



# The McGrath SUCCEED System

*“Lead with your heart, while using your head!”*

## What is the McGrath SUCCEED System?

SUCCEED is a **constructive communication framework** and an **approach to supervision and evaluation** that powerfully impacts people, their projects and responsibilities. SUCCEED is unique in that it combines essential human relations *soft skills* (the heart) with required knowledge-based *hard skills* (the head).

You will learn to think, listen, speak and write in a clear and principled manner - and to take action that produces systemic and sustainable results. Using SUCCEED to guide decision making leads to continuous improvement and lifelong growth through TRUE Communication and Relationship:

**Trust** → **Respect** → **Understand** → **Evolve**

### Human Relations

#### *Soft Skills*

- Acting with honesty, courage and compassion while requiring personal responsibility
- Fostering trust and respect
- Wisely working through the defensive reaction people have to feedback
- Understanding the *Whole Person* and individual needs
- Consistently practicing these principles bringing harmony to all interactions

### Knowledge-Based

#### *Hard Skills*

- Using a consistent process to analyze, think, listen, speak, write and act
- Being fact- and data- driven while using a standard method of measurement for accountability
- Implementing an objective, fair and structured process that neutralizes emotion-driven responses
- Meeting legal, union and compliance requirements that protect people's rights

The SUCCEED System applies universally to professional and personal interactions. Use it in supervision, evaluation, project management, leadership and continuous improvement processes for lifelong learning.



# How does the McGrath SUCCEED System work?

The SUCCEED System uses two powerful tools for achieving continuous improvement:

## The McGrath TRUE - FICA Standard Tool

For on-the-spot thinking and decision making

## The McGrath TRUE - FICA Template Tool

For analyzing and processing complex interactions and situations

### The McGrath SUCCEED System Combines **Principles** and **Practices** in a Constructive Communication Approach

#### Principles

**T**RUST

**R**ESPECT

**U**NDERSTAND

**E**VOLVE

#### SUCCEED TRUE - FICA

Analysis and planning based on objective data

Implementation that focuses on key effects

Incorporating variables, anticipated and unanticipated

Fine-tuning actions based on the above

#### Practices

**F**ACTS

**I**MPACT

**C**ONTEXT

**A**CTION

Applying the SUCCEED System develops people, impacts performance and results in:

- Commendation of highly effective performance
- Encouragement and growth beyond average performance
- Remediation of ineffective performance
- Discipline or removal for egregious or persistently unsatisfactory performance



SUCCEED comes alongside existing tasks and processes to support people in performing optimally.  
**Rather than take time, SUCCEED saves time!**