

BRUCE PARKER CONSULTING, INC.

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WORKSHOP OPPORTUNITIES	WORKSHOP LENGTH	WHO SHOULD ATTEND
<p>SITUATIONAL LEADERSHIP I Employees are at different <i>readiness</i> or developmental levels for tasks they perform. Based on what you learn about readiness levels, become a leader who can match the readiness level with the appropriate leadership style.</p> <p>Develop the skills required when leading people. Diagnose the competency and commitment of others. Differentiate influence styles. Select appropriate leader behaviors. Increase your influence potential. Grow and develop your team. Solve performance problems.</p>	1/2 DAY	LEADERSHIP TEAM
<p>SITUATIONAL LEADERSHIP II Power is <i>influence potential</i>. Developing it can help you lead average employees to perform above average all the time.</p> <p>Examine the perception of managers' power to influence the organization's goals. The readiness level of your organization, and your Phase of Growth are combined into an eye-opening model of development. Differentiate between <i>potential</i> and <i>demonstrated performance</i> – and develop a strategy for growth. Establishing competency in an employee, team or department is only sustainable if that work unit moves toward self-direction in Phase III growth. Situational Leadership II establishes the roadmap to get there.</p> <p>PREREQUISITE: Situational Leadership I</p>	1/2 DAY	LEADERSHIP TEAM
<p>UNDERSTANDING BEHAVIOR I Increase your effectiveness and reduce frustrations in working with others so that everyone benefits—you, your coworkers, teams and your organization.</p> <p>Better understand your behavioral tendencies and develop an understanding of how your behavior affects others. Understand, respect, appreciate and value individual differences. Develop strategies for working together to increase productivity. Enhance your effectiveness in accomplishing tasks by improving your relationships with others.</p>	1/2 DAY	ALL EMPLOYEES
<p>UNDERSTANDING BEHAVIOR II The Platinum Rule is used in coaching managers to adapt to the developmental needs of the employee.</p> <p>Depending upon the employee's assigned responsibilities – and positive/negative achievement – develop a matrix to adapt your coaching style to meet the needs of the employee and department. Your natural style, discussed in <i>Understanding Behavior I</i>, is coupled with your leadership style determined in <i>Situational Leadership I</i>. Develop a <i>Leadership/ Employee Action Plan</i> for each employee and department.</p> <p>PREREQUISITES: Understanding Behavior I & Situational Leadership I</p>	1/2 DAY	ALL EMPLOYEES

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<p>PROCESS IMPROVEMENT Is your business growing—or regressing—in the four key areas of: <i>Customer Satisfaction; Employee Enthusiasm; Financial Performance; and Market Domination?</i></p> <p>Establish realistic goals. Develop processes and plans to support the goals. Identify the processes you need to improve upon and develop written job aids for employees to follow. Ownership for the process is established through a guided discovery exercise involving employees and management. You will use a four-step improvement strategy, originally developed by Dr. Edwards Deming.</p>	CUSTOMIZED	LEADERSHIP TEAM AND/OR EMPLOYEES
<p>FINANCIAL STATEMENT ANALYSIS FOR MANAGERS A detailed explanation and analysis of your business' financial statement will enable your managers to 1) better understand the financial statement and performance reports; and 2) identify potential opportunities for improvement.</p> <p>Examines Working Capital; Net Cash; cash flow; frozen capital; departmental contributions to profit; total expense analysis; service absorption; break-even analysis; and key volume, margin and expense indicators/benchmarks for each department. While it is recommended that you allow 1.5 days for this training, the timing and content can be adjusted based upon your individual requirements.</p>	FULL DAY	LEADERSHIP TEAM
<p>“10” TALK <i>Vision</i> gives our business life purpose. <i>Mission</i> establishes the direction. <i>Values</i> define who we are.</p> <p>A powerful motivational meeting for all employees, the “10” Talk is designed to synergize—individuals into a team—all working together toward moving your business from good to great. <i>Vision</i> into <i>reality</i> requires a plan. Walk the talk—take your key goals and energize everyone to achieve them.</p>	2 HOURS	ALL EMPLOYEES
<p>RITZ CARLTON EXCELLENCE The Ritz Carlton Luxury Hotels chain is the only two-time Malcolm Baldrige Quality Award recipient.</p> <p>Learn about their award-winning processes. Examine their roadmap to problem-solving and process improvement. Adapt their tools to use in your business. From their initial selection process through the peer review panel change forum, learn employee motivational techniques that work. The Ritz Carlton Hotels embraces the principles of Situational Leadership I.</p>	2 HOURS	ALL EMPLOYEES
<p>PERSONAL VISION PLANNING We live in a world in which we are called upon to make daily decisions that bring us closer to our goals – or further from them.</p> <p>No tool is more valuable in articulating our chosen direction than a <i>personal vision statement</i>. A vision statement is your “reason for being.” It helps to answer the question, “Why am I here?” Making a difference is a personal choice. No matter what your circumstances, you can decide to make a difference in your life – and in the lives of others. We all have the ability to find true purpose for our lives. Develop your vision statement and an action plan – and turn personal vision into reality.</p>	2 HOURS	ALL EMPLOYEES
<p>BUSINESS PLANNING Scoreboard Measurement System The cornerstone for sustainable leadership development and performance improvement. Achieve a realistic business plan that works for your organization, through people, practices and profitability.</p> <p>Examine vision, goals, constraints and barriers for the coming year. Prioritize objectives into four key areas: <i>Customer Satisfaction; Employee Enthusiasm; Financial Performance; and Market Domination</i>. Establish goals for each area, assigning each a value. Adopt plans after careful analysis of current reality versus one year targets, as well as barriers or constraints that may exist. Formally review plans on a monthly basis.</p>	FULL DAY	LEADERSHIP TEAM

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<p>GROWING A WINNING TEAM Developing your business to move from Phase I to Phase II and Phase III cannot be achieved without the personal growth and development of individuals, departments – and your business as a whole.</p> <p>Personal development is approached from the initial stages of recruiting, selecting and hiring. When you hire a “10” – you’ll generally get a “10” performance. Establish an <i>Employee Bill of Rights</i>, which clearly holds individuals and departments accountable to specific, measurable, and observable performance standards.</p> <p>PREREQUISITES: Situational Leadership I, Understanding Behavior I, Business Planning: A Disciplined Approach</p>	1/2 DAY	ALL EMPLOYEES
<p>POWER OF ACTIVE LISTENING The difference between “hearing” and “listening” is huge – but an even bigger gap exists between “listening” and “active listening.” Consider developing your team into <i>active listeners</i> as an important business priority for you to continue the growth of your business.</p> <p>Learn the fastest ways to uncover a message’s hidden meaning. Distinguish subtle differences between content and delivery of a message. Listen without feeling judgment or the need to defend or interrupt. Improve information retention skills. Listen to evaluate and empathize. Understand critical steps to avoid misunderstandings. Compare your individual behavioral style with your natural listening tendencies.</p>	1/2 DAY	ALL EMPLOYEES
<p>STRESS MANAGEMENT Among thousands of employees interviewed, <i>stress</i> was identified as the number one roadblock to customer satisfaction. And stress clearly can interfere with our personal lives.</p> <p>Recognize that a key to successful stress management is your <i>response</i> to a variety of stressors. Identify the causes of stress in your life. Develop a behavioral action plan to effectively deal with personal, interpersonal and environmental stresses.</p>	1/2 DAY	ALL EMPLOYEES
<p>SITUATIONAL SELLING Get to know the fundamentals of behavior and effective influence. Designed to complement existing selling systems.</p> <p>Learn the importance of diagnosing, adapting and communicating as skills for increasing sales. Explore key definitions and concepts for influencing behaviors and improving results. Diagnose buyer readiness and adapt your selling style. A roadmap for organizing what many experienced sales professionals have learned in other workshops and on the job. Adapt selling behaviors to meet the full range of customer needs. Get feedback on your style tendencies, highlighting strengths and areas for development.</p>	1/2 DAY	ALL EMPLOYEES
<p>SITUATIONAL SERVICE Improve service quality on the front lines through common sense approaches to exceeding service standards.</p> <p>Emphasizes the critical nature of customer satisfaction and the one-on-one interface between service provider and customer. Gain personal insight about your comfort zones and the impact of behavioral tendencies on customer satisfaction and loyalty. Define levels of customer readiness. Identify behavioral cues associated with each level. Demonstrate the relationship between service style and customer readiness. Identify service strengths and areas for improvement.</p>	1/2 DAY	ALL EMPLOYEES

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