



Cloud-Rainosek Associates

Transforming organizations and individuals through positive change

WHAT DOES CLOUD-RAINOSEK DO?

Cloud-Rainosek helps organizations transform themselves into creative profit generators where employees love to work, and we help individuals live more vibrant and rewarding lives. Our innovative Centergy™ process focuses and releases creative energy using an integrated three-pronged approach:

- **Eliminating habitual patterns of behavior that are destructive to relationships.** Every individual has a true self overlaid by child, adolescent and adult experiences that have created habitual patterns of behavior. By removing negative layers and the resultant habitual behaviors, we free the individual to realize her or his true potential, the 'highest self.' This individual lives a rich life and performs at exceptionally high levels within the organization. As organizations foster this individual empowerment, they reap the reward of discovering and living their own highest mission, vision and values.
- **Fostering emotional connection.** Forward-thinking companies and individuals today realize that EQ (emotional quotient) is as important as IQ (intellectual quotient). When people learn to connect emotionally to their habitual patterns of behavior, they can change them. This then opens pathways for transformative emotional connections to others. People become more likely to interact and dialog with others to reduce conflict, find solutions and build an organization that has a value structure and culture that truly supports people who enjoy being at work.
- **Building a socially just environment.** As individuals become more open to emotional connections within themselves and with others, they also become more accepting of differences. Cloud-Rainosek is deeply committed to the process of helping individuals and organizations move beyond affirmative action through three subsequent stages: valuing differences (true multiculturalism); managing diversity; and excellence beyond diversity – the ultimate socially just environment. In this last environment, diversity is respected and valued to such an extent every person is able to act from their true self and perform at their highest level. The benefits to the organization are obvious.

HOW DOES CLOUD-RAINOSEK WORK?

Everything we do helps to support the value structure of the organization or individual we are working with. And this leads the organization or individual to do better.

We don't 'present' – we employ discovery tools developed over 15 years in this work, and we share our experience. We are coaches. We are there to allow people to discover what they think is valuable and to give them skills to build on their discoveries. Every program is based on creating a culture of respect.

We are experts in overcoming resistance to change. We believe our system works because we have the most passionate way of empowering people and moving an organization. We prove the value of our principles by living them out in our clients' presence, and we live with our clients through every step of the change process. Everything we teach is a way of living. And people love it.

Our experientially based learning process gets results. We start with individuals, then work on the interactions between people, and then work with teams and with the organization's leaders. We provide positive transformations at every level.

Our seminars and workshops include:

- Introductory Workshop (3 days)
- Weekend Experience (3 days at Nueces Canyon Ranch)
- Living a spirit of leadership (5 days)
- Heart-based customer service (2 days)
- Professional development, including workshops on workaholism, clutter, company assets at risk, work relationships, and habitual behaviors at work
- Harassment in the workplace
- Excellence Beyond Diversity (4 days at Nueces Canyon Ranch)

Cloud-Rainosek provides consulting services tailored to clients' specific needs. Our clients' value their increased proficiency in interpersonal communication, knowledge of conflict styles and collaborative conflict resolution programs. Focused strategic planning, understanding systems, decision making, ethical practices and leading with power in organizations form the foundation for dynamic, results oriented clients.