



# Presentation Topics

## CULTIVATING SUCCESS: GROWING TALENT WITHIN

Employee development is an essential element to the success of your business. Growing a capable sales team makes your business flourish, developing the employees who nurture your customers ensures repeat sales and referrals, and building leaders fortifies it all; it's the circle of life! And much like a garden, as a manager, you need to plant the seeds of employee development, grow your team, create strong individual contributors, and weed out the problems that prevent success.

Hiring and retaining productive, successful team members presents a challenge to many employers. Hold on to those A-players by using behavioral data as part of your development plan. We'll talk strategies for successfully promoting, transferring, and developing employees.

### ✔ Objectives

- Understanding the power of behavioral insight and how to use it effectively to develop and retain A-players
- Evaluating the key characteristics of most successful sales, leadership, and support personalities
- Developing strong leaders and individual contributors and understanding the importance of both

## ADDRESSING CONFLICT TO BUILD TEAM UNITY

Unity and teamwork are the goals for every office, yet debates, differences of opinion, and communication breakdowns create tensions in the workplace that erode a team's cohesiveness and negatively impact productivity.

Leaders who address conflict and overcome these challenges create a place where people thrive and produce.

This session will help leaders understand the types of conflict that exist on teams and how to address and manage conflict while helping your team excel.

### ✔ Objectives

- 4 sources of workplace conflict
- How to address the source of the conflict
- How our innate behavioral traits influence our conflict resolution skills
- Techniques to coach through stumbling blocks and facilitate effective conflict resolution

# Presentation Topics

## CASH, KUDOS, OR PIZZA... HOW TO MOTIVATE YOUR STAFF

Yawns, shrugs, blank stares... are these the things you see when speaking to your staff?

If so, whatever you've been doing to motivate them clearly isn't working. Change your tactics. We know that relating to your employees goes a long way in maintaining harmony and increasing productivity; once you understand people, you can successfully motivate them and help improve the overall climate of their work environment.

Being able to tap in, at will, to the specific hot and cold buttons of your staff can be your greatest secret weapon as a manager.

### ✔ Objectives

- The importance of Employee Engagement and what it means to the bottom line
- Warning signs that an employee is becoming disengaged and what to do about it
- How to master the art and science of employee motivation
- How to keep it fun, rewarding, and meaningful
- Tips and tools to get the most from your team every day
- The leader's role in coaching employees

All topics are customizable and delivered in interactive formats through virtual or live webinars, keynote speaking engagements, and hands-on workshops.

## LEADERSHIP VS MANAGEMENT: HOW TO BE GOOD AT BOTH

The terms "leader" and "manager" are often used interchangeably, though perhaps they shouldn't be. While both are important to keep a company moving forward, a manager is generally more task-based, while a leader is often visionary.

So, can a manager also be a leader? Should one person be both leader and manager? What is best for the company? These are important questions to consider if you want to improve any aspect of your company.

### ✔ Objectives

- The differences between manager and leader
- Common challenges and tips to overcome them
- Effective communication strategies needed by leaders and managers
- The power of personal insight
- Insights into your personal leadership style

## BRINGING PEOPLE TOGETHER: HELPING OFFICE, REMOTE, AND HYBRID TEAMS THRIVE

COVID gave us all a crash course in working on remote teams. As we settle into a new and exciting business landscape, let's discuss ways to improve productivity and team building and incorporate fun, whether your team is working all remotely, are back in the office, or a combination of both.

### ✔ Objectives

- The four stages of team development, their purpose, and challenges inherent to each stage
- Guidelines for clear and concise communication
- Strategies for making remote meetings productive rather than painful
- Techniques to keep your team engaged

# Presentation Topics

## THERE'S NO CRYING IN SALES! COACHING SALESPEOPLE FOR PEAK PERFORMANCE

No two salespeople are the same — nor should they be. It's a sales manager's job to adapt management and coaching to the individual.

In this session, we will talk about how to leverage personality and behavioral insight to guide the salesperson/sales manager relationship, improve communication, and create a synergy that generates sales.

We will discuss sales styles and how to vary your coaching techniques to manage each to peak performance.

### ✔ Objectives

- An overview of the various sales styles including selling strengths, potential areas of challenge, and motivational factors
- Greater understanding of the benefit of having diverse personalities on a sales team and how to leverage them for sales success
- Specific management and coaching techniques to use with the unique sales styles of everyone on your sales team

## THE ART AND SCIENCE OF HIRING

We're all aware that the business landscape is rapidly evolving. You need to stay ahead of the curve, and insight can help — insight into selecting and developing one of your most significant assets: your employees.

The value of human capital (your employees) has emerged as one of the key drivers of business success. If you start by focusing on your employees, you'll position your company for sustainable growth!

How can you gain the right insight, and how do you apply it? We polled our experts and surveyed our clients to capture surprising insights into the art and science of identifying top talent.

In this interactive session, you'll find out what we've learned, you can ask questions of your own, and you'll discover ways you can best secure and protect the future of your company.

### ✔ Objectives

- The cost and consequences of a bad hire
- Understanding the power of insight to effectively hire and retain A-players
- How to use behavioral science to make great hires
- Best practices in the selection process

Don't see a topic that fits your needs?

Contact our team to discuss your event, and we'll work with you to design a session.