

## **Turbocharge Your Team & Your Business Seminar Syllabus**

### **FRIDAY**

07:30 **Introduction of the Turbocharge Team; Address Program Expectations**

07:40 **Catered Breakfast & Networking**

08:20 **Attendees Introduction**

08:40 **Ice-Breaker**

09:00 **Define Your Perfect Wave - Health**

Develop and enhance your Clarity, Energy and Influence in your professional life to gain “Better Health & Better Wealth.” Learn what good health has to do with developing and growing your business. Also see how “clarifying” a “healthy lifestyle” affects your energy and influence. Discover the keys to developing the mindset of a “Winner” and the “HEART” of a “Champion.” And best of all, begin building a bridge between health and wealth to realize the positive results.

10:30 **Break**

10:45 **The Balanced Wheel of Expertise – 12 Essential Disciplines**

Experience & research has shown that there are 12 Essential Disciplines that businesses must master in order to break through to the level of sophistication that creates sustained Profitability, Competitive Strength and Brand Success.

Sure, you understand your Operations well, but you’re probably weaker in other Key areas. It’s not a lack of intelligence; it’s your knowledge gap. You just haven’t been trained or otherwise exposed to the Best Practices in all 12 Essential Disciplines in the Wheel of Expertise. These weaker areas are probably holding you back, preventing you from achieving a smooth rolling operation that breaks through all barriers in order to realize the dream that you envision for yourself and your business.

12:00 **Catered Lunch**

12:45 **Ice-Breaker**

13:00 **Introduction to Eidetics; An Eidetic Demonstration**

Eidetic Imagery will give you insight into the source of your successes and understanding of the areas where you have missed opportunities. By integrating mind, body, and energy through your personal images you can reconnect with original desires you had for your business. Eidetic Imagery offers quick access to that flow of creative energy along with the ability to see problems more clearly and allow solutions for those problems to come forward. Integrate your passion and feelings with what you do, set higher goals, and remain grounded in the process. Intentionality with more focus and balance helps you optimize current business strategies. Eidetic Imagery will bring new vision, clarity, and inspiration to yourself and your business.

14:00 **Define Your Perfect Wave – Relationships**

Relationships, who needs them! They’re messy and a lot of work, but the REALITY IS true and sustainable success in business is all about your relationship with your clients.

People buy People... Clients want to know and like who they are buying from. You need to develop and share your core story in order to cut through all the information clutter in order to gain the attention of your potential clients. You need to implement a comprehensive marketing campaign that includes networking, Social Media, a robust internet Digital Footprint, clear offers, lead capture, a well-defined & managed Sales process and more. Learn how to nurture leads to advance your opportunities; consider how to develop Content that excites and engages your potential clients. Break through your own Sales process barriers, discharge negative barriers, energize your positive demeanor, build on strengths and become the “value-added” and “Go-to” source for your client. It comes back to your Clarity, Energy and Influence.

**15:30 Break**

**15:45 Elevate Your Customer Experience and Increase Your Bottom Line**

The customer experience is one of the most important aspects of customer retention and the basis of gaining referral business. In this session, you'll learn the difference between customer experience and customer service – and why knowing the difference matters. A whopping 86% of buyers would PAY MORE for a better customer experience.

We'll look at the numbers in more detail that support the case for elevating customer experience, the bottom-line impact of positive versus negative customer experience and how to measure customer experience success. Begin developing your “Customer Experience Strategic Plan” and engage in a practical exercise that demonstrates the value of this key concept.

**16:45 Questions & Answers Session**

**17:15 Personality Assessment Questionnaires -- The Myers-Briggs Type Indicator Assessment**

**17:35 Wrap Up Summary and Adjourn**

**19:00 LEADERSHIP CIRCLE DINNER**

**SATURDAY**

**07:30 Catered Breakfast & Networking**

**08:00 Ice-Breaker**

**08:15 Eidetic Exercise: “A Running Stream” Enhance Team Dynamics and Deal with Barriers**

**09:00 Set Yourself Free! – Transform You & Your Business through Employee Empowerment:**

Explore the Top 16 Principles for implementing Employee Engagement & Empowerment. Learn how true empowerment of your employees will reduce your stress while cutting back the time you will need to run your business effectively & profitably.

Gain an enthusiastic team focused on your Strategic Goals & Financial Objectives. Review the Advantages of a properly structured "Self-funding Performance Incentive Program." Begin building your Balanced Score Card.

**10:00 Break**

**10:15 Define Your Perfect Wave – Business / Career**

Let's review the "Plusses and the Minuses" of being an Entrepreneur and discuss how to eliminate negative habits and how to take full advantage of your strengths.

Has the Dream that you envisioned for your business gotten bogged down because you ended up giving yourself a J.O.B? Break through the barriers you have built for yourself and start having the time of your life! Shed "Survivor" and "Looser" Mindsets and become the Winner that is within you. Overcome fear and hesitation, build confidence from your core and give yourself permission to move forward. Start taking practical steps toward making real impact on achieving your Dream.

It's a never-ending process, but it can become fun and fulfilling. Surf's up, are you ready to ride the perfect wave?

**12: 00 Catered Lunch****12:30 Practical Applications in Social & Mobile Media for Small Businesses**

Is social media right for your business? We'll introduce impressive statistics and cite studies regarding social media effectiveness for businesses in a variety of industries, including yours.

Learn how to use social media for relationship-building and superior customer service. Begin developing your Social Media Strategy and integrate Mobile Media into Your Toolkit. Learn Best Practices for posting Blogs that drive traffic to your Brand and win more Clients. Also learn how to use simple tools to monitor Brand Reputation and Client Interests.

We'll also cover the Importance of having policies and plans in place such as a Social Media Policy and Crisis Planning

**13:30 101 Things You Didn't Hear Me Say – Effective Communication: Learn how different Personality Types affect Interpersonal & Professional Relationships and your business environment in predictable ways.** Experience personality types in action through fun and simple practical exercises. Develop simple strategies to interact with different personalities much more effectively and stress free. Improve the effectiveness of your interpersonal communication and avoid natural personality conflicts within your team. Learn how to make your Clients more comfortable and responsive by adjusting to their personality type tendencies and needs.**15:45 Break****16:00 Eidetic Exercise: "Walk Around" Deal with Conflict****16:30 10 Steps to Time Mastery: You will learn how to reduce your daily stress and how to take control of your time, allowing you to engage more fully in the more rewarding aspects of your life.** Consider the 10 Steps to Time Mastery that help you organize your day in order to optimize and prioritize your activities, ensuring that they are High Impact, Relevant and focused on your Strategic Goals. Become more productive in less time and with less stress.**17:00 Strategic Focus & Goal Setting: Learn how to establish goals to ensure that they are focused on High-Impact & Positive Results using the SMART method.** Get started on creating your comprehensive Business Plan, as well as defining and integrating your personal goals.

17:45 **Questions & Answers Session**

18:00 **Summary and Adjournment**

**SUNDAY**

08:00 **Breakfast & Networking**

08:30 **Essential Elements of an Effective Sales Process:** Brief outline of key concepts and practices.

09:00 **Training Employees Pays Off with Profits:** Studies and corporate bottom lines show that companies reap many benefits from investing in training for employees.

In challenging economic times it's easy to say, "no" or "not now" to an investment in training. But is it prudent? Studies provide hard evidence that link investments in workplace learning with a company's financial performance. The studies show what many trainers have been saying all along: training pays off.

*"An investment in education always pays the highest returns."* —Ben Franklin

*"What's worse than training your workers and losing them? Not training them and keeping them."* —Zig Ziglar, success speaker

09:30 **Eidetic Exercise: "Cold Power" Deal with Stress**

10:00 **Break**

10:15 **Operations Action - Model Bridge Exercise:** Bring all that you have learned together through a practical exercise that engages teams in Planning, Design, Budgeting, Purchasing, Construction, Sales and Teamwork. Design and build a physical bridge out of a K'nex Construction Kit that meets an RFQ specifications, price it and sell it to the Buying committee.

12:00 **Lunch - Light snacks**

12:30 **Bridge Presentations:** Competing teams present their Bridges and make their sales pitch.

13:00 **Make Team Building Your Forte:** Build a better understanding of Team Dynamics including the typical stages in team development. Consider practical steps that make Team Building effective.

14:00 **Personal Inventory of Learning & Business Tools Gained in the Seminar**

**What's Next:** Coaching on-line/advanced programs: Set-up group coaching times and explain transition into DIAD Consulting, Inc. Peer Advisory Boards (PAB) in order to continue learning and maintain the momentum of change for greater success. The PAB's include Peer discussion and sharing, scheduled training sessions, as well as professional consulting in two meetings per month Webinars. The participants determine the schedule and training topics; DIAD Consulting delivers the required content and coaching.\*

14:30 Release Participants – **Go forth & Prosper!**

**Bonus White Papers for Participants****10 Key Principles of Effective Quality Management Systems:** Why worry about Quality?

Consider the **W. Edwards Deming Chain**. His methods have consistently proven that implementing a proper Quality Management System will:

- ❖ Improve Product / Service Quality
- ❖ Decrease (Production / Development) Costs
- ❖ Improve Productivity
- ❖ Decrease Price
- ❖ Increase Market Share
- ❖ Sustain the Business' Longevity
- ❖ Provide More Jobs
- ❖ Secure a Good Return on Investment

These are certainly worthwhile goals.

This document introduces the ten quality management principles on which, the Quality Management System standards of the revised ISO 9000:2000 series are based. These principles can be used by senior management as a framework to guide their organization towards improved performance.

**Planning & Scheduling Essentials:** Consider the real advantages in developing strong Planning & Scheduling habits. Look at a few tools that help you develop and organize performance data in order to address issues in a timely manner. Begin developing your Strategic Communications Plan.

**Useful Accounting Concepts:** Learn how to organize your Chart of Accounts (& Financial Statements) in order to provide the proper detail and breakout that shows you how your business is performing in a timely manner Operationally, as well as for Tax & Credit Mitigation.

Engage in a refresher on how to read and understand your Financial Statements. Conduct a Gross Margin Test to see if you are capturing all your potential revenue. Learn easy application & use of a Cash Flow Statement.

**The Ultimate Communications Guide - *Not Just "Lip Service," Truly Effective Communication:*** Review the basic principles of Interpersonal communication and learn how your mastery can make you more effective in your business dealings. Learn the power potential in Mastering Formal Communication Tools. Experience the realities of Communication Dynamics through practical exercises.

**Strategic Focus and Planning:****The Ultimate Brainstorming Guide:**