

# WORKSHOPS & TRAINING

*Don't just manage your team. Activate their buy-in.*

**Eddie Francis**

Talent Acquisition, Marketing, and  
Communications Veteran

## Workshops

### DID WE TALK ABOUT THAT? CLOSING THE MANAGER-TEAM GAP

*Addresses team communication and collaboration so your teams get:*

- **A Shared Vocabulary:** Teams will be able to craft a consistent language that puts everyone on the same page.
- **Feedback That Lands:** Managers and staff will be able to share constructive feedback that strengthens trust and productivity.
- **The Managing Up Cheat Code:** Staff will learn the secret of followership, a practice that helps team members to 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

*Addresses work culture so your employees walk away with:*

- **Confidence in Their Expertise:** Empower your staff to own their roles as the primary voice of the brand.
- **The Win-Win-Win:** Align professional development with employees' expectations so that customers feel the love (because fulfilled employees do help pay the bills).
- **Career Loops:** Turn one-way feedback into a leader-employee exchange that feeds the bottom line.

**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

*Addresses internal leadership practices that impact employer reputation so that your organization gets:*

- **The TATETR Audit:** Collected employee feedback that reveals how senior and mid-level leaders can capitalize on opportunities.
- **Tighter Leader Communication:** A more cohesive exchange of expectations, ideas, insights, and execution between senior and mid-level leaders.
- **Next-Level Marketing:** An Employer Value Proposition built on leadership performance that will enhance your organization's reputation in the job market.

**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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