## Professional Development

### Core Competencies

### Personal Development

To be an effective leader you must first be an “effective you”. You must earn trust and lead boldly. Understanding how to build and break habits for long-term success starts with the leader.

- Four phases of attitude
- Johari’s window
- Prioritizing time
- Floodlight thinking

**Competencies:**
- Trust & integrity
- Decision making
- Personal productivity
- Execution

### Vision, Values, & Goals (Internal Branding)

Leaders must have alignment with corporate success (above) and individual success (below) to ensure a high return on all invested efforts.

- Clarity, alignment, & purpose
- Value premise
- Communication styles
- Adapting & flexing to styles

**Competencies:**
- Trust & integrity
- Vision & purpose
- Communication skills
- Accountability through responsibility
- Engagement

### Building a Winning Team

Every team member must be clear on their own definition of success and how that ties into the higher purpose of their team, department, and the organization.

- Direction and goals
- Expectations
- Accountability
- Expected behaviors
- Success drivers

**Competencies:**
- Individual performance development plans
- Difficult conversations
- Conflict resolution
- Expectation conversations

### Accelerating Team Performance

Leaders that create and drive energy throughout the organization help drive greater productivity and success with results.

- Timely and effective feedback
- Leveraging strengths
- Proactive change management
- Metrics that matter
- Development tactics

**Competencies:**
- Employee engagement
- Facilitation skills
- Leveraging data
- Drive successful outcomes

### Continuous Improvement

Leaders must understand how to implement continuous improvement and make it a part of the way they operate.

- Shape strategy within their control
- Promote teamwork and collaboration
- Develop talent for future leadership roles
- Align metrics with behaviors

**Competencies:**
- Performance management
- Embracing change
- Problem solving
- Talent development
- Succession planning

---

All programs are tailored by department to improve culture, leadership, and performance: Employee Engagement/Satisfaction, Sales, Customer Service/Satisfaction, and Employee & Customer Retention & Loyalty.

### Client Logos

- Missouri Farm Bureau
- Enterprise
- Scholastic
- KU Medical Center
- L’Oreal
- PAGE LAW
- Honeywell
- Missouri Department of Corrections
- Weight Watchers
- GAF
- AT&T
- Morgan Stanley
- Ranken Jordan
## Professional Development

### Excellence Collection

<table>
<thead>
<tr>
<th>Impact Customer Experience</th>
<th>Create the “Buy” Sales</th>
<th>Drive Results Leadership</th>
<th>Create Customers for Life Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service Quality</strong></td>
<td><strong>Sales</strong></td>
<td><strong>Leadership</strong></td>
<td><strong>Retention</strong></td>
</tr>
<tr>
<td><strong>Learn to exceed the expectations of every customer.</strong></td>
<td><strong>Discover the habits of top sales producers.</strong></td>
<td><strong>Learn to identify and leverage personal communication styles and reduce ‘triangular communication’.</strong></td>
<td><strong>Learn how to greet and build rapport with customers.</strong></td>
</tr>
<tr>
<td><strong>Discover ways to resolve every customer’s situation at the initial point of contact.</strong></td>
<td><strong>Understand the best ways to communicate your products and services.</strong></td>
<td><strong>Understand how to set goals with your team and manage them effectively.</strong></td>
<td><strong>Discover how listening helps retain customers.</strong></td>
</tr>
<tr>
<td><strong>Identify and address what your customer needs to be satisfied without pointing blame.</strong></td>
<td><strong>Learn how to effectively and efficiently prospect for new clients.</strong></td>
<td><strong>Understand how to listen, uncover opportunities for individual and team improvement.</strong></td>
<td><strong>Learn how to use value options &amp; questions to create reasons for customers to stay.</strong></td>
</tr>
<tr>
<td><strong>Find ways to control interactions with customers.</strong></td>
<td><strong>Develop skills to conduct an understanding meeting with prospects that enables you to create a connection, understand wants, needs and motives, and move forward.</strong></td>
<td><strong>Improve your ability to transfer skills to your team members.</strong></td>
<td><strong>Discover how to sell value before incentives to get customers to stay.</strong></td>
</tr>
<tr>
<td><strong>Acquire skills to manage customer issues efficiently, reducing time spent and giving you the opportunity to service more customers.</strong></td>
<td><strong>Learn how to present solutions that excite your prospects and lead to new relationships.</strong></td>
<td><strong>Learn to give timely and meaningful feedback.</strong></td>
<td><strong>Learn how to leverage your marketing intelligence to improve effectiveness.</strong></td>
</tr>
<tr>
<td><strong>Learn to become more effective at diffusing angry customers.</strong></td>
<td><strong>Learn how to resolve the most common objections and improve close rates.</strong></td>
<td><strong>Learn the art of motivation and accountability.</strong></td>
<td><strong>Understand how to resolve issues in an amicable way.</strong></td>
</tr>
<tr>
<td><strong>Increase your ability to convert service calls into sales opportunities.</strong></td>
<td><strong>Improve your ability to use supporting evidence in your sales efforts.</strong></td>
<td><strong>Learn how to manage difficult conversations and neutralize negativity.</strong></td>
<td><strong>Understand how to leave your customer encouraged and happy about staying.</strong></td>
</tr>
</tbody>
</table>