



# THE “CARE To Engage” TEAM PRODUCTIVITY SYSTEM

From

Cynthia  Corsetti  
COACHING

A Proven, Comprehensive Framework For Leading Staff  
To Peak Performance By Getting The Most Out Of Each  
And Every Individual You Count On



“ Executives today are struggling.  
Because the results they achieve depend  
largely on the performance of their teams.  
And too often, those teams are  
underperforming. ”

– Cynthia Corsetti

## ABOUT CYNTHIA CORSETTI

An executive coach, speaker, and corporate culture consultant with over 20 years experience in leadership and HR, Cynthia has developed a unique and effective approach for getting executives radical results by rethinking relationships with their teams.

She has helped hundreds of high achievers and staff find clarity, identify the right goals, create the habits necessary to reach those goals, and massively impact their personal and business bottom line (because true success manifests in all areas).

Cynthia holds a Master of Science in Organizational Leadership and Bachelor of Science in Education. She has worked as a Senior Professional in Human Resources and is a Certified Myers Briggs Facilitator, NLP Master Practitioner, Professional Co-Active Coach, and Executive Coach.

She currently lives in Pittsburgh with her husband, an Ophthalmologist, and her adorable Labradoodle, Pooch.

Cynthia's favorite quote comes from Wayne Dyer: “If you change the way you look at things, the things you look at will change.”



# THE “DISENGAGEMENT PROBLEM”

## One Of The Most Expensive (And Common) Problems Plaguing Modern Firms

Hi, I'm Cynthia Corsetti.

To start, I'd like to ask you a few questions about problems you may be experiencing with your team.

Do you ever feel like your staff completely misunderstands your goals, your purpose, and current top priorities? Despite your clear and consistent direction on these points?

Does it ever feel like some employees just show up for the steady paycheck? Is a sense of conflicting values deteriorating your efforts to keep everyone on track, causing you to doubt the strength of your own leadership?

Have you ever gotten stuck in a counterproductive “blame game” with certain members of staff that just seems to stall progress further and create a perpetuating cycle of wasted energy?

Do you know that sinking, helpless feeling when you try to build momentum on a critical project...but every single word out of your mouth seems to fall flat?

The good news? You're not alone.

The bad?

## Disengaged Teams Are Costing American Employers An Annual \$450 - \$550 Billion...



As leaders, we often don't recognize the size of this perplexing modern problem. Even in our own organizations.

But did you know 52% of workers say they'll be looking for a new job this year? Think about that for a moment. This means every other person you talk to in your company...

Doesn't really want to be there...

If half your team is that tuned out, how in the world can you ever hope to lead them consistently towards outcomes that move your company forward?

This is known as the “engagement problem” (I call it the disengagement problem). And here's the bottom line.

If you don't address this crisis of employee engagement first, most other things you try to implement will be a waste of time, effort, and money. It really is that simple.

## Imagine You Could Flip A Switch And Suddenly See Your Team Function At Fully Capacity

Listen, I'm not here to offer false hope...

There's no magic switch you can flip for instant results – of course not. But I can tell you exactly what would happen if your team was driven to peak performance, because I've seen the radical transformation again and over again.



The exact same framework I'm going to walk you through in this short report has helped clients experience:

- **60% higher staff retention...**
- **More employee engagement across the board...**
- **75% increased productivity...**
- **An average savings of \$35,000/per hire with improved selection and interview skills...**
- **And 40% to 50% improved ratings in 15 key areas of leadership...**

My clients use CARE to great success, without exception.

And this is what I've discovered.

## An Intentional, Predictable Approach Any Leader Can Take to Building Highly Engaged Teams

Don't get me wrong – as VP of HR, I grappled with this problem early in my career like everyone else.

I remember being 150% convinced I was the most open, friendly, and awesome HR exec that had ever stepped foot on the planet.

You can relate, right? (Most Type A personalities can.)

Imagine my shock when a 360 Review revealed I was “unapproachable” to employees. Yes, due to my \$300 suits, perfectly manicured nails, and stoic demeanor in the face of challenge...employees found me intimidating...

Imagine that.

End result?

Staff was reluctant to confide in me and always waited until the last minute to come to me when a problem arose – at the point things were already out of control...And you can bet it was costing my firm a lot of money!

My first impulse was to get mad and blame THEM!

But then I realized something...

## As Leaders, It's Our Job To Engage People.



But how?

Even leaders who are aware they have a problem aren't sure what to do about it. After all, how do you make someone else feel engaged in their job?

It's a personal mindset right? People either have that sense of drive or not. People either care, and build habits to improve themselves, or they don't.

Right?

Not exactly.

And actually, that's good news. Because it means you CAN do something about it... By creating a "Culture of CARE."

Wait.

Before you jump to the conclusion that I'm just talking about warm fuzzy feelings and group hugs, let me set the record straight.

## CARE Is Practical. It's About Increasing Your Bottom Line By Increasing The Full Capacity Of The People You Count On.

And it does this by strengthening your team from three angles.

See, one of the core challenges with the disengagement problem is a tendency of employers to look for a single “one-size-fits-all” solution.

**“It has to be our training system, right?”**

**“Maybe we're attracting the wrong kind of employees.”**

**“We need to rethink our process structure.”**

It's usually way more complex than that.

There are three key areas employees need to engage on. And if we don't address all of them, your team will not only never be highly engaged...they'll be certain to disengage eventually.

**They MUST be engaged with:**

- 1. The organization (Mission, values, culture)**
- 2. Their role within the company**
- 3. You as their leader**

It was only when I began addressing all of these areas collectively that teams finally began to wake up and engage a little further...And once they were partly onboard, I could help move them to a place of full engagement.

So we could all work together to achieve phenomenal results.

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*“Cynthia Corsetti has brought me tangible value in managing executive decision making and transitions, showing not only her coaching acumen but also her deep experience working in HR, talent management and companies of all levels. Some of the tangible outcomes from our work include selecting the right new position, successfully managing a high stakes conflict involving hundreds of employees and millions of dollars, and a 25% improvement on how I manage communications/requests.”*

*- Ted Curran, Chief Data Governance Officer  
Executive Director, Finance. - UPMC*

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## What Is The CARE To Engage System?

CARE To engage is a 4-step, synergistic process.

The CARE acronym represents these four steps and a framework I use to help my clients drive engagement within their teams.

The first three steps are **Clarity, Authenticity, and Responsibility.**

And the fourth step, **Encouragement, is the glue that holds what you've created together to make the entire thing sustainable.**

So...**Clarity, Authenticity, Responsibility, and Encouragement.**

Each piece is necessary to create an engaged team.

And when used together, they have a compound effect, creating a powerhouse for increasing productivity.

You'll see even the most disengaged teams wake up, join their efforts, and become world class at what they do.

## Let's Take A Closer Look At each Component of This System

### STEP #1: CLARITY



Clarity is about providing an understanding much deeper than just surface level instruction...

Clear instruction can be important, yes. But it's also about connecting the what and the how to the WHY.

Why do people listen to the instructions you give them in the first place? Hint: the answer should never be “because you're the boss.”

No. What are the connections between the current task/job and the bigger picture? When the Energy Project & Harvard Business Review combined forces to survey 20,000 employees for a report called “The Quality of Life @ Work,” they found something eye-opening...

Only 20% of employees had a leader who communicated a clear, consistent, and inspiring vision.

Those that did have such a leader reported being 70% more satisfied with their work, 56% more energized, and 100% more likely to stay with their jobs!

In fact, employees who feel a sense of meaning in their work are shown to be 177% more engaged.

It's easy to get caught up in the idea that employees just don't care enough, but people obviously want to have purpose in their work.

So finding clarity of purpose is a major key to deep team engagement.

Without knowing the why, you're stuck with temporary motivators that eventually fade and lose their potency. And the good employees eventually leave to pursue something more meaningful.

Clarity also means communicating beyond a surface level.

One-way communication leads to frustration.

For example, asking if there are any questions is the communication equivalent of saying, "Let's have lunch soon." It rarely produces much more than a courtesy response. Creating a real dialogue requires an intentional interplay of questioning, listening, AND understanding that any leader can learn.

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*“ Cynthia is world class mover and shaker who knows how to stimulate business to be more profitable and motivate employees to maximize their performance and potential. I've known Cynthia for two years ...She is a perfectionist who demands excellence and is willing to coach others towards achieving it. Her professionalism is top-notch and her ability to assess a situation, deal with the facts, think outside of the box and problem-solve is first-rate! It is no surprise Cynthia is a success as well as those whom she influences. ”*

*Christopher Flickenger  
Vice President*

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## STEP #2: AUTHENTICITY



According to “The Quality of Life @ Work” study, lack of clear purpose isn't the only reason employees are only half present. In addition, only 29% of employees feel a sense of safety and trust at work.

### **That's a big problem.**

How engaged would you be if you showed up to work feeling uncertain of the people you spent every day with (and whether they had your best interests in mind)?

Without trust, it's impossible to have engaged teams...

And authenticity is what builds trust with leadership.

Look, you know what your values are, and you know how much you care...of course you do. But do your employees? Do they really?

When it comes to relationships, perception is far more powerful than reality. So, as leaders, we must lead by our core values every day (so there's no question).

And that's not always easy.

Clients, co-workers, supervisors...each pushing you in a different direction. Each with their own agenda.

For your team to follow you, trust you, and engage with you, they have to see you have their backs. That's #1. They have to know you care.

CARE uses tools like 360 Reviews, surveys, and interviews to take a “no-ego” approach to discovering how employees and coworkers actually perceive you. So you can absorb and act on the insights and create a more authentic relationship with your team.

Building trust also requires respect.

Your co-workers, supervisors, and subordinates are all critical to your personal success and organizational success.

Before communicating with anyone, ask yourself, “Is how I'm speaking to this person right now going to hurt the relationship over time?”

Recognizing the connection between professional relationships and success is key for any top performer, no matter how big their team.

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*“Cynthia has coached my staff to be more professional, positive, organized and—most importantly—work as a team. Her professionalism is beyond words. She is truly gifted when it comes to communication and helping others be the best they can be— as a person and as a professional. I am grateful to have had the pleasure of knowing and working with her, and was very pleased with the outcome.”*

*Brian K. Bortz  
CEO, Doctor's First, Inc.*

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## STEP #3: RESPONSIBILITY



Ever wonder why most workers seem so hesitant to accept responsibility for their actions and their role in moving the company forward (or backwards)?

I'll tell you...

The first thing we learn in life is to avoid responsibility!

Don't believe me? Find a 3-year-old and ask him how his toys ended up scattered across the floor.

He'll insist they just spilled right over...

HE didn't throw them on the floor, he'll tell you.

It happened all by itself.

It's human nature to avoid responsibility. Because, as children learn very fast, responsibility is risky.

But the alternative makes you a victim. And if you're a victim, there's no way to stop something from happening again and again in the future.

It's completely out of your control.

Why was an employee late for a meeting? Was it the weather, the traffic, an earlier meeting that ran late?

Any one of these excuses creates a victim.

Fred Kofman, author of “Conscious Business” states that when you allow yourself to become a victim, you give away control. And once you give away control, you might be late for every meeting moving forward because, well, it's so far out of your control anyways... Not a good cycle for a staff member to get caught up in. But very common.

Taking on responsibility means taking that control back.

You can leave earlier if you plan ahead. You can make a choice to draw one meeting to a close in order to be on time for another.

Everything in life is a choice.

Responsibility is taking ownership of actions without excuses or blame. And engaged teams accept responsibility.

Disengaged teams, on the other hand, are marked by finger-pointing, blame, and toxic environments.

I help my clients get more of the former.

And a lot less of the latter.

It takes work, but when you teach your teams to accept responsibility, you put them back in control.

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“ Cynthia is more than a friendly sounding board, more than just a teacher, more than just someone to help assess communication skills, she is all of that and more. Working with Cynthia has helped me engage my employees, enhanced my collaborative communication with them, and helped me better balance my obligations as a leader and the personal time that we all deserve. ”

KEVIN KAMP  
Vice President, P.E.

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## STEP #4: ENCOURAGEMENT

### (The Glue That Binds It All Together)



When a job is harder than expected, and the overwhelm is more than a person can bear, it's easy for them to disengage and give up.

Family pressure, money issues, and even health problems creep into the day as well.

Making it tougher to keep company goals and paradigms in the front seat.

To even stand a fighting chance remaining a priority, you must properly use encouragement.

Think about when you teach a child to ride a bike. You encourage every step of the way. From training wheels, to one training wheel, to running behind holding on, to finally letting go.

If you were to stop that encouragement at any point in the cycle, what would happen?

Exactly.

Progress would come to a halt.

The child might even fall flat on her face...and then never try again...

Your teams are the same.

They need encouragement along the way. They need recognition for how far they've already pushed the boulder up the hill.

Because when you notice them along the way, it makes the challenge of going on seem that much easier.

And they see that they aren't alone but rather a part of something bigger. A team. In today's alienated, individualistic society, being part of a cohesive team can become a stabilizing force in every area of their life...

But how you encourage is very important.

For instance, when you encourage your team members for the process (instead of the outcome), they stay engaged longer and begin to love learning and improving. Instead of being afraid to act, they look at the small challenges as opportunities for growth.

They feel seen and heard.

As humans.

And in return, they engage in the task more and they finish the job regardless of what obstacles slow them down along the way.

Many leaders aren't sure how to encourage properly without placating team members or letting them go soft. I can help.

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*“Cynthia is an exceptional professional who understands and adds value to the commercial side of the business, as well as, the people side. She efficiently recruits, trains and motivates staff to exceed expectations at all levels of the organization.”*

FRANK GUARNACCIO  
VP Finance

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## Are You Starting To See How CARE To Engage Builds A Foundation For Better Team Performance?

It's never just one thing. And different firms and/or leaders of firms always have a different set of challenges to solve.

But CARE to Engage gives you four separate lenses we can use to look at your company and see it accurately (rather than how you wish to see it).

By using each lens but staying flexible, you ensure you're not missing any of the key components of deep team engagement. And if you act on what we discover from looking at it this way, you'll see your employees change.

**Productivity will increase...**

**Absenteeism will go down...**

**The work environment will become more positive...**

**Your customers will notice...**

**And your P&L will prove it...**

There's a saying that gets passed around leadership circles often, "Nobody cares how much you know...until they know how much you care."

When it comes to employee engagement, no statement could be closer to the truth.

## Here's What To Expect Working With Cynthia Corsetti Coaching

The variables that add up to effective leadership and more cohesive teams are precise. . .How those variables apply to each organization, though, are much less so.

Every leader is an individual, with his or her own set of strengths and sticking points. Every team has its own corporate culture, practices, and hills to climb.

Add the two together, and the different issues faced among different organizations can be virtually endless. That's why CARE is a framework rather than a recipe of measured, prescriptive doses.

When a new client contacts me about their team, the first step to getting started is digging into their unique organizational goals, corporate culture, and specific challenges.

From there, we decide if the team would be best served by team workshops, manager group trainings, one-on-one executive coaching, or a more extreme company rehaul.

But whatever the approach we eventually take, the four pillars outlined above build the foundation upon which your team can stand strong, together, at a height you may not have considered possible.

“ Working with Cynthia I have come to understand the difference between true leadership and merely management... ”

*H. Thomas Walsh, Principal*

## CARE To Engage?

So do I.

My greatest passion is teaming up with leaders who want to bring themselves and the groups of people they work with to whole new levels.

Engagement is the key to doing just that.

And my belief in the power of engagement begins with my relationship with clients. I don't just give you vague instructions and leave you to piece it together. No.

I'm your partner. Every step of the way. Answering your emails and calls. Adapting my tools and knowledge to your unique situation. Putting our heads together and working together towards a common goal.

I choose to partner up with executives who want to set the standard. Are you one of them? Get in touch today, and let's talk more about your vision of success.

Yours In Excellence,

Cynthia Corsetti

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