



Professional Speakers and Trainers

Training Sessions - Business

BUSINESS PLANNING

This program is designed to teach any level of employee how to write, follow, and complete a business plan along with desired results for any given time period. It is designed to help all levels provide comprehensive, accurate forecasts for their supervisors. The purpose is to provide progressive levels of information that build upon themselves, resulting in a corporate planning tool with input from those affecting it.

Recommended for: Entry Level and Mid-Level Management
Length of Course: 6 Hours

CUSTOMER SERVICE

This program introduces the idea of putting the “**US**” back into customer service. It examines customer service from both the customer and the provider perspective. It is centered on the basic premise that in order to improve customer service we must expect the highest level of service from ourselves as well as those around us on equal terms.

CUSTOMER SERVICE AND CUSTOMER CARE

From the local grocery store to the hospital waiting room, everyone should be concerned about focusing on the most important member of the business success: The Customer. Some organizations have the art of excellent customer service fine-tuned; others are struggling to improve the process, while others remain disconnected and apathetic. Superb customer service will lead to repeat business, new business and a healthier workplace. In every successful business, the customer is perceived as, and treated as, the most important asset. This course is CUSTOMIZED to specific client and industry.

Recommended for: Everyone Involved w/Customer Contact
Length of Course: 3 Hours
Minimum 10 people – Maximum 100 people

DIVERSITY TRAINING

In this course you examine some of the universal concepts of diversity. Participants will learn and understand the different world views and their current effect on business. You will discover your own style of communication, recognize other styles of communication and learn how not to be judgmental of them.

Recommended for: All Employees
Length of Course: 3 Hours or 7 Hours

EMPLOYEE MOTIVATION

This workshop is designed to help managers understand the link between employee needs and company goals. It uses production, loyalty and motivation models to develop ideas that the manager can use when interacting with employees. It is focused on the interaction process between managers and employees they supervise, and shows what does and does not work when motivating employees. Quality of production and loyalty of employees are goals of this program.

Recommended for: All Management Levels
Length of Course: 7 Hours

FROM HERE TO THERE

Proven strategies to become a Multi-Millionaire. Why does it seem that everyone else has more money than you do? How can the same individuals have a vastly different net worth? What habits do the rich do each and every day that you don't do? In this program, you will learn how to start your day to put you on the road to financial independence. Becoming financially independent will not happen by chance – but it CAN happen to you!!

Recommended for: All Individuals
Length of Course: 3 Hours or 6 Hours

GENERATIONAL DIVERSITY IN THE WORKPLACE

With people living and working longer, the workplace has become very diverse in regards to age differences. Learn the importance that generational differences can have on your work environment. The gaps between seniors, baby boomers, generation x, and generation y could be affecting your workplace. You will learn the universal goals that all groups have i.e. financial success, family, friends, spiritual, personal time, community, however, the order of importance seems to change from one group to the next. There will be discussion on each group's perception of the others, how this can cause a breakdown in communication, and how to overcome the problem.

INNOVATIVE THINKING AND CREATIVE TECHNIQUES

Learn how to tap into your creative side instantly, without all of the nagging self doubts of what others will think. You will also learn how to recognize creativity in others and encourage them. This course is designed to help you discover several ways to handle a task so that you can quickly move from problems to solutions. Learn to hold successful brainstorming meetings that last minutes instead of hours, go mentally fishing for concepts and solutions, ask questions that will spark creativity in others and much more.

Recommended for: All Management Levels
Length of Course: 3 Hours

KEEP MORE MONEY AND GIVE THE IRS LESS – WITHOUT GOING TO JAIL

Advanced business planning strategies will be discussed to provide the business owner with key alternatives that will keep more money in your pocket. If you are tired of being limited by the amount you can put in your 401(K) – this class is for you!! EXIT STRATEGY: Thinking of selling your business one day – put in place certain strategies and vehicles to make the company more attractive to prospective purchasers that will net you more money.

Recommended for: Business Owners
Length of Course: 3 Hours or 7 Hours

LEAP, DON'T SLEEP!

How to Achieve Different Results With A Different Approach Learn the 13 steps to dramatically impact sales and profits from the very first day. Take action you're not used to taking and see the results. Learn from great examples all around you. See how synergy works in creativity. Participate in exercises that will form the basis of renewed creativity and excitement in your product or service. Get a different perspective on why things happen the way they do, and why people do the things they do.

MENTORING AND COACHING

This program illustrates the importance of both coaching and mentoring and brings to light the difference between mentoring (*a one on one process*) and coaching (*a group process*) and how these two activities can leave long lasting positive effects. It also brings to light the danger of negative impact when coaches and mentors aren't aware of or misuse the powerful position they hold.

MOMENTS OF TRUTH

Repeat Customers through Outstanding Customer Service. How to guarantee repeat business. How to eliminate mediocrity; inspire and empower employees at all levels to take ownership of the customer; and directly influence the customer's decision not only to return, but also to be an ambassador for your business. Enjoy the increased profits, the reduced turnover, and the new employee enthusiasm toward your customers and your company.

PRODUCTIVITY AND TIME MANAGEMENT

This program is based on the "centered principle" theory of productivity, it helps the individual better identify their place in the production process and how it affects others. The time management session of this program opens the attendee's eyes to realities of time for a long view which in turns gives them a better appreciation of both short term and middle range time management.

PROFESSIONAL DEVELOPMENT

Peripheral Training

This program is designed to help the attendees identify areas of professional growth that are not directly related to their present position. By developing skills and abilities that enhance their overall knowledge, they increase their effectiveness. The course brings to light the advantages of incorporating hobbies and interests into a lifetime learning agenda, which then increases one's skills and abilities in a wide range of areas.

PROFESSIONAL ETHICS

"The best course I have ever attended," "Jonathan is terrific," "I didn't want it to end," "I will be thinking about what he said for a long time" – These are just a few of the comments collected from participants of the Professional Ethics course. The participants are given very simple and straight forward questions. Rather than agreeing or disagreeing with their answers, world renowned speaker, Jonathan Neal, then reveals the complexities that lie just beneath the surface. This, in turn, causes participants to reexamine the questions as well as their answers. This course is simply the BEST PROFESSIONAL ETHICS PROGRAM in America today. It is packed with energy and passion. This course gets constant 98% ratings from attendees.

Recommended for: All Employees, Managers, Business Owners
Length of Course: 3 Hours

SALES AND SALES FORCE MANAGEMENT

An interactive presentation that draws on numerous generally accepted yet unproven assumptions about the sales process. Jonathan contrasts the realities of the sales process with many of those unfounded assumptions. Jonathan brings attendees into a conversation dealing with what actually motivates sales people. Reports and reporting systems are also reviewed.

STOP DOUBLE TAXATION ON YOUR IRA

IRA or 401(K) owners – exploit new tax laws to save tens of thousands of dollars. Recent tax law changes will affect your retirement savings and lifestyle. If you used the standard beneficiary forms to name your beneficiaries – you must attend this course to learn why 99/100 times this is wrong. Learn how to stop double taxation on your IRA/401(K). Learn strategies to avoid losing 70% plus of your retirement savings to the IRS. Learn why most estate plans fail when IRA/401(K) accounts are involved. Learn how to “lock in” your retirement savings and protect your principal from loss.

Recommended for: All People with a Retirement Fund
Length of Course: 3 Hours or 7 Hours

STRUCTURE, STRATEGY, AND COMMUNICATION

This is a group workshop dealing with organizations and the complexities that revolve around strategies and how they are communicated within a management structure. To insure that the training session provides an adequate level of challenge, the participants take part in a war game. Skills such as time management, communication, both written and oral, as well as political abilities are tested. One's ability to act while taking full responsibility is also put to the test. Not for the faint hearted, this program uses competition to generate stress. One's ability to react under pressure is only part of what is needed to win here.

Recommended for: Mid and Top Level Management
Length of Course: 12 Hours – 4 Hours Day One, 8 Hours Day Two
Minimum 16 participants – Maximum 32 participants

SWISS ARMY KNIFE FOR RETIREMENT PLANNING

You will retire once in your life – learn the SIX mistakes retirees make and how to avoid them. Avoid the TICKING TIME BOMB – maximize the benefits from your retirement accounts. Learn how to take money out of your retirement account TAX-FREE. Naming the wrong beneficiary of your account can cost your estate 70% plus which will be left to the IRS. Learn who you should name as your beneficiary and why.

Recommended for: All Working People
Length of Course: 3 Hours or 7 Hours

TAP YOUR 401(K) /IRA SAVINGS FOR INVESTMENT CAPITAL

Learn how to access your IRA without having taxable income. Learn the building blocks for building “TAX FREE WEALTH.” Should you own your property in an S-corp or LLC or Land Trust? What will you need to do to protect your estate from the IRS and creditors. Valuable information provided by current real estate investor.

Recommended for: Anyone With a Retirement Fund
Length of Course: 3 Hours

TAX BENEFITS FOR THE SELF-EMPLOYED

If you are self-employed, the IRS has you as their target. Are you taking all the legally available tax deductions? Don't do tax planning on April 15th!!!! Learn the valuable steps everyone can implement to reduce their taxes – most of the time these strategies save thousands of dollars each and every year. Each participant will gain a clear understanding of how to use the IRC to their advantage, how to take a home office deduction as an employee and being self-employed and how best to handle reimbursed and non-reimbursed expenses. Numerous materials and reference guides will be discussed and given to each participant. This course can be customized to a particular line of work or industry.

Recommended for: All Self-Employed
Length of Course: 3 Hours or 7 Hours

TEAM BUILDING EXPERIMENTAL WORKSHOP

This type of active training has been given many names over the years, from Challenge Course to Experimental Therapy. It is an approach that will present the individuals with “challenges” that can only be accomplished through a cooperative group effort. The goal is to provide a safe environment that will promote growth, communication, leadership, problem solving, team cohesion, understanding responsibility and eventually empowerment in decisions. At several points, a non-judgmental processing will occur to integrate the way in which the “challenge” was mastered and its relation to real life situations.

Recommended for: Mid to Upper Level Management and Supervisors
Length of Course: 4 Hours or 8 Hours

Needed for Course: An open mind, loose fitting clothing and tennis shoes, 10 to 30 participants, no jewelry, watches, beepers or phones, and an awareness of physical limitations.

THINKING OUTSIDE THE BOX

Creative and Innovative Thinking

Abstract ideas are the result of a person’s ability to identify seemingly unrelated patterns between two or more unrelated activities. This program examines the art of creative thinking and identifies the skills required to generate creativity. The course utilizes tools such as, “The Creative Thinking Pyramid, The Framing Matrix, and The Scrambler Technique” to examine and develop creative thinking skills. We also investigate the use of circular and step logic, as well as visual, audio, numeric, and alphabetic relationships. The program shows attendees how to process various forms of information from different sources, consider the possibilities from different perspectives, and then how to reconstruct the data.

TRAINING, MANAGEMENT DEVELOPMENT

A fast paced interactive presentation designed to help managers train and develop the people around them. It also investigates the continuing process of self-development required for people to achieve their potential. The program is based on a two pronged process, which revolves around the idea that the best way to develop myself is to develop those around me.

TRAINING THE TRAINER

This program is designed to introduce and develop various training techniques to trainers. The primary goal of the course is to examine communication channels in order to reach as many people as possible. Based on the idea that information has no value if it cannot be disseminated, we focus on increasing a trainer’s ability to convey data, topics, and concepts. A trainer’s ability to generate interest in a given topic is directly related to the trainee’s willingness to participate in any course. The best trainers learn how to help their students make the step from seeing and hearing material being presented, to comprehending that material and putting it to good use. This is not an art – IT IS A SKILL - and this course is designed to develop that skill.

WHITE AND PINK COLLAR PRODUCTIVITY

This seminar is designed to increase productivity from staff and management personnel by reducing waste. Models and formulas are used to provide managers with a firm understanding and the tools needed to measure present productivity levels, set goals for new levels of productivity and communicate to employees not only the process, but also the results expected. This program will promote participation and acceptance which result in high levels of productivity and professionalism.

Recommended for: Mid to Upper Level Management
Length of Course: 7 hours

YOU'RE IN CHARGE!

Coaching for High Performance and Longevity

How to increase productivity, improve morale, retain top performers, and guarantee results through energetic, committed employees. See how you can change employee attitudes, create a positive environment for employees to shine and excel, reduce unnecessary turnover, absenteeism, and difficult behavior toward customers or co-workers. Learn how to "connect" with your employees.

Training Sessions – Personal Development

ADVANCED ANIMAL COMMUNICATION

This course is a continuation of the "Beginning Animal Communication" course. In the advanced session, participants see that they are truly "getting" telepathy. The participants work with pictures of animals, their own and those of other people. They ask simple questions, and the leader verifies if the information received is accurate. The students are also given a "lost animal" photo to work on as a group project. This course provides them with the tools to increase the value of their communication.

Recommended for: All Animal Lovers
Length of Course: 3 Hours or 6 Hours

BECOMING AN OPTIMISTIC THINKER

The difference between an optimist and pessimist is not the number of bad events in their lives, but rather their interpretation of these set-backs. A picture of overall health has as its foundation, an attitude that exudes optimism. Getting to that positive mental state becomes as easy as A-B-C-D-E. Becoming an optimistic thinker needs to be the mission statement in every organization.

BEGINNING ANIMAL COMMUNICATION

This basic course introduces people to communication with animals through telepathy. Aside from the obvious communication tools of body language and vocalization, animals communicate to each other and to other species through telepathy. Telepathic communication is sending and receiving pictures, words, and feelings. The participants are lead in a guided meditation and telepathic exercises to quiet the mind and open the heart to accept telepathy. Students gain insight into cluttered minds and how to leave the lines of communication open. A package of meditation and different brain quieting techniques is also included.

Recommended for: All Animal Lovers
Length of Course: 3 Hours or 6 Hours

ENERGY/BODY WORK

This workshop focuses on energy work and fundamentals of body work using methods such as T Touch by Linda Tellington-Jones, light massage and laying on of the hands. Both the energy work (Bio-scalar wave) and the body work (T Touch) are designed to enable the healing process to come from within and used together, are a potent combination. The participants will not only learn the techniques but also will be taught when to use what – i.e. energy work is better for cancer, body work is better for arthritis. The energy and body work can be applied to people or to animals.

Recommended for: All People
Length of Course: 6 Hours

INNER BALANCE FOR WOMEN

Inner balance combines the Eastern Traditions of health and wellness with modern methods to renew the whole body. Learn the importance of nourishing whole foods and hormone health as an important component for addressing personal balance from within. This hands-on workshop provides additional tools such as acu-pressure massage, facial exercise, and Jin Shin Jyutsu, a Japanese art of hand placement to gently balance the body. By creating harmony, we achieve youthful radiance and vitality in our daily living.

Recommended for: Women of all Ages
Length of Course: 3 Hours or 6 Hours

LIFE PLANNING AND PERSONAL GROWTH

An interactive open discussion on what makes people strive to better themselves. Jonathan uses his unique (*backwards planning*) technique to help people put stronger foundations on their goal setting and perceptions of what is success both personally and professionally.

MARSHAL YOUR ENERGY TO REDUCE STRESS ON BODY AND MIND

This workshop teaches easy-to-do exercises which will help the participant reduce soft-tissue damage, control stress levels, relax tense muscles, improve productivity, and help them feel more energized by day's end. Martial arts master Gary Grooms motivates participants to marshal their internal energy to combat the physical stresses that affect their body, mind, and outlook. A questionnaire is sent to the primary client contact prior to the session to provide for customization of the session content to address the specific needs of the participants. Students will spend enough time learning and doing the recommended exercises to ensure understanding of proper form and technique.

Recommended for: Any Person Who Sits at a Desk
Length of Course: 3 Hours

MASTER YOUR PERSONAL POWER TO BRING THE RESULT YOU WANT

Summoning your personal power to gain advantages in your life can be easy if you know the right steps to take. Interact with and listen to Master Gary Grooms as he explains 3 major areas to focus on. Find out what personal power *is* and *is not*. Learn how slight changes to your personal image can help you command additional respect and convince others you are capable and in control. Master new interpersonal skills to help you gain the vantage point and achieve the results you want. Learn the difference between being assertive and aggressive, and how each can work for you *or* against you. Discover new listening skills that help you take control of a situation to gain your desired outcome. And finally, be there when Master Grooms exposes the 5 simple steps that give you control of your time for more effectiveness and efficiency in work, life and play.

MOVING BEYOND YOUR FEARS

We are born with only two fears; loud sounds and heights. Throughout our lives we develop an endless number of fears that ungrounded us and stifle our growth. Recognition of these is the first step, the rest of the steps are where individuals need to progress in order to achieve success. How is it that one moves beyond these blocks?

PERSONAL FINANCES

A basic course on personal finance. This course introduces the ideas of money management, investment diversification, asset allocation, taxes and inflation. The goal of this program is to provide the attendees with a fundamental understanding of how to be organized and manage their finances. Jonathan's background as an investment adviser, stock broker and investment banker allows him to provide the attendees with insight gained not only from his professional training but also the actual knowledge gained from over 25 years as a published writer and trainer in the banking, insurance and securities fields.

Training Sessions - Sales & Marketing

COLD CALL ELIMINATION

Advanced business marketing strategies will be discussed to provide the business owner/salesperson with key marketing strategies to systematize and eliminate the need for making cold calls. This program will reveal how to get prospects to raise their hand and qualify themselves to be clients. Strategic direct marketing makes the difference.

Recommended for: Business Owners, Managers, Salespeople
Length of Course: 3 Hours

FARM YARD MARKETING

The whole process of suspect – to prospect – to client – to repeat buyer will be explored based on of all things – a farm. There is not much difference in a successful farmer and a successful salesperson. Key marketing strategies used to start, expand and grow a business will be discussed. Marketing concepts and implementation steps will be analogized to operation of a farm for easy recall. If the business is not growing, it's dying. Learn how to operate the farm and have a great harvest.

Recommended for: Business Owners, Managers, and Salespeople
Length of Course: 3 Hours

HIGH IMPACT RELATIONSHIP-BASED SELLING

This program shows the salesperson how to apply the relationship-based selling process and tactics to help them sell more in less time. They will learn to establish and build trust and rapport with the client/prospect, prospect more effectively, overcome initial resistance, negotiate more profitable sales, and discover the customer's decision criteria – the “pain” and “gain” points. This program shows them how to move client interactions from a transactional basis to a relationship-driven, consultative solutions approach.

Recommended for: All Sales Representatives: F2F and Telesales, Sales Supervisors, and Sales Managers
Length of Course: 3 Days
Minimum 10 participants – Maximum 50 participants

PROSPECTING FOR NEW CUSTOMERS

This program teaches the participants to overcome call reluctance and the fear of calling new prospects. The participants will learn to: Enter into a comfortable dialogue in order to qualify prospects as effectively as possible; Deal with voice-mail, gatekeepers, and prospects who won't return calls; Pre-call preparation to ensure a high degree of success; the first questions that you need to ask; and Understanding the reaction of prospects to your prospecting approach.

Recommended for: All Salespeople, Supervisors, and Sales Managers
Length of Course: 7 Hours

SALES 101 – FOUNDATIONS OF SELLING

On completing this program, participants will have learned the basic sales and communication skills and attitude necessary for initial success when starting out in a sales role. Specifically, participants will learn: The individual steps of the sale, and the skills and actions required at each step; How to communicate effectively in a sales situation; an understanding of the buying process and why people buy, or don't buy; and How to stay positive and deal with rejection. This program can be customized to specific client needs for in-house programs.

Recommended for: First Time Salespeople
Length of Course: 7 Hours
Minimum 10 Participants – Maximum 50 participants

SECRETS OF SUPERSTAR SELLERS

Participants will learn the 11 things that Superstar Sellers do on every sales call, to a greater or lesser extent, regardless of whether it is a 5-minute interaction or a month long engagement. Applying these 11 steps on every sales call will help the participant emulate the behavior and skill sets of the world's most successful salespeople so that the salesperson can sell significantly more, in less time.

Recommended for: All Salespeople, Supervisors and Sales Managers
Length of Course: 3 Hours
Minimum 10 participants – Maximum 150 participants

SELLING TO SENIOR LEVEL EXECUTIVES

On completing this program, participants will have learned how to gain access to, and develop and maintain, senior executive level relationships that establish their consultative professionalism and ability to promote total solution capabilities at the highest levels of the client's organization. In this intensive, highly interactive 1-day program, participants will learn how to: Develop strategies and high impact opening scripts and introductory e-mails for gaining access to senior executive; Work with the executive assistants to gain access to their executives; Overcome initial resistance to their approach; and Build the traits and characteristics necessary for successful selling to senior executives.

Recommended for: All Salespeople, Supervisors, and Sales Managers
Length of Course: 7 Hours
Minimum 10 participants – Maximum 50 participants

IT'S ALL ABOUT MARKETING

How does a business make more money? Get more clients. How do you get more clients? You market more. The key to any business success depends on the ability to attract clients on a regular and consistent basis. Proven strategies will be taught to do just that – no matter what your business. How much should you be spending to acquire a new client, and does it matter? Find the answers to these questions and much more in this fast-paced, interactive workshop.

Recommended for: All Business Owners, Salespeople, Managers
Length of Course: 3 Hours

Training Sessions – Non-Profit Org.

ADVANCED TOPICS IN DIRECT RESPONSE MARKETING

Breakthroughs that will turn a humdrum "mature appeal" into a market innovator

A full-day seminar offered on a stand-alone basis or customized for "in-house" workshops at larger charities. This can be offered for intermediate to advanced audiences and some of the topics can be customized to address specific concerns of your organization. A sampling of the topics discussed includes:

- Three myths of direct response fundraising – An examination of empirical evidence
- Advanced analytic techniques – modeling, profiling, valuation – what to use and when
- How to decide whether a particular strategy of fundraising "fits" your organization

CAUSE RELATED MARKETING AND CORPORATE SPONSORSHIPS:

Following the advice of Jessie James to “go where the money is”

This seminar introduces you to fundraising opportunities and techniques with corporate sponsorships and cause marketing. Examine examples of such campaigns and review the results achieved and then learn how they can be developed along with cautions and issues encountered along the way. Some of the topics will include:

- You know you are lost when you are referred to the corporate foundation
- How to structure win-win deals
- Things you should know before you walk in the door
- Why you should never ask for a donation

Length of course: 3 hours

DIRECT RESPONSE FUNDRAISING 101

This powerful full-day seminar is a must for any fundraising professional. The session covers the fundamentals required to conduct successful fundraising campaigns. At the heart of the session are valuable, real-life examples, which drive the topics home. The seminar is divided into six modules: Introduction; Creative Strategies; Database Management: Design & Segmentation; Mail Plans, Production, Budgets, & Scheduling; Statistics and Formulae; Lists.

DISASTER RECOVERY PLANNING FOR NON-PROFITS

How to make a realistic plan for you organization.

It's a sad fact that most nonprofits are taking very big risks by not having adequate disaster recovery plans in place. A 2003 survey showed that over 52% of nonprofit respondents did not have a plan and those that did rarely covered their essential functions. This half-day seminar, which is also available as a full-day, facilitated workshop, examines disaster recovery planning efforts as it pertains explicitly to nonprofit organizations and begins the process for the nonprofit.

GROUP CREATIVITY AND PROBLEM SOLVING

Do your managers and staff know how to generate creative ideas, use those ideas to solve problems, and sell the solutions to other managers, staff, or customers? If your organization suffers from “innovation disability,” you will benefit from this seminar. This seminar, offered for groups of 8-25 in a 6-hour format, shows you how to harness the energy of small groups. It is a 50-50 blend of presentations merged with hands-on exercises. Learn why and how to generate creative problem solving in work teams, and spend time practicing and observing selected techniques in action. Topics include:

- Group dynamics
- Stimulating creative ideas
- Selling innovations
- Creativity, problem solving, and innovation
- Understanding tame problems & wicked problems
- Ways to choose among alternative solutions

INTERNATIONAL EXPANSION OPPORTUNITIES FOR U.S. CHARITIES:

How to protect your assets, invest wisely, and get results when expanding overseas.

This seminar introduces you to fundraising opportunities and activities in a large number of countries around the globe. It will show the results of such programs and explain how they can be developed along with cautions and issues in various parts of the world. Topics discussed will be:

- New market entry – how to select where to go and how to get started
- Building a base of support
- Holding on to your brand
- Controlling your investment and insuring a return on investment
- Styles and structures in international expansion – from the franchise model to the subsidiary approach

Plenty of time will be made available for questions and answers so as to allow participants to understand how the illustrations may apply to their circumstances.

Length of course: 3 hours

STRATEGIC PLANNING, STRATEGIC DOING:

As a half-day seminar, this is just what you need to educate your leadership group about strategic planning and doing before you jump into trying to do this within your organization. In an area that is rife with jargon and misunderstanding, the seminar explains the basic concepts of planning and doing and establishes a common vocabulary everyone can understand and work with. This model of planning and doing can be applied equally well to organizations of all sizes, nonprofit or for-profit, for virtually any organization that provides goods and services to a customer group.

Seminar participants have permission to use the notebook materials for strategic planning and execution activities within their organization, free of royalties or fees.

The seminar also can be presented as a day-long, in-house seminar. In the full-day venue, the seminar is supplemented by additional materials applied to the group through hands-on exercises aimed squarely at the host organization. This lays a solid foundation for a full strategic planning workshop over a one- or two-day period at a later time, if your organization decides that is appropriate.

Topics

- Why strategic planning and strategic doing?
- The planning-and-doing master blueprint
- Your mission statement and vision
- Preliminary research
- Setting ambitious goals
- Formulating strategies
- Turning goals into objectives
- Turning strategies into plans
- Using reviews for accountability and adaptability
- Feedback and redirection
- Why you need employee empowerment
- The role of communications

Length of course: 3 hours or 7 hours