COMPANY PROFILE

Over 16 YEARS in business performance execution
Think for a minute... what happens when you need to make any change in your organization? It could be something minor and frequent such as setting new goals and creating a new process, or it could be something big such as a merger, an acquisition, or restructuring an initiative.

Once you've created this change, what happens next?

This change filters throughout the organization where others need to communicate that change to your employees.

Typically, this brings bad news...

Why? Because when communication is ineffective anywhere down the line, your chance for successful implementation worsens by the minute. Your workforce starts to become frustrated and confused when they don't really understand why they have to change. Even worse, they can become complacent because they don't see the execution and follow-through happening to make these changes take place.

All companies invest a great deal of time, resources, and money into improving how change gets rolled out and how they improve the performance of their people. Billions of dollars are spent on learning and development programs every year.

Often, there's one simple process that is missing and could determine 80% of your success...

The Carden Group (TCG) is dedicated to solving that problem.
WHY NOW

Businesses today are moving at a faster pace than ever before because of advances in technology, mergers and acquisitions, and changes in market demands. But, in a fight to stay competitive, businesses are trying to do more with less. So what’s really happening ‘inside’ your business?

With leaner workforce goals, companies are redefining the duties and responsibilities of their employees and leaders. It often requires them to do things in new ways, follow new processes, or their job roles can completely change.

Businesses often rely on their existing support and training staff to provide what’s necessary to create a smooth transition through these changes. Unfortunately, outdated content, staff availability, and even the required skill set doesn’t always support the demand. This often causes costly delays and leaves knowledge gaps within the organization.

Sometimes it makes sense to bring in outside help and resources to impact certain goals and initiatives. If you want to increase sales, bring in sales training. If you want to improve employee interaction, bring in a Social Styles training. Sound familiar?

Independent programs introduce independent language into your organization. These programs are usually met with enthusiasm, but often lack real relevance and consistency, resulting in diminished or lack-luster results.

You need someone who not only ensures that a common language is developed across growth initiatives, but who will also take responsibility for making sure the crucial job gets done.

$100B INVESTED ANNUALLY IN LEARNING AND DEVELOPMENT PROGRAMS WITH LESS THAN DESIRABLE RESULTS
(Over $14B in Leadership Development Alone)
Communication is the Achilles Heel in every business. Read any survey, ask any leader or employee, and “Communication” ranks at the top of the list of things leaders need to do better.

The secret to effective communication resides within the simple process of creating Clarity, Alignment, and Purpose within your organization.

Adopting and creating a culture that embraces change, supports learning and development, and is driven by employee engagement is something companies can achieve and control. TCG provides a learning environment and tools that are needed to embed the basic skills within your organization to build a foundation based on process. This simple process is the core framework that improves:

- Communication, collaboration, and teamwork
- Decision making, change, and performance management
- Employee development, effective feedback, and lower turnover
- Efficient and productive meetings

All of these things are required to solve your critical growth challenges. We do this by teaching your employees to proactively apply a standard process to any reactionary event, helping to reduce unnecessary costs and frustration.
TCG knows that while growth is vital to your success, achieving that growth ultimately brings change. How well your organization responds to those changes will be the differentiator that sets you apart!

Chad Carden is a captivating speaker, accomplished facilitator, and expert in the fields of leadership, emotional intelligence, and guiding change. He knows that how a business goes about change is just as important as, and sometimes even more important than, the change itself.

For over 16 years, Chad has helped companies pull back the curtain, look at things through a different lens, and create a people centric model where people and culture truly make all the difference. Consulting with leaders and executives from around the globe, Chad delivers fresh perspectives and straightforward strategies that challenge and break “status quo thinking” and helps them discover realistic approaches that actually work and become part of their growth enriched culture.
### WHY US

Here is why you need an experienced partner working for you:

<table>
<thead>
<tr>
<th>OUR EXPERIENCE</th>
<th>OUR PROMISE</th>
<th>OUR SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• You’ll have a veteran team of experienced professionals working by your side.</td>
<td>• Our vision is to outperform our competition and exceed all expectations.</td>
<td>• We’re a niche provider on purpose! Our business model offers you the resources of a large firm, yet delivers the agility and personal attention your business needs.</td>
</tr>
<tr>
<td>• We are all professional communicators that will effectively interact with, understand, persuade, and motivate employees at all levels.</td>
<td>• Our unique ability to adapt, modify, or even change directions altogether is driven by the current needs of the business organization we are in.</td>
<td>• We understand and anticipate the reactive and fast-paced demands of businesses today, and know how to maximize all resources.</td>
</tr>
<tr>
<td>• We are committed to our core framework process that brings Clarity, Alignment &amp; Purpose into your business culture and development processes.</td>
<td>• We will consistently focus on the core skills needed to achieve the desired results, in which a true culture of learning emerges.</td>
<td>• We provide a full spectrum support team that spans all functions within an organization.</td>
</tr>
<tr>
<td>• Our development techniques have been recognized by the ATD and used at Dallas Baptist University and Penn State University Smeal College of Business.</td>
<td>• We look, walk, talk, and act like a manager inside your organization while executing your strategies and initiatives.</td>
<td>• We support and provide both large and small group learning, as well as one-on-one skill development.</td>
</tr>
</tbody>
</table>
EXECUTION, NOT THEORY

“Results thus far are simply remarkable! They get to know our people and our organization, so well, that they become “one of us.” Big on execution, not theory. They deliver effective, practical and easily applicable ‘tools.’”

CULTURE OF UNDERSTANDING

“Chad is the benchmark in delivering keynote addresses and development today. His enthusiasm, passion, and charisma set him apart in the industry! Chad will inspire you to achieve more, perform better, and produce results.”

FAST AND FLEXIBLE

“Your knowledge, flexibility, eagerness and ability to adapt to ANY situation is priceless. I couldn’t ask for more or a better working relationship with each and every member of your team!”

STEFFANI WEBB

ROB REYNOLDS

PATRICIA STONE

KU MEDICAL CENTER

L’ORÉAL

AT&T
We believe organizations improve when their people improve. And their people improve when their leaders and environments that they create improve. What’s typically missing is a solid understanding and framework built upon Clarity, Alignment, and Purpose, a commitment to your Business Declaration, and your simple love of PEAS!

Profitable and sustainable growth depends upon your organization’s ability to harness predictable success. We help you create a Business Transformation Declaration by which your people internalize this simple process for continuous improvement.

Your employees learn through demonstration and practice using real life and relevant business initiatives to plan, implement, measure, and make adjustments.

With consistent focus on Clarity, Alignment, and Purpose, everything we do demonstrates the process in action.
THANK YOU

The future depends on what you do today.

- Gandhi

CONTACT US

info@thecardengroup.com
www.thecardengroup.com
(888) 322-9443 ext. 800

The Carden Group
PO BOX 963, Jefferson City MO. United States