

JOUTA 2014



9/1/2014

"Whatever a mind can Conceive and Believe, it will Achieve!" Napoleon Hill

Creating our vision, how Jouta will look and feel in 2014 brings our future into the present. The best way to ensure our future happens is to create it!

We share this document with you in hopes that all who are associated with Jouta will help us achieve it!

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- Napoleon Hill

WHAT WE DO

We bridge the gap between organizations and people to create personal and organizational success.

Through the power of your people we create measureable, tangible results such as increased revenues, greater efficiencies and reduced expenses.

We do this through the alignment of your vision, culture and internal processes—we call this "organizational clarity".

OUR PHILOSOPHY

Our business is about people and relationships; our vision is to build an organization that is top of mind and the preferred choice of decision makers.

Our Mission is to help companies, associations, not-for-profits and first nation communities bring people together to create meaningful connections, results and win!

THE JOUTA BRAND

A series of dots form our "J", creating a story of SUPERABUNDANCE

We want more than mere abundance for ourselves, we want superabundance. And we want it for our clients too: money, health, happiness, or whatever superabundance means to them.

We believe in the law of attraction—sow into the universe what you want in return!

IMAGE

Jouta is a strong, positive-thinking, value-oriented organization. We are seen as experts in our industry. Our friendly, passionate and dedicated team members project a self-confident yet humble image. Our tone of voice is precise yet comfortable with a touch of humour.

CULTURE AND SPIRIT

People and relationships are the DNA for Jouta. Through our openness, passion and expertise we make it happen!

We have created an environment in which people are free to explore and embrace who they truly are. We focus on strengths not on weaknesses and our Awe-mazing team spirit is nourished through alignment of our guiding principles:

GUIDING PRINCIPLES

Awe-Mazing

We do not give ourselves an excuse to do less than our best

Innovation

We continually create new and innovative ways to provide outstanding service to our clients and to ourselves

Personal and Professional Growth

Honouring ourselves as individuals and our processes as professionals, we strive daily to be more than we were yesterday

Experts

"We know" vs. "we think we know"

Collaboration

We share, learn and grow by working together

Laughter

We make time to enjoy each day

Results

We create them for our clients and we all benefit from them

Believing

We BELIEVE in what we do!

- We BELIEVE...we make a difference
- We BELIEVE...we are different
- We BELIEVE...in success for our clients

"The most useless day of all is that in which we have not laughed"

- Sebastian Roch and Nicolas Chandler

WHAT'S IMPORTANT TO US

- Making it about you, your organization and your people
- Creating
- Innovating
- Listening
- Understanding
- Knowing
- Doing

INTERNAL LEADERSHIP

"We Walk our Talk"

We hold one another accountable for doing the things we say we are going to do. We are not perfect and we openly admit our mistakes to ensure they are opportunities for learning and growing. What we recommend to our clients we do ourselves! We are all expected to understand the big picture so that we understand our impact on one another.

We are all Leaders!

"Men do less than they ought, unless they do all they can"
- Thomas Carlyle

EXTERNAL LEADERSHIP

"We Walk our Talk"

Our clients say:

- We have inspired them to create change
- We have raised performance
- We have raised their personal and organizational success

They thank us for showing them the way and say that they could not have done it without us.

"Only those who risk going too far can possibly find out how far one can go"
- T. S. Eliot

CLIENT SERVICE

Our clients understand our promise and appreciate the added value we bring to them and their organization. As a result, Jouta is very clear on what value to put on the projects we deliver.

Jouta is "a best company to work *with*".

GROWTH

Jouta is a privately owned company with over 12 team members. We have billings that have doubled our revenue in just three years. The majority of our clients reside in the western provinces of Canada, while some of our clients are in Central and Eastern Canada.

Our HR offerings represent 80% of our revenue, coaching 20%.

Our strategic sales, marketing and client management competencies ensure we are always in the lead.

We add value and our reward is profit. We run profitably. We have met our BHAG year over year and the team continues to be excited by the quarterly rewards/events that await them.

Profits finance our growth and give us our freedom...of choice...to take risks...to give back.

"The problem with communication is the illusion that it has occurred"

- George Bernard Shaw

MEDIA

“With one voice, Jouta leads the conversation”

Jouta stimulates the dialogue. With an open mind and a spirit of sharing to grow, Jouta is a thought leader who provides insights, uncovers trends and has a great success story to share. We are quoted in business and human resource press. The media regularly turns to us as the experts: radio, newspaper, magazine, online and television.

Jouta is the thought leader.

SYSTEMS

While leaving space for personal creativity and innovation, Jouta defines and implements processes and systems to benefit our level of productivity, communication and overall effectiveness. We use only the most advanced and innovative systems to support what we do.

“Hitch your wagon to a star”

- Ralph Waldo Emerson