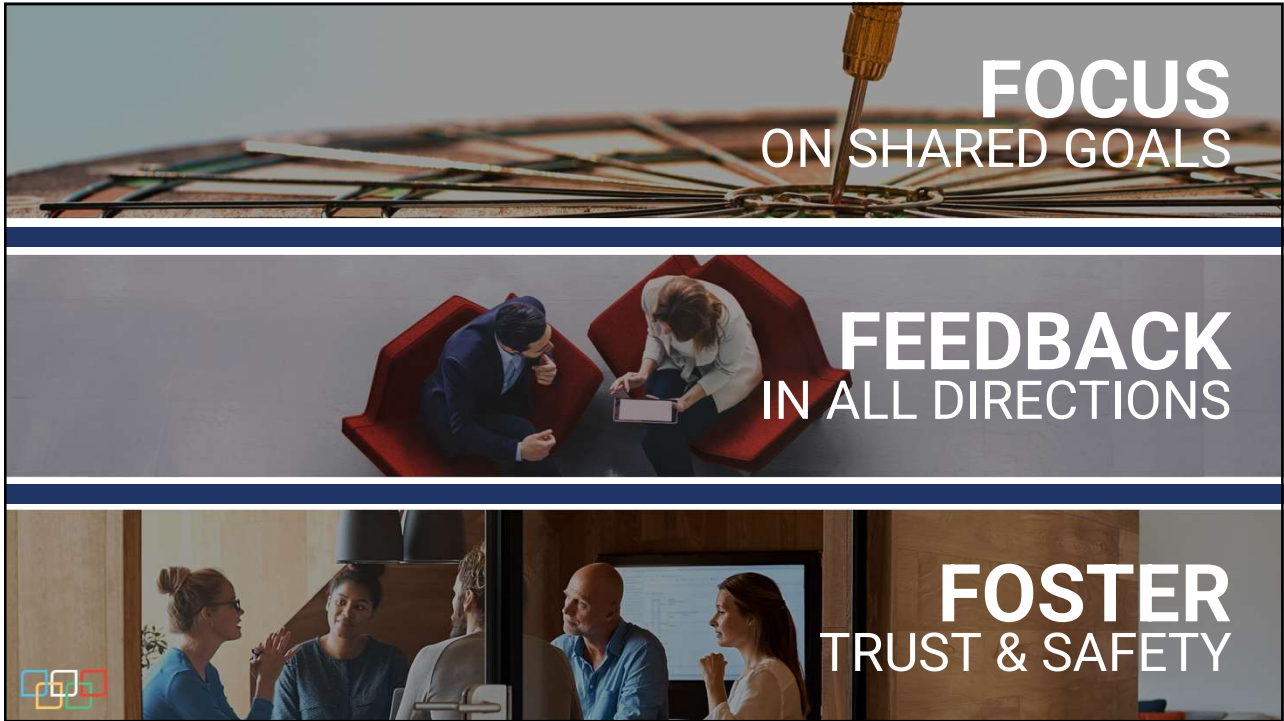
ASK

RESPOND


- Thoughts ← Feelings ← Actions ← Symptoms
 Personality Testing
- Ask if the thoughts are:
 - True
 - Kind
 - Helpful
- Tell yourself the truth.
- Mind your batteries.
- Watch for the alarm.



36



37



Thanks for joining me!


Creating a High-Performance Culture

Leticia Saiid | Chief of Staff & Chief Learning Officer

1

Connect with me.


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[LinkedIn.com/in/LeticiaSaiid](https://www.linkedin.com/in/LeticiaSaiid)
[CoNetrix.com/Speakers/Leticia-Saiid](https://www.conetrix.com/Speakers/Leticia-Saiid)



2

Send your appreciation.

Text/email your positive feedback NOW.
Show me in exchange for a library book.



38

THANKS FOR JOINING!

Creating a High-Performance Culture

Leticia Saiid

Chief of Staff & Chief Learning Officer
CoNetrix

