



# The McGrath SUCCEED System

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

## What is the McGrath SUCCEED System?

SUCCEED is a **constructive communication and feedback framework**. It is an **approach to supervision and evaluation** that powerfully impacts people, their projects and responsibilities. SUCCEED is unique in that it blends essential relationship principles (*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** → **Engage**

### Principles

#### *Soft Skills*

- Act with honesty, courage and compassion while requiring personal responsibility
- Build and foster trust and respect
- Work wisely through the defensive reaction people have to feedback
- Understand the *Whole Person* and individual needs
- Bring harmony to all interactions by consistently practicing these principles

### Practices

#### *Hard Skills*

- Use a consistent process to analyze, think, listen, speak, write and act
- Be fact- and data- driven while using a standard method of measurement for accountability
- Implement an objective, fair and structured process that neutralizes emotion-driven responses
- Meet 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 - SPEAK Standard Tool

For on-the-spot thinking and decision making

## The McGrath TRUE - SPEAK Template Tool

For analyzing and processing complex interactions and situations

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

#### SUCCEED TRUE - SPEAK

Principles

Practices

**T**RUST

Analyze and plan based on objective data

**S**P ECIFICS

**R**ESPECT

Implementation that focuses on key effects

**E**FFECTS

**U**NDERSTAND

Incorporate variables, anticipated and unanticipated

**A**TMOSPHERE

**E**NGAGE

Fine-tune actions based on the above

**K**ICKOFF

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!**