



CREATIVE SEAS
TRAINING AND
CONSULTING

NAVIGATING THE WAY TO YOUR GOALS



COML 511: COMMUNICATION
CONSULTING AND TRAINING
GONZAGA UNIVERSITY

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DR. HAZEL

CHRYSTIN MCLELLAND
FOUNDED BY CHRYSTIN MCLELLAND
REDMOND, WASHINGTON

OUR PHILOSOPHY

At Creative Seas Training and Consulting, we help you navigate the challenges of creating **real and lasting change** for your team or organization.

We consider the whole system when creating your map to solutions. We critically analyze and clearly articulate challenges, solving not just the symptoms, but finding the root cause. We believe **success isn't found by accident, but by transformation.**

CHARTING YOUR MAP TO SUCCESS

Every journey to success looks different, and we customize your journey to suit your needs today, tomorrow and beyond. You don't need to sacrifice long term success for short term gain, or suffer short term loss for promised long term wins - **you can do both.**

We specialize in uncertainty, helping you define and discover the real challenges you face. Then, we chart a course to success that works for you, and help you navigate it with organizational assessments, cultural change, transformative tools, active training and adaptive solutions to keep you moving forward no matter what direction the wind blows.





Organizational Communication

Communication. Whether written, verbal, or non-verbal, communication is a keystone in any organization or team. Examining both the formal and informal communication networks requires not just the right tools, but the right personality and interpretation.

We use industry-standard tools to collect both data-based insights and empirical evidence gathering techniques to paint the whole picture of what your networks look like.

We analyze and interpret the information gathered to create tailored explanatory stories about your organization, and together map your journey to success.

Our Tools

- Interviews
- Focus Groups
- Questionnaires
- ECCO Analysis
- Audits
- Communication Network Diagnosis
- Interpretive Analysis
- Data-based Storytelling
- Establishing baselines
- Identifying trends

Downs, C & Adrian, A. (2004) *Assessing Organizational Communication Strategic Communication Audits*. The Guilford Press. NY, NY.

CULTURE BY DESIGN

Do you have a company culture built with intent and purpose, one that is aligned with values and goals, or do you have a culture that developed on its own with no compass or rudder? We can help right your ship, and get you back on course to a healthy, diverse workplace culture.



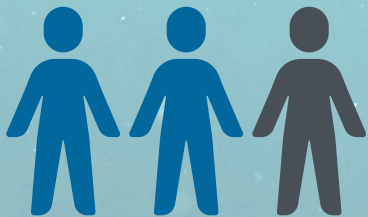
84%

84% of employees believe that having a distinct workplace culture is important to success.

60%



60% of employees think culture is more important than strategy or operating model.



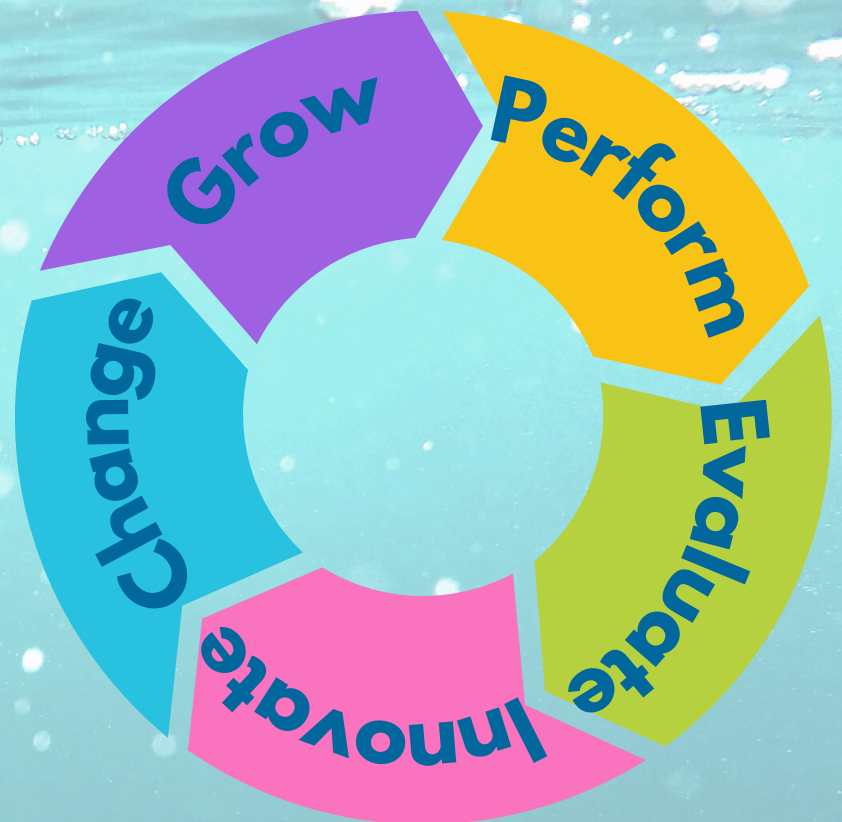
2 out of 3

EMPLOYEES SAY THEIR COMPANY DOES NOT HAVE A STRONG WORK CULTURE

CULTURE



Creating the culture you want



HOW WE HELP

We work with you to define your values, mission statement, goals and cultural ideals and then give you the tools, techniques and support to make lasting changes to your culture. We've created simple tools to help you establish and maintain cultural change because cultural transformation happens with actions – not policy.



ADAP TIVE

Leadership and
Change Management

WHEN THE WIND CHANGES, ADJUST YOUR SAILS

At Creative Seas, we realize that navigating a direct path to your goals can sometimes be tricky. When the winds change and the storms come, you can let the environment blow you off course, or you can adjust your sails and move forward.

When you're in a crisis, be it a hurricane or organizational fall-out, you need leaders who embrace uncertainty, empower teams, and use failures as guideposts to success.

Our Adaptive Leadership program trains and coaches leaders at all levels in how they can "get off the deck and into the crow's nest", develop the space between stimulus and response, and thrive in complex situations with no known solutions and no easy answers.

We offer a wide range of leadership consultation plans to ensure you have the leadership you need to steady your ship and stay on course to your goals.



CUSTOMIZED

Active Training

AQUIRING KNOWLEDGE - NOT JUST RECEIVING

Adult learning doesn't have to be endless PowerPoint Slides and multiple choice tests. We focus on building training and programs that focus on helping learners connect with information, not just sit through it. Whether a full training program, a single objective or asynchronous, we create impactful learning opportunities to meet your needs and support your transformative journey.

IN-PERSON OPTIONS

- Classroom training
- Large Group
- Small Group
- Presentations and Lectures
- Conferences & Events
- And more...

E-LEARNING OPTIONS

- Virtual classroom
- Independent E-Learning
- Webinars
- Video-based learning systems
- Podcasts
- And more...

BLENDED LEARNING

We have a variety of tools and systems to create the blended learning solution that works best for you. With innovative options that include social media, networking and mobile learning (M-Learning), we build a learning environment available anytime, anywhere.

CREATIVE SEAS

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CONTACT US TODAY FOR CUSTOM PRICING AND QUOTES

TRAINING AND CONSULTING



CREATE THE MAP

Clearly define the goals, vision and scope of your journey. Initial engagement to begin defining concerns and identifying root causes and scope of consultation.



CHART THE COURSE

Research, root cause analysis, and data collection. Interpretation and evaluation of collected information, and creation of consultation report and suggested next steps.



NAVIGATE THE SHIP

Clearly communicate the plan, implement short and long term efforts. Establish timeline for check points to gauge heading and success, and conduct regular evaluations of efforts and changing environments.

FOUNDED BY CHRYSTIN MCLELLAND



After retiring from the US Coast Guard with 20 years of service where she expertly coordinated responses to thousands of Environmental Responses over the years, from the Gulf of Mexico, to the Pacific North West, and the far reaches of the Pacific in Guam and CNMI, where America's day begins, Chrystin took her skills in crisis communications, leadership, team development and training to the corporate world as a manager, trainer and champion of diversity. Currently pursuing her Master of Arts in Organizational Leadership: Strategic & Organizational Communication and PMP, she enjoys watercoloring and spending time with her family in the PNW.