

WORKSHOPS & TRAINING

Don't just manage your team. Activate their followership.

Eddie Francis

Talent Acquisition, Marketing, and
Communications Veteran

Workshops

DID WE TALK ABOUT THAT? CLOSING THE MANAGER/TEAM GAP

This workshop bridges the gap between managers and their direct reports to move past muffled signals and create a culture of clarity. Your team will walk away with:

- *A shared vocabulary to create consistent terms so that everyone actually means the same thing.*
- *Feedback that lands so that team members give and receive critiques without the defensive static.*
- *Managing up tactics so that direct reports lead from where they are with intention and confidence.*

On-Site: Full-day, \$7,500 | Half-day, \$4,500 ~ **Virtual:** Full-day, \$6,000 | Half-day, \$3,500

EMPOWER EMPLOYEES, SATISFIED CUSTOMERS

Customers pay the salary, but their experience shouldn't be better than the employee experience. We'll work together to align your internal voice with your external brand promise. This highly interactive workshop offers the following strategies to empower your business's most important resource:

- *Activate the staff to own their role as the primary voice of the brand.*
- *Align personal growth with organizational mission (because fulfilled employees help pay the bills).*
- *Turn feedback into a structural path for professional development.*

On-Site: Full-day, \$7,500 | Half-day, \$4,500 ~ **Virtual:** Full-day, \$6,000 | Half-day, \$3,500

THE EMPLOYER BRAND SOLUTION: ATTRACTING AND KEEPING A-PLAYERS

Turn organizational culture into a recruiting tool by helping senior and mid-level leaders communicate in a way that draws the attention of the job seekers you want. This premium session offers the insight to:

- *Build an Employer Value Proposition that feels human and authentic.*
- *To tell the story of why your organization is the place to be.*
- *Refresh of your HR/Careers digital presence.*

On-Site: Full-day, \$9,500 | Half-day, \$6,000 ~ **Virtual:** Full-day, \$7,500 | Half-day, \$4,500

Training

MARKETING AND COMMUNICATIONS TEAM TRAINING

Marcomm teams learn to move past daily "firefighting" to become a strategic force within the organization. We tackle real-world friction points by addressing what keeps marcomm professionals up at night:

- *Moving from being viewed as a "service department" to a strategic partner that colleagues take seriously.*
- *Strategies to work faster and execute the plan while managing disruptions.*
- *Understand the why behind the culture and learn to navigate institutional roadblocks with less frustration.*
- *Proven tactics for increasing responsiveness and engagement from busy stakeholders and subject matter experts.*

On-Site: Full-day, \$7,500 | Half-day, \$4,500 ~ **Virtual:** Full-day, \$6,000 | Half-day, \$3,500

Why Hire Me

Over 35 years in the workforce, including team and executive leadership experience

Master's degree in Strategic Leadership with original research grounded in practical approaches backed by theoretical frameworks

Talent acquisition experience at a global firm and with major national brands



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CALL FOR MORE INFO



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