

## Creative Team Resources Group, Inc. (CTRG) Purpose, Philosophy, Foundation, and Growth

### The Purpose of CTRG

The purpose of CTRG is to provide quality resources for the development of leadership and core teams within organizations who desire to grow their people and their production.

Resources include Conferences, Consultation, and Coaching services as well as products consisting of books and curriculum. [Click here to see CTRG Services and Products.](#)

### The Philosophy of CTRG

CTRG believes in building the people of your organization. Your people are your greatest resource. Ask yourself this important question: If you could be convinced that you are more important than what you do, who would benefit? The premise behind the question is the central foundation principle of CTRG. The premise is: People are more important than production and relationships precede and give definition to function.

We define the term *relationship* as the decision one makes about another's success. The term *function* is the action that validates the decision. Relationship development, centered on trust, experience, education, environment, accountability, and integrity leads to the creation of innovative methods, empowering employees to "be" better, and therefore do their jobs better. We believe in motivating people to accomplish all they can accomplish, because of who we are helping them to become.

## The Foundation of CTRG

CTRG has the **Core Team concept** as its foundation:

- C** Consistency
- O** Obedience to Agreed Values
- R** Right Relationships
- E** Example
- T** Trust
- E** Essentials of Composite Nature:
  1. Experience
  2. Education
  3. Environment
- A** Accountability
- M** Methods

There are great benefits to a program of empowering people to become all they can be, helping them to produce all they can produce from investments in "building the person." This is what the Core Team does.

Principles in practice produce life changes and dramatically improve the ways in which business is conducted. The truth of the core team concept dramatically transforms the way an individual views himself or herself. Because a person sees with "different eyes," he or she observes and interacts with others in ways which seek to build them and respond to them from a personal desire that they be treated in the same way.

Business provisions people, first of all. Therefore, the way business is conducted must put people first. Building a "people first" environment of relational trust and functional accountability is essential for business to succeed.

The Core Team is a structure which promotes people. The term *core* is taken from the illustration of an apple core. Within the apple the core exists, not to sustain itself; rather, to support the entire fruit. Within its constitution are seeds for duplication and growth, in short, its future survival and expansion.

Foundational to a Core Team's existence are its Core Values (the principles upon which the team agrees), Vision (why the team exists), Mission (what the team does and how they do it), and Message (lessons learned and taught). Together, values, vision, mission and message compose tenets about which a group agrees in full and around which an organization is constructed and functions.

Values are both individual and corporate. The stronger the agreement between individual and company Core Values, the more resilient is the strength of the Core Team. Vision binds the team around its cause. Mission sets and accomplishes goals. Message teaches viable lessons to those on the team now and to those who will follow.

The Core Team is built on trust, recognizes the essentials of every member's composite nature, promotes and models accountability and earnestly makes the efforts to find the best methods to achieve exceptional performance and satisfied customers.

When a team operates from its proper relational foundation with a continual goal of functional excellence it learns and applies the lessons of proper personal

investment and ownership. The growth of the individual transcends business applications while providing a model for successful productivity. Indeed, all of life is, or can be, affected within relational and functional life changes for the better.

At the heart of the concept is consistency, seen first in a dedication to pure integrity at the core. Where authenticity matters in an organization, integrity as a primary value takes its rightful place at the center of the core.

**People are our greatest resource. Investing in them is the greatest investment we can make.**

**Build a Team on this Principle and you build a team for Life.**

[Click here to view the CTRG Values, Vision, Mission, and Message](#)

## Growth

We believe that **Growth** is identified in many areas of investment and accomplishment. Because growth is measurable it should be measured.

CTRG has identified 21 Core Issues for Core Teams (from Chapter 10 of *Core Teams Work Their Principles and Practices*. [Click here for a free download of this chapter](#) from the book).

Consider which of these are true expectations and results within the context of your working environment. Ask yourself which of these issues should be addressed with a view to correcting problems?

1. Accountability
2. Behavioral change
3. Commitments that stand
4. Communication
5. Conflict resolution
6. Consistent follow-through
7. Desires and decisions to help others succeed
8. Enlarged "global" awareness
9. Evaluation methods

10. Excellence in personal and team task completion, doing jobs right, and finishing well
11. Expanded service population numbers
12. Healthy relationships
13. Increased productivity
14. Increased profits
15. Modeling
16. Performance
17. Problem solving and solution-based thinking
18. Reward systems
19. Strength and solidarity in crises
20. Transfer of ownership
21. Trust

You can expect measurable results from working with CTRG:

1. Problem identification and solution provision to the 21 Core Issues for Core Teams
2. Greater team cooperation relationally and functionally from leadership and core team members
3. More efficient communication
4. Demonstrated relational strength where team members care more about the other person's success and show it in their actions
5. Elevated customer service
6. Expansion of services provision
7. The potential for a stronger bottom line

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