

Whale Done!™

Discussion Guide

© 2002 VisionPoint Productions, Inc., and The Ken Blanchard Companies

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of VisionPoint Productions, Inc., and The Ken Blanchard Companies.

This publication is designed to provide accurate and authoritative information in regard to the subject matter. VisionPoint Productions, The Ken Blanchard Companies, their agents and representatives do not render any legal advice. If legal advice is needed, please consult with your attorney.

VisionPoint Productions, Inc., and The Ken Blanchard Companies would like to thank Busch Entertainment Corporation, which includes SeaWorld and Discovery Cove, for its cooperation and support in the making of this project.

Instructional Design of Discussion Guide: Melissa Chavas, Chavas Consulting

Table of Contents

This Program Is Designed To.....	2
Whale Done!™ Approach.....	2
Whales Versus People.....	3
Positive Relationships and Results.....	3
Building Trust.....	4
Accentuating the Positive.....	5
Redirection.....	5
About the Authors.....	7
The Ken Blanchard Companies.....	7
About VisionPoint.....	9
About SeaWorld.....	11

This Program Is Designed To

Whale Done![™] is designed to help guide your discussion on the power of positive relationships and the impact relationships have on achieving results.

We have to rely on and work with others in order to achieve results. The problem is that many work environments are not conducive to positive relationships. Instead, they employ the GOTcha approach. If someone does something wrong, then they think it is their job to point it out and say, "GOTcha!" While focused on the mistake, they are inadvertently reinforcing the negative behavior.

This program focuses on the **Whale Done! Approach** and can have a dramatic positive impact on your relationships with others. It is contagious and will help your organization increase productivity, improve employee morale, and achieve better results.

This guide provides you with an overview of the **Whale Done! Approach**. Discussion questions have been included to help you stimulate discussion surrounding the **Whale Done! Approach**.

Whale Done![™] **Approach**

The **Whale Done! Approach** is really quite simple and easy to use. It consists of three components that, when used together, help develop positive relationships and increase productivity. The three components are:

1. Build trust.
2. Accentuate the positive.
3. When mistakes occur, redirect the energy.

Whales Versus People

What do whales and people have in common?

When Ken says, “You can’t punish a 9,000 pound orca and then expect the trainer to get in the water with them,” why does that same statement apply to people as well?

Why do you think Ken uses killer whales instead of other animals to get his message about positive relationships across?

Positive Relationships and Results

What do positive relationships have to do with achieving results?

Ken keeps using the phrase, “the true power of positive relationships.” What does this phrase mean?

What did Ken say was the foundation for building positive relationships?

Building Trust

What did the whale trainers say was involved with building trust?

How would a killer whale know if someone is being sincere and honest? How do you know when someone is being sincere and honest?

What does the concept of “First, do no harm” mean?

How do the trainers know when they have built trust with an 9,000 pound killer whale?

What do you think might happen to the trainer if he or she decided to cut corners and not take the time to build the appropriate level of trust with the whale?

Accentuating the Positive

What does Ken say is the first thing a new animal trainer learns?

Why is it important to find out what motivates the individual whales? Is it the same for people?

What role does “fun” play in accentuating the positive?

Why is it important to keep things interesting for the whales, and how do the trainers do that?

Why is it important to praise progress and not just praise the end result?

Can anyone share an example of a time when you received a **Whale Done! Response** at your organization?

How do you think accentuating the positive could impact your organization?

Redirection

What is the concept of redirection? Why is it important?

How does redirection differ from what most of us think as getting someone “back on track?”

How do the trainers use redirection with their staff?

Can anyone share an example of a time when you received redirection?

How do you think the redirection response would impact how you treat each other in your organization?

About the Authors

Ken Blanchard is the chief spiritual officer of The Ken Blanchard Companies and cofounder of The Center for *FaithWalk* Leadership. Ken is the author or coauthor of over 30 books, including one of the best-selling business books of all time, *The One Minute Manager*[®], and the giant business best-sellers *Raving Fans*[®], *Gung Ho!*[®], and *Whale Done!*TM. Credited with 12 best-sellers to date, his books have combined sales of more than 13 million copies in 25 languages. Ken Blanchard also codeveloped *Situational Leadership*[®] II—among the world's most practical, effective, and widely used leadership programs on the market today. He and his wife, Marjorie Blanchard, and their two children, Scott and Debbie, all remain active in The Ken Blanchard Companies, which is headquartered in San Diego, California.

Thad Lacinak is vice president and nationwide director of animal training for Busch Entertainment Corporation, with more than 28 years of experience in marine mammal training. Married and the father of two children, he lives in Windermere, Florida.

Chuck Tompkins is vice president and curator of Animal Training at SeaWorld in Orlando, Florida, and has worked with killer whales for more than 25 years. Married and the father of two children, he lives in Windermere, Florida.

Jim Ballard is an educator, corporate trainer, and writer, and has worked closely on three other books with Ken Blanchard—*Mission Possible*, *Everyone's a Coach*, and *Managing by Values*. He is a family man with four children and lives in Amherst, Massachusetts.

The Ken Blanchard Companies

Founded by Ken Blanchard and his wife Marjorie, in 1979, The Ken Blanchard Companies is a global leader in workplace learning, employee productivity, and leadership effectiveness. Building upon the principles of Ken's books, the company is recognized as a thought leader in leveraging leadership skills and recognizing the value of people in order to accomplish strategic objectives. The Ken Blanchard Companies not only helps people learn but also ensures that they cross the bridge from learning to doing. They accomplish this crucial goal through their books and materials, keynote speakers, public seminars, and in-depth consulting in the areas of teamwork, customer service, leadership, performance management, and organizational change.

International Capabilities: Located in over 25 countries around the world, Blanchard's international affiliate network serves the global training needs of today's multinational business environment by providing seasoned, local training professionals and the highest quality translated and culturally adapted processes and products throughout Europe, Asia, South America, and Australia.

Blanchard's core processes feature on-site and online programs on leadership, teams, customer loyalty, organizational change, and performance consulting training.

Situational Leadership® II
Leadership Training for Supervisors
Leadership Training
Situational Self Leadership
The Leadership Bridge: Situational Leadership® II and DiSC®
The Leadership Bridge: Situational Leadership® II and the Myers-Briggs Type Indicator®
Building High Performing Teams®
Raving Fans®
Performance Consulting
Creating Your Organization's Future

The Ken Blanchard Companies has provided expertise to hundreds of well-known and other not-so-well-known companies in almost every business category imaginable. These include:

Aerospace/Defense	Hotels/Restaurants
Associations	Insurance
Automotive	Manufacturing
Banking/Finance	Medical/Health Services
Building Materials	Oil/Energy
Business Services	Paper/Wood Products
Chemistry	Pharmaceutical/Cosmetics
Construction	Printing/Publishing
Education/Information	Real Estate
Entertainment	Telecommunications
Food and Beverage	Transportation
Government/Military	Utilities
High Technology/Computers	Wholesale/Retail

For more information on how Blanchard can help *your* organization, please call 800 728-6000 (United States) and 760 839-8070 (Internationally), or visit their Web site at www.kenblanchard.com.

About VisionPoint

VisionPoint is a values-based instructional design and film production company specializing in high quality, realistic dramatics for training videos and multimedia. For over 15 years, their team has produced hundreds of custom and off-the-shelf training programs—creating many corporate training best-sellers and winning over 100 awards.

Popular video-based training programs produced by VisionPoint include the conflict resolution program ***Everybody Wins: How to Turn Conflict into Collaboration***, the customer service program ***Glad I Could Help***, the comprehensive eight-part employment law series ***Legal Briefs***, and the best-selling program on respect and diversity ***M.E.E.T. on Common Ground***. Programs are available in VHS, DVD, and CD-ROM self-study formats.

VisionPoint produces training programs in a wide range of important workplace topics including:

- Attitude
- Business Ethics
- Coaching
- Conflict Resolution
- Continuous Improvement
- Customer Service
- Discrimination/Harassment
- Goal Setting/Motivation
- Interviewing/Hiring
- Leadership
- Legal Issues
- Performance Management
- Respect/Diversity
- Sexual Harassment
- Workplace Violence

A few award-winning programs that our team has produced include:

- Joel Barker's ***Leadershift***
- Ken Blanchard's ***Gung Ho!***[®]
- American Media's ***More Than a Gut Feeling***
- VisionPoint's own ***M.E.E.T. on Common Ground*** and ***It's the Law: The Legal Side of Management***

Custom Video Production Services

In addition to producing ready-to-use training programs, VisionPoint specializes in developing custom programs specific to each client's own unique goals and objectives. In the past 15 years, this expert design team has developed over 600 video turnkey solutions for training, marketing, public relations, communications, fund-raising, and more! A time-tested development process is used to write and design the program, develop support material, and packaging. For more information about custom services and a free proposal, call 800 300-8880.

Partial Client List Includes

Behavioral Technologies
BlueCross BlueShield
Drake University
Federal Aviation Administration
GTE Telecommunication Services
Hilton Hotels
Motorola
NationsBank
Principal Financial
Sears
Shoe Carnival
United Nations
U.S. Department of Justice
U.S. Internal Revenue Service
U.S. Navy
U.S. Postal Service

For More Information

To learn more about VisionPoint's training programs and to see **FREE** previews, call a Learning Consultant at 800 300-8880. Or visit www.vppi.com to see samples of our training programs and support materials.

About SeaWorld

SeaWorld Introduces New Animal Interaction Programs

“Sharks Deep Dive” plunges guests into the realm of the shark during the park’s newest and most daring animal interaction program. Participants don SeaWorld wetsuits and either snorkel or scuba dive in an authentic shark cage teeming with more than 50 sharks during this two-hour program. Types of sharks include nurse, tiger, sandbar, Atlantic and Pacific black tips, and sawfish. Sharks Deep Dive includes two-day park admission, a commemorative T-shirt, and a shark information booklet. Proof of scuba certification is required, and participants must be 10 years or older. The program accommodates two guests at a time.

“False Killer Whale Interaction Program”

For the first time in North America, SeaWorld guests can interact with massive false killer whales while conducting animal training sessions alongside SeaWorld trainers. The two-hour program includes lunch, a commemorative T-shirt, a souvenir photograph, and a seven-day pass to SeaWorld. Participants must be age 13 or older and at least 52 inches tall.

“Animal Care Experience” enables participants to experience the thrill of working alongside marine mammal experts for a full day. From caring for orphaned manatees to interacting with seals, walrus, and beluga whales, guests learn firsthand how SeaWorld animal care specialists work with SeaWorld animals.

“Trainer for a Day” gives guests the experience and thrill of shadowing SeaWorld animal trainers. From training techniques to food preparation, participants learn firsthand how SeaWorld animal trainers care for and train the animals. The seven-hour program includes a “Trainer for a Day” T-shirt, a waterproof disposable camera, and lunch with the trainers.

The reservation number for all animal interaction programs is 800 406-2244.

SeaWorld Orlando Features New Up-Close Dining Adventures

“Sharks Underwater Grill” is an upscale restaurant that immerses park guests in the underwater world of sharks, with all seats having an up-close view. The full-service eatery features a “Floribbean-style” menu with an emphasis on fresh seafood, a child’s and a teen menu, and delectable desserts and coffees. Open daily from 11:00 a.m. until park close, Sharks Underwater Grill accepts priority seating arrangements. Park admission is required.

“Dine With Shamu” gives park guests an awe-inspiring VIP experience and an opportunity to eat alongside killer whales, mingle with Shamu trainers, and observe training sessions in an exclusive backstage area. This buffet-style meal is located poolside and costs \$28 for adults and \$16 for children ages 3–9. Park admission is required.