

# LIVE & VIRTUAL PROGRAMS

delivered by Tracy Stock, CSP

## **Create a Cutting-Edge Culture: Energized. Engaged. Empowered.** (1-4 hours)

Do you bring passion, commitment, and skills to work every day? Do your leaders inspire teams to collaborate better and perform higher? Create a cutting-edge culture—where people feel empowered to do their best work, trust and respect their leaders, and willingly perform in highly effective ways. Discover how to attract and promote the best and brightest talent, empower teams to choose collaboration over competition, foster engagement and productivity by controlling conflict, and inspire behavior change—where accountability grows, negative attitudes and morale improve, performance results are achieved and accomplishments are celebrated. Influence a transformation of your culture to win in the workplace and prosper in the marketplace. (*Alternate title: HOLY COW! How to Create an Amazing Workplace that Steers Passion, Performance & Prosperity*)

### *Learning Outcomes:*

- Attract the best talent using attributes they target, select the right individuals to inspire and lead teams, and invest in growth experiences that enhance both skill development and employee retention.
- Foster engagement and productivity by controlling negative conflict, cultivating accountability with less excuses, committing to aligned goals, and achieving plus celebrating high performance results.
- Positively influence attitudes and behaviors—transforming your culture into one with higher morale, lower turnover, enhanced communication, deeper commitment and a stronger bottom line.

## **Embracing the Challenge of Change** (1-2 hours)

Leading change efforts in the workplace can be daunting and difficult! And even with the best intentions, 70 percent of organizational change initiatives fail. Worse yet, the need to lead change is growing, but the ability to do it is shrinking. Instead of your next change effort exerting a heavy toll—both human and economic—discover how to influence a positive transformation in your organization. Apply an intentional approach with results-focused strategies to lead change toward a positive future, rather than merely avoiding a negative one.

### *Learning Outcomes:*

- Enhance focus and engagement during times of rapid and challenging change while avoiding mistakes that derail communication, accountability and productivity.
- Control emotional reactions and resistance, while also positively influencing those of others—by understanding and managing the factors that impact change and fostering positive outcomes for you and your organization.
- Determine the financial impact of your change initiative, manage the predictable dynamics that occur, and model the right behaviors to preserve trust, commitment, morale and teamwork—inspiring teams to successfully navigate through unstable times.

## **Control Conflict! Collaborate More. Counter Less.** (1-2 hours)

Conflict happens. Everyone approaches conflict differently but usually in the way that makes them feel most comfortable. For some, this may be direct confrontation, but for others, it may be avoidance. As someone who deals with difficult situations every day, you're expected to assess each conflict individually while resisting the innate urge to drift into your personal comfort zone. Having the skills to resolve intense and stressful opposing opinions effectively is one of the biggest challenges in today's business world and is vital to success. This program uncovers results-focused strategies to help prevent, minimize and resolve conflict in the workplace, helping to work more collaboratively with both internal and external customers, to achieve successful outcomes and strive for enhanced relationships.

### *Learning Outcomes:*

- Enhance productivity and morale by fostering an environment that encourages differing points of view and enhanced personal accountability.
- In times of opposing opinions, gain clarity, achieve buy-in, and make decisions in a way that cultivates support and leads to faster, more effective outcomes.
- Prevent and better control negative emotional reactions and resolve conflicts more collaboratively—allowing for healthier, stronger and deeper relationships—with individuals both within and outside the organization.

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## **The Power of Five: Bridging Generational Differences in the Workplace** (1-1.5 hours)

One-third of workers reported that they had been offended by someone of a different generation at work. This statistic means that about 33 percent of those in your organization have been insulted, hurt or upset by a remark, a joke, an outfit or an attitude. For the first time in history, five generations—Traditionalists, Baby Boomers, Generation X, Millennials and Generation Z—have presented new challenges for managers and their employees in the workplace. A definite lack of awareness exists, with each generation feeling they know best, better than those who came earlier, and certainly much better than those who follow. This leads to management challenges and productivity issues. This program is an excellent tool to bridge generational gaps and build awareness of what makes each generation unique, and how each adds its own perspective and value to the workplace—leading to happier employees, enhanced productivity, stronger teams, and healthier organizations.

### *Learning Outcomes:*

- Build greater awareness and understanding of the core values, behaviors, attitudes, work preferences and communication styles of each of the five generations. Recognize how each generation is motivated differently and how to best engage the strengths of each one.
- Enhance communication and decision-making skills by working through common difficult scenarios experienced in the workplace today.
- Realize how negative judgments and differences can impact productivity and learn key strategies to collaborate more successfully, enhancing engagement and effectiveness across the organization.

## **Candid Conversations that Drive Results** (1, 4 or 6 hours)

Stepping up and having a difficult conversation is no easy task. It's uncomfortable, stressful and certainly no fun. But if we choose to not say anything, the issue is likely to not get better and potentially even get worse. This program focuses on how to effectively engage in open, meaningful dialogue which will help us more fully understand one another and achieve enhanced, more productive and positive relationships. Learn to share tough messages in a way that maximizes candor and minimizes defensiveness, using six powerfully effective strategies.

### *Learning Outcomes:*

- Realize how someone's perception of intent will influence behavior during the discussion, determine the correct timing and location for it, and effectively begin the conversation in a way that invites dialogue.
- Encourage the other person to share his/her thoughts and feelings, acknowledge your understanding of what was communicated, and ask clarifying questions so productive conversations occur without diluting the message.
- Reduce defensiveness when sharing a tough message and recognize natural tendencies when emotions begin to elevate—quickly correcting unintentional poor behavior and getting the discussion back on track.

## **Emotional Intelligence: Managing Emotions to Enhance Relationships** (1-1.5 hours)

Imagine if you couldn't understand when a co-worker was angry, your supervisor was frustrated, or a friend was feeling sad. The ability to understand, interpret, and respond to the emotions of others has a crucial impact on professional and personal success. Discover how achieving a greater understanding of and better managing our own emotions—while influencing those of others—can significantly enhance performance, build stronger relationships, and achieve higher levels of success for ourselves and the organizations we work for.

### *Learning Outcomes:*

- Discover four core abilities that determine one's level of emotional intelligence and the impact it has on performance in the workplace—understanding how your emotions and actions affect the people around you.
- Better control emotions that have a negative impact on your decision-making ability and behavior.
- Learn and apply key skills to further develop your emotional intelligence—enhancing your ability to perform at a higher level, increase self-confidence, and build stronger, more collaborative relationships.

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## **Resilience: Courageously Adapt and Build Back** (1-1.5 hours)

In today's rapidly changing business environment, many companies find themselves drained by unproductive brainstorming sessions that fail to ignite fresh ideas, they miss key opportunities because teams struggle to think creatively, or they feel overwhelmed by constant change and are unsure how to adapt. If these challenges sound familiar, you're not alone. Whether it's solving problems or generating new ideas, creativity and innovation are vital in any business. This program debunks myths surrounding creativity and explores a series of innovative strategies to positively influence change for yourself and others.

### *Learning Outcomes:*

- Discover why some people are more resilient than others when facing adversity or significant sources of stress—like workplace issues, relationship problems, serious health concerns or financial stressors.
- Build your level of each of the four types of resilience by learning from past experiences and how sources of personal strength can help influence your ability to adapt to difficult events.
- Apply 10 powerful strategies to effectively move from experiencing an issue to achieving an enhanced sense of purpose, a positive and optimistic outlook, and a paved path toward peak performance.

## **Speak with Persuasive Power and Professional Presence** (1, 2 or 8 hours)

Speaking effectively conveys authority, influence, and success! Discover expert techniques of polished presenters and speakers. Learn how to organize and focus your thoughts, plan an organized strategy for your content, incorporate an effective introduction and closing, use examples and stories to add greater impact, and apply skillful techniques for speaking with eloquence. Transform your information into a high impact and memorable presentation. Get ready to gain people's attention, project a confident image, convey knowledge and expertise, and positively influence your listeners.

### *Learning Outcomes:*

- Plan content and ideas into an organized format and discover strategies to impact how memorable your message is to an audience, compelling them to want to learn more.
- Discover how to go from “dull” to “dynamic” as a speaker or presenter, focusing on professional presence, how listeners absorb information, visual and verbal cues to avoid, and numerous engagement strategies and tools.
- Captivate the attention of the audience, convey knowledge and expertise, positively influence your listeners to take action, and remain poised and professional while speaking with less nerves and greater confidence.

## **Platinum Service: Mindful, Memorable and Meaningful** (1-3 hours)

Creating a positive, memorable service experience, one that causes your customers to keep coming back...that is the competitive Platinum Edge we are looking for in business today. Discover actionable strategies for how to work more collaboratively with others, while realizing how to better influence and manage emotions during an exchange. Learn and apply key skills to effectively handle difficult service interactions and achieve more productive and positive relationships.

### *Learning Outcomes:*

- Exceed customer needs and desires by realizing what they want from a service interaction and applying best practices to keep them coming back.
- Enhance communication skills needed for building loyal relationships by actively and patiently listening, controlling our urge to talk more than you should, and understanding how each method of communication impacts the service interaction differently.
- Understand why emotions matter, how to better influence and manage emotions during an interaction, and how to work through difficult scenarios using the L.E.A.R.N. method.