



V I S I O N E E R I N G

Is Transparency Important?

The old way was to believe that knowledge was power. Therefore, the hoarding of knowledge was how you gained power. This belief led to territorialism, siloing, and damaging internal competitiveness.

Today's reality is that information is readily available to anyone with a computer. It is the capacity to understand how information can be used to strengthen an organization that matters in the current economy.

Transparent Truth can:

- ◆ *Reduce the cost of secrecy*
- ◆ *Increase Trust*
- ◆ *Increase productivity*
- ◆ *Increase operational efficiency*
- ◆ *Speed your response to new opportunities*
- ◆ *Reduce the time needed to respond to challenges*
- ◆ *Improve employee retention*
- ◆ *Provide the foundation for effective accountability*

Who We Are:

Tierah L. Chorba: Founder, lead facilitator, master trainer. Creator of the *Visioneering™* model. Brings 25+ years experience in business and workforce development.

Walter A. Hanks: Co-founder, lead instructional designer, statistical consultant. Creator of *Transparent Truth*. Brings 30+ years of experience in business and education.

Transparent Truth

A Functional Model of Organizational Transparency

Transparency – What and Why?

You know that **transparency is today's reality**, but you don't really know what that means. Who needs the information, what information do they need, and how will they use that information? Is there anything that is still private? How have Google, twitter, blogging, Wikipedia, and the myriad other electronic tools that connect us impacted those answers?

Today every decision is subject to public scrutiny. Every action can be exposed to the light of day with a few clicks of a computer mouse. Old notions of privacy and loyalty have been forever altered by the free flow of information. It seems that the only choice left is to decide what the electronic eyes of the world will see – integrity and honor or greed and deceit.

As a result of this new transparency, trust in government, business, and in personal relationships is at an all-time low. Organizations in all sectors are scrambling to rebuild their relationships with both internal and external stakeholders, but many are finding that yesterday's strategies no longer work in today's realities. Trust can no longer be purchased with slick advertising and fancy packaging. At the same time, simple disclosure is not enough. Could there be more to transparency?

Can transparency actually help your organization thrive? You need to know what current research is telling us about the relationships between truth, trust, and transparency and how each can affect your bottom line. You need to know where can you turn for the answers to these critical questions and find a practical and functional model of organizational transparency.

Transparent Truth

Authentic transparency is an intentional process. It requires a dialogue with your stakeholders and constituencies regarding what information they need, when they need it, and how they would prefer to receive it. There are no cookie-cutter transparency plans – at least none that work. Authentic transparency requires tailoring to the specific needs of your organization.

Veritas Visioneering, Inc. has developed a three-step process for assisting your organization to achieve authentic transparency. Each step is tailored to your needs and capacities. The complete package of transparency services includes:

1. **Development** of a comprehensive transparency plan customized to your needs
2. **Training** of key staff prior to implementation of the transparency plan
3. **Coaching** to provide ongoing assistance through the implementation phase

Transparent Truth is a powerful tool that can lead to greater efficiency, increased productivity and increased profitability. Call now to start learning more.

To embrace Transparent Truth, contact **Veritas Visioneering, Inc.**

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