



Seventh-day Adventist Church Northern California Conference



Smart	Healthy
Ops	▼ Confusion
Tech	▼ Politics
Marketing	▲ Productivity
Finance	▲ Morale
	▼ Turnover

Six Critical Questions

1. Why do we exist?
2. How do we behave?
3. What do we do?
4. How will we succeed?
5. What is most important right now?
6. Who does what?

Working Genius

Ideation



Activation



Implementation



Simple Human Systems

- Hire
- Onboard
- Manage
- Reward
- Dismiss
- Interview
- Celebrate



Simple Repeated
≠ Over Informed
Behavior > Work
Dialogue

TOOLKIT
Stories
Questions