



▶ The Challenge

One of the hardest things about leading a team is getting everyone on the same page surrounding a new idea.

This is very difficult because of two critical dynamics – (1) not everyone has the same life experiences and (2) not everyone learns the same way.

Leadership is about doing whatever is necessary to overcome these dynamics to get the team heading in the same direction.

Clarity: The first step in overcoming this challenge starts with the leader – are they completely clear about what direction the team needs to head? In most cases this is a 90% yes – a little refinement is all that is needed.

Articulation: The second step is to take vision and articulate it a way that everyone on the team can understand. This is often very difficult because it requires tailoring a single message in many different ways. It requires understanding how different people learn and how to address the differing experiences.

Communication: The next step is to take this clearly articulated message and communicate it to the team. A rule of thumb in advertising is that someone needs to see a message *seven* times before they remember it. You are selling an idea so the same thing applies. Communicate the message in a variety of formats and communicate it often. Difficulty implementing a new idea often occurs at this stage.

▶ The Solution

For an idea to be embraced by the entire team it will require a combination of clarity from the leader, 3rd party reinforcement, steady communication and a system for monitoring results.

We can provide both a sounding board to help with the articulation of an idea as well as providing the 3rd party reinforcement of the idea through public speaking, group training or a facilitated meeting. Our services in this area fall into one of three general categories:

- ▶ **Standard:** We have a variety of standard training / speaking modules ranging from 2-3 hours in length. Topics range from pre-planning to profit dynamics to customer service in construction.
- ▶ **Semi-Custom:** For this we will pull together pieces from several of our standard modules and spend a few hours with creating some customized content specific to an organization.
- ▶ **Custom:** This is tailored to be specific to an organization and the communication of one or more key ideas. A lot of time is spent up front gaining an understanding of the specifics and how to help the leadership most effectively communicate the idea.

General pricing for speaking / training / facilitation engagements is outlined below. Actual pricing may differ slightly depending on the location, audience and topic.

↓ CATEGORY	TRAVEL TIME FROM SACRAMENTO, CA		
	0-150 MILES	3-5 HOURS	6+ HOURS
STANDARD	\$1,100	\$1,600	\$2,200
SEMI-CUSTOM	\$1,500	\$2,100	\$2,700
CUSTOM	\$2,250	\$2,750	\$3,350

Costs above base engagement only – travel and expenses billed separately. No travel costs / expenses for engagements 0-150 miles from Sacramento including the Bay Area. Hours are for typical flight + travel time.

Inquire about delivery via the internet and conference call to both eliminate travel costs as well as minimize disruption to your organization.

