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Milford HR Consulting Firm Wins Trade Mark

White Flag® Method Boosts Organizational Performance by Building Trust

[Milford, Conn., June 6, 2006]: In response to the “crisis of a lack of trust” that commonly exists between employees and management in American companies, the Milford, Conn.-based consulting firm Supertraining has been awarded a Trade Mark from the United States Patent and Trade Mark Office. The Trade Mark was granted for a communication method called the **White Flag®**, a tool to build trust within organizations

Developed by Supertraining founder and president Wally Hauck, the patented White Flag® method enables employees to offer their employers feedback, communicate critical information, and express their opinions or dissatisfaction without fear of recrimination or reprisal. At the same time, it helps managers to become aware of the unintended effects their own behavior, thus allowing them to change.

According to Hauck, employee trust is a key factor in allowing organizations to prosper in an increasingly competitive global market. Citing the human resource consulting firm Watson & Wyatt's, 2002 WorkUSA Survey, Hauck pointed out that only 39% of employees trust their senior management.

“Managers who take employee trust for granted, and underestimate its importance, can jeopardize the stability and health of their organizations,” said Hauck.

In explaining the rationale behind development of the White Flag® method, Hauck also cited International Association of Business Communicators (IABC) studies that reveal that leaders who have mastered the basics of building trust experience minimal employee turnover, increased willingness to accept change, and higher

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productivity. “There is a clear and direct connection between higher levels of trust, organizational performance and job satisfaction,” said Hauck.

Administered by anyone (employees, supervisors, managers or senior managers), the White Flag® communication method accomplishes three important purposes. First, it enables employees to tell the truth without fear – including information about mistakes or complaints that employees may be reluctant to divulge for fear of reprisal. By allowing information to flow in an atmosphere of trust, the White Flag® method allows quick, corrective action.

Second, the White Flag® method helps employees learn and improve. “In the Watson & Wyatt WorkUSA Survey, only 20 percent of respondents said that their organization helps poorly performing workers to improve,” said Hauck. The White Flag® method creates an awareness of non-productive or inappropriate behavior, allowing employees to change.

Third, the White Flag® method helps managers and employees identify the root cause of poor performance. This is critical, Hauck pointed out, because the problem is often not the employee behavior, but the process that the employee is forced to undertake.

“People don’t purposely make mistakes,” said Hauck. “Instead of focusing solely on improving employee behavior, the White Flag® method encourages managers to focus on improving processes. In most cases, an improved process will influence employees behavior and result in substantially improved performance – and profitability – for the entire organization.”

Information about Supertraining’s patented White Flag® method is available by contacting Wally Hauck, president at (203)874-8484 or wally@supertraining.com

- Wally Hauck is a nationally known speaker and facilitator who helps strengthen “organizational immune systems” by creating cultures of trust and quality. His company Supertraining, Inc. (www.supertraining.com) in Milford, Conn. is a source of insight for organizations and individuals. He can be reached at (203)874-8484 or wally@supertraining.com