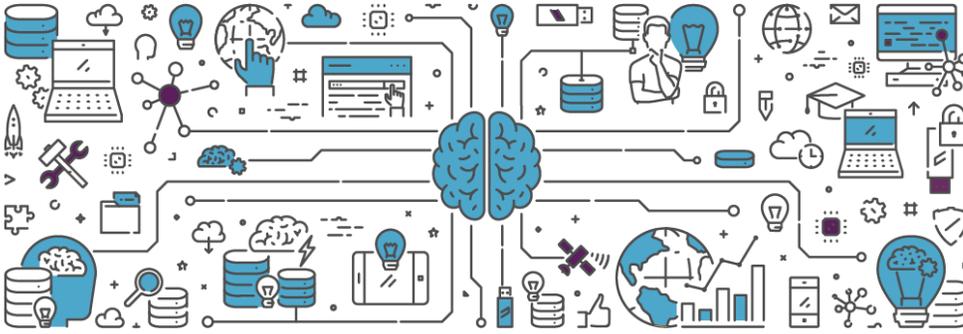


Talent Development Solutions that Get Results



Zeiberg Consulting's targeted curriculum for managers and individual contributors addresses the critical personal, people management, and selling capabilities that foster and accelerate professional development, culture transformation, employee engagement, sales effectiveness, and business results.

Our Curriculum Features:

- Brief preparation assignments that prompt participants to identify their areas of focus.
- Action-learning assignments which ensure the conversation and learning continues after the workshop experience.
- Highly interactive content with research-based models, processes, tools, and tips that are readily applied during the learning experience and back on the job.
- A license-free turnkey curriculum which provides an internal, unlimited right-to-use for your organization, enabling you to amortize your investment.

Bespoke Solutions to Address Your Unique Needs

- Organization-specific content, examples, and activities can be provided upon request.
- Varied formats provide delivery flexibility based on the depth and practice required for your target audience and support of distributed learning.
- Expert faculty can deliver for you or we can equip your leaders as facilitators in our Train-the-Facilitator program.

To learn more:

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Building EQ

Building Trust and Collaboration

Championing Change

Courageous Conversations

Creative Problem-Solving

The Art of Consulting

Delegation Bootcamp

Developing Talent

Effective Decision-Making

Engaging and Motivating Others

Facilitating Productive Conflict

Getting Things Done

Influence Without Authority

Interviewing Skills

Leading Productive Meetings

Making Connections Through Communication

Managing Your SELF

Providing Performance Feedback and Coaching

Respect in the Workplace

Setting Direction for Performance

The Intelligent Selling Series™

- A Giving Hand is Always Full™: A Roadmap to Lasting COI Relationships
- Getting the Meeting: Articulating Your Personal Value Proposition
- Negotiating in Relationships
- Personal Effectiveness: The Salesperson's Survival Kit
- The 90-Day Push
- The Art of the Close
- The Show-Ready Consultant™
- The Value Creation Sales Process Workshop
- The Value Creation Selling Workshop
- The Value Proposition Workshop
- Sales Management Forum

Workshop Details

All workshops appropriate for both individual contributor and manager populations are indicated with an *

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Building EQ* 	<ul style="list-style-type: none"> • Discuss the impact of EQ on their work relationships • Define the four skills of emotional intelligence and provide positive and negative behaviors for each • Apply strategies for boosting their personal and social competence as a leader • Discuss why demonstrating humility supports EQ competence 	<p>Leveraging the self-assessment from <i>Emotional Intelligence 2.0</i> (Bradbury and Greaves), this workshop leads participants to discover how their applications of self-awareness and social awareness impact their relationships and personal success at work.</p> <p>Note: This workshop requires the purchase of <i>Emotional Intelligence 2.0</i> for each participant.</p>
Building Trust and Collaboration* 	<ul style="list-style-type: none"> • Describe each of the components of Self Trust: Credibility, Reliability, and Self-Orientation • Identify the specific actions they can take to increase Relationship Trust • Reduce virtual distance when collaborating with others • Detect unproductive behaviors in yourself and others and employ tactics to regain collaboration and trust 	<p>Trust is the foundation for all business transactions and relationships. In this workshop, participants take a hard look at their own behaviors and propensity to trust. They examine important relationships and identify the actions required to build trust and collaboration. Participants also discuss how to handle unproductive behavior from a colleague, and how to recover and regain trust after a misstep.</p>
Championing Change 	<ul style="list-style-type: none"> • Describe why change is necessary and expected • Articulate what happens during each of the five stages of the Change Journey • Identify what they need to do to be: <ul style="list-style-type: none"> – Ready for change – Willing to make change, and – Able to support change • Apply tactics to increase mental agility and productively sustain energy 	<p>“The world hates change, yet it is the only thing that has brought progress – <i>Charles Kettering</i></p> <p>In Championing Change, participants move through the five stages of Change Journey, realizing the lows and joys of change are all part of the process. Participants examine how their own perceptions of change impact their behavior and, in turn, the outcomes of change. We discuss specific tactics to redirect energy that might have been spent resisting change into moving forward with positive energy.</p>
Courageous Conversations* 	<ul style="list-style-type: none"> • State the fears that hold them back from having courageous conversations • Identify the situations that warrant a conversation • Prepare for a conversation to ensure the best possible outcome • Use advocacy and inquiry when leading through the four conversation steps 	<p>There are many conversations that we “should” have at work that never happen. In Courageous Conversations, we examine why we avoid conversations, the cost of avoidance, and share specific tactics for preparing for and facilitating courageous conversations. Participants have the option of practice with prepared situations or using their own situation to tailor their learning experience.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Creative Problem-Solving* 	<ul style="list-style-type: none"> • Explain the needed balance between left vs. right brain and critical vs. creative thinking • Apply the “Six Thinking Hats” process to improve group problem-solving 	<p>In Creative Problem Solving, participants are introduced to a structured and collaborative process that engages both sides of the brain in balanced critical and creative thinking. The process demands equal engagement of all participants, requiring each to stretch their thinking patterns and generate multiple potential, viable alternatives. Creating alternatives, in turn, leads to enhanced decision-making.</p>
The Art of Consulting* 	<ul style="list-style-type: none"> • Explain why trust is critical to the consulting role • Identify the activities, outcomes, and supporting skills for each of the three stages of the Consulting Framework • Identify the supporting skills in need of development to advance as a consultant • Apply the consulting do’s and don’ts when working with clients 	<p>Building on the foundation of trust and collaboration, The Art of Consulting prepares participants to engage their stakeholders in deeper partnership. Consulting skills “walk the line” between influence or sales and service. In this course, participants assess their supporting skills including inquiry, advocacy, contracting, managing expectations, and managing resistance.</p>
Delegation Bootcamp 	<ul style="list-style-type: none"> • Discuss the purpose and benefit of delegation • Apply best practices to: <ul style="list-style-type: none"> – Select the best suited individuals for tasks they would like to delegate – Align delegation process to individual needs – Secure commitment and monitor progress 	<p>Delegation is a skill that can jettison a career or create a roadblock to growth. In this workshop, participants learn a reliable process for delegating tailored to the individual’s talents and goals. Participants identify what they need (as managers) to delegate with confidence, in a way that yields the required results.</p>
Developing Talent 	<ul style="list-style-type: none"> • Differentiate between performance and potential • Select the right development approach for all types of talent • Use a variety of development methods to increase performance and potential 	<p>This workshop guides participants to distinguish between high performers and talent with high-potential. This critical assessment guides the individual’s development strategy. Participants also examine the importance of strengths-based development to increase performance and potential.</p>
Effective Decision-Making* 	<ul style="list-style-type: none"> • Describe each of the seven steps in the decision-making process • Identify common biases and errors in decision-making • Apply effective decision-making practices when making team decisions 	<p>Decision-making does not have to be confusing or frustrating! In this workshop, we review seven clear steps for decision-making that can be used by an individual or a group. We also look at common errors and biases to avoid. Participants apply the steps to an upcoming decision (or examine a past decision) to apply the tactics.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Engaging and Motivating Others 	<ul style="list-style-type: none"> • State the key drivers of employee engagement • Describe the role of the manager in engagement and motivation • Discover the dominant motivator that impacts engagement and structure your style and approach for yourself and others • Determine where career interests and their organization’s priorities intersect • Apply tactics to increase engagement 	<p>Most people admit they could be doing more or better work. What is the key to unlocking employee engagement? The answer is simpler than most managers think—people need alignment, feedback, and connection to their work, their peers, and their teams. In addition to these connections, each individual has a dominant motivator. In this workshop, participants learn the cues to identify an individual’s dominant motivators and tactics to increase engagement.</p>
Facilitating Productive Conflict* 	<ul style="list-style-type: none"> • Define the two types of conflict • Explain why productive conflict is essential at work • Identify how to personally facilitate productive conflict • Apply tips to convert relationship conflict to productive conflict 	<p>Conflict and constructive debate are critical to innovation, yet such discussions can degenerate into personal, unpleasant, relationship conflict that threatens individual productivity and the work. In Facilitating Productive Conflict, participants learn to recognize and name to ‘the turning point’ and redirect relationship conflict into productive conflict. This empowering skill is helpful for all levels in the organization.</p>
Getting Things Done* 	<ul style="list-style-type: none"> • Identify: <ul style="list-style-type: none"> – The tasks/activities that need to be minimized and maximized to align their time to their priorities – Tasks/activities that can be delegated to others • Execute a plan to: <ul style="list-style-type: none"> – Eliminate habits that reduce their productivity – Adapt new habits that will enable them to increase their productivity 	<p>This classic time management workshop requires a five-day time tracking journal for participants to examine how they are currently spending their time as a baseline for improvement. Through analysis and prioritization, participants identify work they need to do, work that can be delegated, and work that can be eliminated or out-boarded. Participants also examine their own work habits and create an action plan to minimize unproductive habits and adopt efficiencies.</p>
Influence Without Authority* 	<ul style="list-style-type: none"> • Describe the impact of each of the three components of influence • Identify the three steps in the influence process • Create an Influence Plan for relationships in their influence sphere • Apply the principles, currencies, and tactics when building and sustaining influence 	<p>The ability to influence others is a core skill in today’s modern, matrixed organization. In this workshop, participants examine the three components of influence—power, credibility, and office politics (for example, personal motives). Through self-assessment and analysis of their specific relationships, participants create an action plan to directly influence key stakeholders.</p>

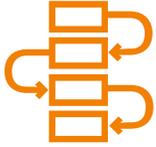
Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Interviewing Skills* 	<ul style="list-style-type: none"> • Describe the common errors interviewers make and how to avoid them • Review and screen a candidate resume using the checklist provided • Develop behavior-based questions aimed at assessing candidate fit • Apply best practices for conducting interviews 	<p>The interview is a key selection activity for both the candidate and the business. Is the interviewer representing your organization and employee value proposition in the best possible way, while gathering the information needed to make to best possible selection for the role? In this workshop, participants learn to avoid common errors while preparing for and conducting interviews and evaluating candidates.</p>
Leading Productive Meetings* 	<ul style="list-style-type: none"> • Apply a set of criteria to determine if a meeting is necessary • Determine if a one-on-one or group meeting is needed to achieve the meeting's purpose • Apply the <i>Before, During, and After Meeting</i> practices to future meetings they lead • Apply practices to become a role model meeting participant 	<p>Meetings are a core communication method in most organizations, yet they are often plagued with dysfunction. In this workshop, we start by deciding if a meeting is necessary, and if yes, move into the tactics to apply before, during, and after the meeting to ensure meetings are productive and meet their stated goals.</p>
Making Connections through Communication* 	<ul style="list-style-type: none"> • Describe each of the four components that enable communication (see, know, feel, and hear) • Apply tactics for intentional listening to both facts and emotions • Use tactics to deliver messages that engage others to listen 	<p>This workshop helps participants move beyond communicating (for example, delivering messages) to building genuine connections with people. These tactics are helpful for building connections at all levels—up, down, and throughout the organization.</p>
Managing Your SELF* 	<ul style="list-style-type: none"> • Identify the high payoff activities to focus their time • Eliminate the time magnets that are getting in the way of their productivity and effectiveness • Create rituals to help manage the four levels of energy • Apply strategies to manage stress and achieve increased personal wellness 	<p>So much to do and so little time! How do we fit more into the work day without expanding further into the night? This workshop provides helpful tools and tips that go beyond time management to managing your energy in a way that builds personal productivity while managing stress for increased personal wellness.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Providing Performance Feedback and Coaching 	<ul style="list-style-type: none"> • Encourage open conversations • Give specific, useful feedback to build or accelerate performance • Coach to encourage collaboration and ownership of professional development 	<p>Feedback and coaching are core leadership skills that are difficult to do well and with consistency. While many managers know the value of feedback, more often than not it does not happen on a regular basis. This workshop helps managers identify their barriers to feedback and coaching, and to overcome those barriers using simple, reliable processes that accelerate performance.</p>
Respect in the Workplace* 	<ul style="list-style-type: none"> • Describe the power and impact respect has in our workplace • Discuss the 12 rules of respect and professionalism and their applicability • Identify the respectful behaviors needed to support individual and organizational values • Apply tactics to enhance their credibility by respecting themselves 	<p>What does respect in the workplace look like and feel like? Sounds like a simple question, but subtle cues have a ripple effect that impacts personal well-being and productivity. In this workshop, participants will review the 12 rules of respect and professionalism, examine their own behaviors, and select actions they can take to maintain respect in the workplace. Participants also practice responding to challenging situations and representing their needs in a respectful way.</p>
Setting Direction for Performance 	<ul style="list-style-type: none"> • Follow a reliable process to ensure objective alignment • Write SMART performance objectives • Partner with direct reports on their individual development plans (IDPs) 	<p>Alignment is critical to both success and employee engagement. In this workshop, we share a reliable process for ensuring alignment through goal-setting. Goals are supported by individual development planning, to ensure individuals have the knowledge and skills required to execute set goals.</p>

Workshop Details – The Intelligent Selling Series™

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
<p>A Giving Hand is Always Full™: A Roadmap to Lasting Referral Relationships</p> 	<ul style="list-style-type: none"> • Discuss what referral sources value in relationships with salespeople • Define the ideal referral relationships that would support higher levels of prospecting success • Articulate the unique value they bring to a referral partner’s network • Apply relationship development strategies and tactics to grow the connection between themselves and specific referral partners 	<p>This workshop helps sales professionals expand their prospecting ability by cultivating an ecosystem of referral relationships. Participants learn the strategies, messaging, and contact management tips to move centers of influence from one of a mere “acquaintance” to a strategic partner. The experience addresses the motivations of referral partners while providing specific relationship building tactics sales professionals can adopt to attract them.</p>
<p>Getting the Meeting: Articulating Your Personal Value Proposition</p> 	<ul style="list-style-type: none"> • Define ideal clients based on their inherent industry and role challenges • Articulate the most important dimensions on which you and your solution are unique • Craft prospecting messages that align to a prospect type and their associated challenges • Explain the “value” of meeting to clients by sharing short stories and client examples 	<p>Salespeople are always seeking to increase their win rate when conducting meetings with prospects. Prospects respond to how a salesperson describes situations they can personally relate to. This workshop helps salespeople define why their clients work with them, and why specifically the prospect would be interested. Participants learn how to articulate the value of a meeting – value that’s compelling for identified prospects.</p>
<p>Negotiating in Relationships</p> 	<ul style="list-style-type: none"> • Shift their mindset away from giving concessions to trading them • Recognize certain negotiation styles and calibrate effective concession approaches • Use specific concession strategies to help both parties get to a best acceptable result • Reduce the need to offer cash or rate incentives or to escalate client demands • Drive greater value in relationships reducing the need to give something away 	<p>Since zero attrition is often the goal, relationship managers don’t have the luxury of a walk away point. Rather they have to serve clients well and relate the value of their involvement all while negotiating more competitive rate and award requests. Their success (or the lack thereof) directly impacts a firm’s P & L - these professionals need to know how to negotiate concessions.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Personal Effectiveness: The Salesperson's Survival Kit 	<ul style="list-style-type: none"> • Discuss the purpose and value of creating a selling “system” • Identify areas for improved productivity • Apply daily and weekly time and energy management disciplines that uncover more time for prospecting • Discover approaches that best allow for the management of four demands on a salesperson’s time: Clients, Prospects, Networking and administration 	<p>Salespeople continuously need to refine how they manage themselves within a competitive selling environment. Participants learn to add value for time when with prospects while adopting time-slot strategies for outreach, administration, and proposal writing. This workshop allows for best practice share and peer coaching and helps sales professionals expand their idea of what can get done and when.</p>
Prospecting and the 90- Day Push 	<ul style="list-style-type: none"> • Explain the need to balance generating leads and nurturing prospects • Identify and build “perfect prospect” profiles • Apply a multiple-touch strategy toward making valuable prospect contact • Devise outreach approaches using the latest in phone, email and social media techniques • Prepare for initial resistance and pushback during outreach 	<p>The 90-day prospect development process is designed to help salespeople systematically grow their new business portfolio. Participants build a perfect prospect profile and discuss strategies for sourcing, developing, and contacting leads in multiple forms. A multiple touch strategy is presented to help participants create a stream of consciousness with prospects, so their outreach is never “cold.”</p>
The Art of the Close 	<ul style="list-style-type: none"> • Define the components of a successful closing process • Identify the activities, outcomes, and supporting skills that earn salespeople the right to make solution recommendations • Apply a six-point agenda and meeting process to influence prospects to make their buying decision • Discuss various closing strategies and their application 	<p>The Art of the Close provides the framework, language, and skill practice for closing sales conversations. Participants learn to present their solution in the context of feedback they have solicited throughout the entire sales process. A closing meeting agenda and framework aids salespeople in bringing a series of sales conversations to a mutually beneficial close that validates a prospect’s decision criteria and need.</p>
The Show-Ready Consultant™ 	<ul style="list-style-type: none"> • Identify the activities, outcomes, and supporting skills when presenting on a main stage, in a boardroom, or during an impromptu client conversation • Describe how to effectively open, advance and close meetings, presentations and conferences • Explain how to assemble client-specific presentations and thought pieces • Discover the impact of using effective gestures, vocal tone and eye contact meeting settings • Describe the impact when presenting as part of a team 	<p>Salespeople, at every level harness, need to sharpen their existing style, presence, and selling ability to create greater impact when interacting with clients. Participants learn to manage themselves in most any client setting while directing the flow of interactions with poise and professionalism. The learning process includes videotaped skill practice with real life client scenarios. Participants get individualized, “in-the-moment” coaching from facilitators and their peers.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
Value Creation Sales Process Workshop 	<ul style="list-style-type: none"> • Identify the critical steps in a value-creating sales process that align with how current buyers make decisions • Describe the specific behaviors that make salespeople successful at each stage of the sales process • Articulate how to advance from one step to the next in the sales process • Define the identifiable outcomes from each step of a tailored sales process that lead to buyer commitment 	<p>This workshop helps participants identify and make routine the manner in which their sales organization engages clients. It is designed to identify, isolate, and standardize the client touchpoints that create value for clients at each step of engagement. The outcome of the workshop is a graphical sales process “map” that outlines the behaviors, mindset, and outcomes of each sales process step. The experience allows participants to vet key steps and to share best practices among their most valued peers.</p>
Value Creation Selling Workshop 	<ul style="list-style-type: none"> • Describe the impact of creating client value • Prepare for important meetings that lead to the formation of a value hypothesis for an account • Define the skills of how to access, engage and influence key buying stakeholders in a strategic sales process • Apply questioning strategies to gain greater insight into client needs and their desire to take action • Discuss the merits of credible approaches to close sales opportunities 	<p>Participants are equipped with strategic sales and relationship management tools, strategies, and messaging to leverage their entire organization in creating client value. Preparation that uncovers the self-interests and motivations of a broader set of stakeholders while creating crisp messaging that aids in key stakeholder access is critical in creating value. Contact and conversation management strategies are provided that help salespeople advance sales dialogues. Participants work with their own client situations throughout the learning experience.</p>
Value Proposition Workshop 	<ul style="list-style-type: none"> • Describe the importance of messaging on sales success • Define the components of a value position and how to tailor messages to key buying influences • Articulate how a product or solution solves a specific clients’ problem, impacts that problem, and conveys the uniqueness of how your product or solution achieves success • Craft a value proposition specific to certain buying influences and or situations 	<p>This collaborative authoring process helps participants describe their target buyer, the problem their solution solves, and why it is distinctly better than the alternatives. The output of the workshop is a four-part value proposition that articulates the kind of impact a solution helps your clients achieve, demonstrates you understand how to solve their problem, and conveys that you have a special process to for achieving it.</p>

Workshop	Learning Objectives: As a result of this workshop, participants will be able to:	Description
<p>Sales Management Forum</p> 	<ul style="list-style-type: none"> • Identify four roles sales leaders play in helping their teams achieve optimum sales performance • Prepare to conduct sales coaching conversations to ensure the best possible outcome • Explain the steps in conduction pipeline conversations with salespeople • Identify talent management and development opportunities across a sales team 	<p>The sales leader acts as coach, expert, and performance manager. Participants will learn how to balance the need to provide direction with the opportunity to provide coaching and feedback. Sales leaders learn to maximize the productivity and overall effectiveness of their human capital while fostering a self-managed high-performance culture. The Sales Management Forum focuses on how to support salespeople uniquely at each stage of the sales process.</p>