

Individual | Co-op Training & Development Offerings

## Discovery – The Co-op Way (1/2 Day)

Highly engaged employees outperform people who just show up to do a job. To be fully engaged, employees need to understand how their job fits into the big picture and what they must do to help the business succeed.

For co-ops, that means helping employees understand the power of cooperatives – their heritage, their operations and their importance to the local economy. It also means helping co-op employees learn:

- How working for a co-op is the same and different from working for other companies
- How they make a positive difference to the organization and to the co-op customers
- Simple, thoughtful ways to build value for co-op members

Co-op employees need to feel pride in being part of the federated system and in their contribution to making their members' businesses strong and to feeding the world.

### INTENDED AUDIENCE

New co-op employees.

### DURATION

1/2 day

### WHAT PARTICIPANTS WILL LEARN

Discovery – The Co-op Way is an interactive session that will help participants:

- Draw the distinctions of working for a co-op versus any other organization
- Describe the businesses of your co-op and how they work together to build value for the community and members
- Employ one or more high payoff tactics to delight customers
- Use knowledge and belief in the co-op system to share the benefits of being a member and doing business with the co-op
- Articulate how your decisions and actions benefit the customer-members

### TO REGISTER

To register for this program e-mail [BDTraining@landolakes.com](mailto:BDTraining@landolakes.com) or call 1-800-328-1341.

### QUESTIONS

Contact your Business Development Manager.

### AGENDA FOR DISCOVERY – THE CO-OP WAY

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**A.M.** Program Introduction and Welcome

**or**  
**P.M.** The Co-op Way

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**Patronage**

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**7 Co-op Principles**

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**Case Studies**

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**Maximize My Membership – Chain of Value**

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**Action Steps – Create and Commit**

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