

# Workshop Topics

**NOTE:** These topics can be combined to create a customized program to meet your company objectives.

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## **DREAM BUILDERS VS. DREAM BUSTERS** *NEW*

Seventy-six percent of the things we say to ourselves are negative. More than 60% of workers are aware of abusive conduct in the workplace or having worked in a toxic environment. These statistics underscore the need for positivity. Negativity stymies productivity and as a result, people are less motivated to do their best work. This workshop unpacks the following topics and makes the case for increasing employee engagement. We always move in the direction of our talk!

- Strategies for creating a climate of candor and collaboration
- Techniques for minimizing turf guarding
- Twelve drivers of employee engagement
- Tools for identifying strengths and maximizing employee productivity
- Crucial conversations that increase self-efficacy

## **CLAY ON THE WHEEL – DEVELOPING TOP TIER TALENT** *NEW*

The war for talent is fierce and the talent pool has never been as shallow. This seminar takes a deep dive into identifying, sourcing and developing high potential talent. Employers that are able to select talent using a strengths based approach report increased tenure and employee engagement. Career pathing and job task analysis are two methods for identifying “job fit” which is a critical driver of employee engagement. Hallmarks of this program include:

- A five-pillar approach to sourcing talent
- Simulated strategies for identifying high potential talent
- KSA (Knowledge, Skills & Abilities) methodology for identifying job fit
- Career pathing - a critical ingredient to retaining talent

## **HIGHEST & BEST USE! – BUILDING SUCCESSFUL TEAMS TO MAXIMIZE PROFITS** *NEW*

Just as you evaluate real estate, you should consider how you assemble teams to increase productivity and maximize the value of individual talents. Homogeneous teams are at risk of delivering mediocrity due to similarity in thought. Conversely, a team that is diverse in thought can create a rich and more powerful result. Have you considered a strategy for creating high performing teams? This workshop offers a robust recipe for making the most of individual contributions that increase creativity and collaboration that drives profits to the bottom line.

- Clarification of goals and roles
- Assessing individual strengths and matching talents to the job
- Using OKRs (Objective and Key Results) to guide decision making
- Create a talent score-card to identify next level leaders



## **A SHOT OF VITAMIN E – ENGAGEMENT – EVERY ORGANIZATION CAN USE AN INFUSION! *NEW***

Is your organization suffering from “culture shock,” complacency or overall malaise? Chances are this condition is due to employees feeling overcommitted, undervalued and often times ignored! A satisfied employee likes their work, an engaged employee loves their company. A primary distinction of an engaged employee is the discretionary effort demonstrated to move the “needle” forward in performance and profits. Learning outcomes for this workshop include:

- Recognizing the symptoms of dis-engagement
- Identification of performance metrics
- A prescription for increasing engagement
- Reward and recognition strategies that increase loyalty

## **THE “C-SUITE” – CHARACTER, CAPACITY, CONVERSATIONS AND CONSISTENCY *NEW***

Cornerstones of success can easily be defined by these critical elements. What is talked about in meetings, demonstrated by every employee within the organization and reflected in policies and procedures create the DNA or culture of a company. The only way to scale a “best in class” culture is to define these non-negotiable traits in a way that explains the “why, the what and the how” in a way that creates a “stage” for people to perform at their highest level. This workshop explores:

- Identifying competences that define a leader
- Measuring what matters...increasing capacity within each team member
- Effective communication strategies that increase clarity and confidence
- Coaching techniques that focus on “feed-forward” vs. “feed-back”

## **THE BREAKFAST OF CHAMPIONS *NEW***

What are you eating? What’s eating you?

We have all heard that breakfast is the most important meal of the day. I want to encourage you about how you select your mental food. What you feed your mind is just as important as what you feed your body. Do you treat yourself like a world class athlete? This workshop serves as a catalyst for reaching new heights in personal mastery. Creating a positive mental mindset is the first step in changing your circumstances. Learning outcomes include:

- A “mental meal plan”
- Techniques for creating balance
- Strategies that strengthen your mental muscle
- Triggers that derail your emotional intelligence
- Successful shifts for personal success



## **TOUGH, TOUGHER, TOUGHEST *NEW***

Business isn't hard... what's hard is *relationships* in business! The challenging part about managing relationships is tackling the tough conversations. Even the toughest conversations can be altered by your choice of words, body language, and mental framing. Regain your personal confidence and prepare for your next conversation. Learning outcomes for this workshop include:

- Break down barriers before they break you
- Constructive conflict resolution
- Coaching yourself and others using preciseness of speech
- Negotiating tips for success
- Strategies for overcoming sidestepping, turf guarding and a scarcity mindset

## **YOU ARE THE C.E.O. OF Y.O.U. *NEW***

Stop waiting for others to help you. Take the reins and lead yourself! Dr. Debbie Phillips will offer strategies for building your personal brand along with proven methods for effective communication. As an entrepreneur, author, speaker, and career coach, Dr. Debbie will leave you energized and ready to accomplish your personal and professional goals. Each one of us is given 86,400 seconds each day to accomplish our goals; one second is too important to waste or be distracted by negative influences. In this action packed session, Dr. Debbie will answer your questions and offer ways to explore new opportunities to live your best life through positive productive actions!

- Overcome mental traps that hold you back
- Developing preciseness of speech and precision of your plan
- Keystone habits for formulating success strategies
- Presentation techniques that elevate your confidence

## **EMOTIONAL INTELLIGENCE**

A leader's emotions are contagious. Is yours worth catching? If a leader demonstrates energy and enthusiasm, an organization thrives, if a leader spreads negativity and dissonance, it flounders. Join us for an action packed workshop that discusses proven techniques that increase emotional intelligence and impact work/life balance in a very positive manner. Coaching and mentoring strategies will equip you with new ways to energize your teams, communicate more effectively and lead with intention.

## **SUCCESSFUL SELLING BEGINS WITH YOU!**

This action packed seminar focuses on the mental mindset needed in sales. Most of the things we tell ourselves may be working against us. This seminar focuses on the 10 secrets of successful sales people and guides attendees through fundamental practices of selling, closing and follow-up.



## **BECOMING A COACHING MANAGER**

This seminar offers attendees a variety of coaching tools, techniques and best practices to improve their effectiveness. Topics include:

- Analyzing Performance
- Creating a Climate for Effective Coaching
- Giving Corrective Feedback and Handling Difficult Situations
- The Coaching Mind Set
- Coaching: Self-Assessment
- Using the Mineral Rights Model
- Providing Balance and Helpful Feedback
- The Coaching Manager as Observer

## **IT'S ALL ABOUT TIME (TEAMWORK, INFORMATION, MOTIVATION & ENERGY)**

In order to optimize your company's performance as well as your own career as an executive, you must be a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat and a politician. The world's most successful leaders are able to focus on the "big picture" and uphold high standards while wearing many hats. This seminar blends various strategies together that are necessary for driving organizational success. Topics Include:

- Building Effective Teams
- Sharing Information for Organizational Success
- Motivation through Effective Management
- Traits of Top Performers
- ROI and ROE (Return on Energy)

## **COMMUNICATING FOR CLARITY**

Effective communication is fundamental to every successful relationship. This program gives clear and concise recommendations for improving both oral and written communications. This course covers the proper use of phone, email, handwritten letters and other formal means of communicating. The attendees leave with effective strategies that include a communications checklist. Topics Include:

- Communication Audit
- Listening...Your First Step toward Success
- Conversation – The Ping Pong Game
- Delivering Effective Presentations

## **"CLOSING" THE CIRCLE**

Selling is process! In this seminar, you'll learn the five critical steps in the sales process in addition to building a pipeline of leads through effective relationship building. Build long-term relationships, not short-term sales!



## **PRESENTATION IS EVERYTHING**

Understanding the importance of business etiquette and professional dress can often position one for career advancement. Business today is often conducted over a meal or in social environments and this course takes attendees through the fundamentals of dining, wardrobe enhancement, networking and general business protocol. Topics Include:

- Office Courtesies that Increase Your Clout
- Using Technology Graciously & Effectively
- Presentation Protocol
- Wardrobe Planning
- Dining Etiquette
- How to Meet, Greet and Make a Favorable Impression
- Establishing a Professional Presence

## **LEADERSHIP STRENGTHS**

“What is your Core Four?” This course is about identifying your top leadership qualities that work in your culture. Learn to use your strengths to create momentum and measure what matters! Topics Include:

- Leadership styles among generations
- Strategies for developing leaders
- Transactional vs. Transformational leadership
- Closing the leadership gap

## **TEAM PERFORMANCE**

Rowing in the same direction...flying in formation... If you think your team is moving in different directions, this program is for you. Understand communication styles and organizational dynamics that promote effective productivity and profits.

- Communicating with the difficult person
- Listening for understanding
- Delivering tough news tactfully

## **“EXECUTING EXCELLENCE”**

In sales, there are 2% of professionals who are extraordinary relationship builders! They develop friendships first and then share their product or service with the public. They aren't pushy, aggressive or overly demanding. They are steady, consistent, professional and passionate about everything they do and the products they represent. This workshop shares traits of successful people and then drills down to the discriminating difference that makes them unique, effective and excellent in every way!



## **WINNING ATTITUDES – BECOMING A PERSON OF INFLUENCE**

Every employee is either an asset or a liability! Investing in top performers can make a huge impact on the organization. Those people generally influence others to a higher degree. This seminar outlines the daily dozen attributes of a person with influence. Topics Include:

- Building Effective Teams
- Sharing Information for Organizational Success
- Motivation through Effective Management
- Six Secrets to Effective Negotiation
- Maximizing Income & Shareholder Value

## **THE “BUSINESS OF BUSINESS”**

Maximizing the value of the asset through an intensive focus on revenue. Topics Include:

- Reducing revenue loss through strategic marketing
- Increasing ancillary income through processes and partnerships
- Focusing on collections through improved screening
- Renewing residents by creating raving fans

## **GENIUS ZONE**

We all have our strengths. Unique talents and gifts that each of us bring to the workplace typically go underutilized. Job fit is one of the strongest predictors of success in one’s career. Matching skills to the job can be the single most important factor in employee engagement. This course offers:

- Techniques for identifying strengths
- Strategies for making the most of your gifts
- Identifying complimentary behaviors that fuel teams
- Defining parameters that predict success for using your Genius Zone

## **GOALS & ROLES**

This workshop focuses on understanding how achieving the owner’s goals and objectives is dependent on the team’s total engagement. We will explore the impact each individual has on product quality, customer service, marketing and maintenance. In isolation these components may seem insignificant, but when combined they can produce extraordinary outcomes. We will discuss these topics and the impact each has on the bottom line.

This workshop offers the following:

- Understanding Goals and Objectives of the Owner
- Identifying key performance indicators that drive results
- Strategies for managing diverse stakeholders
- Resolving conflicts and achieving outcomes



## **NETWORKING**

Networking is hardly a new concept for it has been around as long as people have been exchanging ideas and information on a variety of subjects including introducing one another to opportunities. Networking as defined by Webster is to *“interact with other people, to exchange information and develop contacts, especially to further one’s career.”*

This workshop explores various aspects to networking including how different generations approach networking, the process by which individuals develop, use and maintain their network as well as common truths and myths to measuring the return on investment in networking.

## **NEXT LEVEL LEADERSHIP**

Ready to take your career to the next level or assist your team in growing beyond their current position? This workshop takes a deep dive into strategies that fuel individual and team goals. Topics include:

- Coaching
- Team Building
- Employee Engagement
- Talent Development
- Communication

## **SERVANT LEADERSHIP**

Most think of a leader as being the one at the top of a pyramid. But in this leadership philosophy, the pyramid is turned upside-down, and a leader makes the needs of others his or her top priority. This often results in higher performance and engaged employees. Servant leadership is paramount when building a world class organization especially in a highly relationship intensive environment. Our actions as leaders set the temperature for our teams and ultimately for our residents. Dr. Debbie Phillips, national speaker and industry expert will explain how to incorporate this leadership style into your professional life. Deep exploration will include:

- Getting to the HEART of the matter through Servant Leadership
- Examining our “why”
- Ten Traits of Servant Leaders
- Leadership from the Inside Out
- Cultivating an environment that fosters service
- Identifying next steps to achieve individual and team success



## **HABIT STACKING: ROUTINES, RITUALS & RESPONSES**

Ninety-five percent of our success is a result of our habits. Actions as simple as planning for the next day by listing the “3 Most Important Items to Accomplish Tomorrow” is a great way to create successful outcomes. People often express a desire to change but aren’t willing to change their thinking. Focusing on what really matters means having to say many “no’s” so that our “YES” can be powerful and distinctive. When we shift from good to great, there will be times that we encounter pushback, conflicts and difficult conversations. In our business, we are constantly reacting to emails, service requests and demands from our various constituencies. This workshop focuses on how to effectively create a routine that sets us up for success, outlines powerful rituals that successful people have in common and offers strategies for responding in a manner that is clear, effective and confident. This workshop will help us tackle the tough topics that allow us to become better versions of ourselves. Deep exploration will include:

- Core principles for creating routines that can reboot your success
- Strategies for identifying critical steps that eliminate
- Essential elements necessary for identifying your gifts and making your best contributions
- Techniques for overcoming fear and becoming an independent thinker
- A checklist for self-coaching and crushing your inner critic

## **TIME MANAGEMENT**

You can make more money, but you can’t make more time! This intensive workshop focuses on proven techniques for making the most of your time! Principles taken from the leading experts combined with a 30 year track record in the housing industry offers valuable insights for improving effectiveness around time management. Learning outcomes include:

- Applying the 80/20 rule to time management
- Learn the techniques of Habit Stacking to produce better outcomes
- Learning to focus and eliminate FOMO (fear of missing out)
- Expand your time-cue vocabulary
- Learn to recognize and avoid time traps
- Learn to reject other people’s monkeys
- Learn tips from time-conscious people
- Enlist others to save you time
- Communicate with clarity to avoid conflict

## **AFTO – “ASK FOR THE ORDER!”**

In the world of text speak and instant messaging, the one most important critical element is to ask for the order! Successful salespeople often talk too much and fail to recognize vital buying signals. This workshop is an absolute refresher for even the most experienced “relationship sales builder.”



## **TALENT DEVELOPMENT**

Creating a deep bench of talent is paramount to success when scaling a business. When there is a limited supply of talent it restricts growth and expansion, not to mention the stress it puts on an organization. This workshop will explore the following topics:

- Sourcing high potential talent
- Sustainable recruiting strategies
- Selection factors for individual roles & responsibilities
- Drivers of employee engagement

## **HABITS AND RITUALS: KEYS TO NEXT LEVEL LEADERSHIP**

You can't lead others effectively until you lead yourself! Ninety-five percent of our success is based on our habits and rituals. Lao-Tze quotes: Watch your thoughts, they become words. Words become actions. Actions become your habits. Habits become your character and your character determines your destiny! Bottom line: you will never change your life until you change something you do daily. This webinar examines four critical areas that can improve your effectiveness.

- Mental Framing: Setting Your Thoughts through the Power of Intention
- Time Management: Scheduling the Big Rocks, don't sort the Gravel
- Projects, Priorities and Processes: Meeting the goals and objectives of the owner
- Communicating with Confidence & Clarity: The 10 Commandments

