

## Energize your organization

*Rich content, real-world skills, and fun-loving delivery* makes Ron Black's programs memorable and rewarding. Whether you're rolling out a corporate-wide initiative or tuning up a team's business skills, Ron delivers, with an infectious enthusiasm, the world-class content that your team will long remember and often use.

If you don't see the seminar you're looking for, give Ron a call. Custom programs are our norm. We listen to your needs and if it's within Ron's area of expertise, we'll develop a spot-on course that will drive your organization's success beyond the bold!

Popular executive development programs:

### Change Management

#### **Constructive Destruction** *Dismantling the Barriers to Your Organization's Success*

Leadership skills for managers and executives in a world of explosive complexity and relentless change. This program helps business leaders shift their organization's attention and actions away from the past/present, onto the future/present: refocusing resources from yesterday's paradigms, onto today's imperatives, for tomorrow's success. Created through years of experience leading turnarounds, founder's teams, and product launches, this approach emphasizes moving forward with the resources you have right now--not the resources you wish you had. It provides a strategic framework and techniques to:

- identify past/present systems and assumptions
- lead the destruction of outmoded paradigms
- construct new and resilient ever-evolving systems
- refocus current resources on future/present imperatives

Format 45 to 90 minutes.

#### **Belligerent Optimism** *Championship Thinking for Dynamic Times*

Optimism is a frequently cited success requirement but more often than not, over-optimism has a larger and negative impact on success. The zeal to achieve can blind even the most brilliant. This program promotes the benefits of "belligerent optimism": positive thinking balanced with healthy skepticism and a willingness to embrace risk, rather than ignore it. Ideal for those engaged on a change initiative or a demanding project, it describes the qualities that resilient, productive achievers share and offers techniques of applying the approach in demanding situations. With an upbeat and tenacious tone, participants explore how to

- focus on success even when the outcomes are uncertain
- know when to quit and when to *never* quit
- make fear, risk, and ambiguity your allies
- move your thinking from fuzzy indecision to focused action
- harvest the wisdom of those around you and leverage success

Format 45 to 90 minutes.

**Tools of Change - People and Process** *The Essentials of Managing Change*

The ability to lead change is essential to success in our world of globalization, technological upheaval, and volatile markets. Yet, from the executive team to front-line employees, change initiatives are often poorly planned, poorly communicated, and poorly implemented. The inability to effect desired change can be deadly to both the organization and those individuals leading the change. It is little wonder that typically 70% of stakeholders ignore or openly resist change initiatives? In this session, sponsors, agents, and targets of change learn how to combine proven process methodologies with leadership competencies—converging *process-essentials* with *people-essentials*—to facilitate lasting and effective change. Formats from one hour to one day.

**Time Management****Acrobatics for Overachievers** *The art and science of time and task management for the ultra-busy professional*

Designed for today's fast-paced lifestyles and the ultra-busy professional, this seminar provides the essential skills and knowledge needed to create balance, increase productivity, and improve your sense of well being at work. It combines the essential elements of time management, project management, productivity, organization, and communication skills with the latest research on multi-tasking, sleep, and other performance affecting choices, into an interactive and entertaining experience. Formats from one-hour to full-day sessions.

**Time and Task Management** *for Managers and Supervisors***Time to Sell!** *Making the most of your time for sales professionals*

Over 80% of the average sales representative's time is spent doing everything except selling. This seminar provides the tools and techniques sales professionals need to get focused, get organized, and get going on the activities their success really depends on: contacting, communicating, and closing sales with customers. Tailored for in-house or field-sales representatives and delivered in one-hour to full day seminars.

**Teams and Leadership****Team Leadership** *Building Championship Teams and Workgroups*

Leading successful, productive teams that champion the organization's goals requires a special set of skills and a broad range of knowledge. With a focus on team achievement, and with performance as the catalyst for team development, participants learn to see everyone as a contributor, to champion individual success towards a common goal, and to clearly communicate roles, responsibilities, and rules of conduct throughout the team's stages of development. Learn how to build consensus, coach for performance, and apply situational leadership skills to gain commitment and foster authentic participation. One-hour sessions to two-day seminars.

### **Championship Teams** *Building a GREAT Place to Work*

Improving teamwork is everyone's responsibility and requires appropriate action from the most senior to the most junior team member. This course delivers the teamwork knowledge, competencies, and skills needed by all levels of the organization. These include the ability to: focus on true achievement with appropriate **Goals**; establish and communicate **Roles** and **Responsibilities**; develop and manage team **Rules** and standards of performance; create and maintain an **Environment** of mutual trust, respect, and commitment to success; thoughtfully adopt the **Attitude** and professional bearing conducive to teamwork; and maintain high levels of **Trust** and respect that fosters positive interdependence and authentic participation. Delivered in a half- to full-day format.

### **The Industrial Peg and Marble Company** Teambuilding Simulation

A high-energy, engaging business simulation providing experiential learning for the basics of teambuilding. Through successive rounds of play, essential team development concepts are introduced, experienced, and internalized. Requires 3 to 4 hours for optimal learning. May be used alone or in conjunction with *Team Leadership* and *Championship Teams* seminars.

## **Business Skills**

### **Know Your Numbers!** *Controlling your Financial Success*

The business-of-business fundamentals for entrepreneurs, new business owners, and franchisees. Participants learn how to maximize their company's success by identifying and focusing on the key operating ratios and percentages. Presentations are tailored by industry, generally including how to maximize business success through controlling profit margins, sales volumes, and operating expenses. Neither an accounting nor finance class, but one every account and banker would encourage their clients to attend! Formatted in one-hour to half-day sessions.

### **Critical Thinking, Analysis, and Problem Solving** *for Business Leaders*

The increasing complexities of business and technology requires collaborative, cross-functional teams that are capable of gathering and analyzing diverse information, creatively solving problems, and effectively carrying through on decisions. In this seminar participants learn the problem solving process including how to collect data, four powerful data analysis techniques, the Ishikawa root cause model, five decision making techniques, how to plan the implementation, perform a risk analysis, and evaluate their results. Full-day seminar.

### **Business-to-Business Negotiations** *Creating Healthy Relationships with Vendors and Customers for Long-Term Success*

Companies don't do business with companies...people do business with people...and they do the most business with those they trust. Your bottom line depends on your ability to create and maintain fruitful, long-term relationships with customers and vendors alike. In this business negotiation workshop you'll learn how to find and leverage your power,

build options, plan for important negotiations, probe for concessions, restructure for strength, develop your strategy, and create and manage fruitful business relationships for the long-term. Includes a negotiations planning checklist and action guide. Formatted in one-hour to one-day sessions.

### **Business Meeting Skills** *for Managers, Engineers, and Technologists*

Get more done in less time! Learn how to turn every meeting into productive, collaborative, consensus building events with these powerful meeting facilitation skills and techniques. You'll learn how to create effective agendas, facilitate productive discussions, prioritize ideas, build consensus, focus the participant's attention on outcomes, use visual storyboards to communicate like a pro, and even how to handle those awkward situations or distractions that threaten to derail your meetings. Structured for internal teams, formal presentations, or project team environments. One-hour to full-day seminar formats available.

## **Sales and Marketing**

### **The Unstoppable Sales and Marketing Machine**

Send your sales off the chart with this step-by-step approach to improving the three most important elements in the sales and marketing process: volume, velocity, and value. Entrepreneurs, sales managers, and sales professionals alike will benefit from this turn-around and start-up executive's secrets to selling more with less. Learn how to focus your sales and promotional resources for maximum benefit, create effective strategies, shorten the sales cycle, identify hidden opportunities, set realistic goals, and drive your performance to an all-time high. Formatted from 1-hour to full-day seminars.

### **Salesmanship for Everyone** *Who has ever Hated a Salesman*

Sooner or later, every job requires "selling"—gaining commitment, eliciting action, advocating a point-of-view, or somehow influencing others. This powerful approach is successful whether you're selling yourself, your company, or your ideas. It unleashes the natural, powerful forces of influence created by interacting with integrity, honesty, and mutual respect. Understand buyer behavior signals, create rapport and influence, actively listen, lead decision making and build buyer commitment. Your confidence, credibility and comfort will only be exceeded by your sales performance! Formatted for one-hour sessions to one-day seminars.

### **Cold Calling for Hot Results**

Not all business-to-business sales situations require cold calling, but this basic skill oftentimes separates the good sales professional from the great. Learn how to consistently out-perform your peers by using this time-honored skill to strategically increase your sales volume, velocity, and value by testing lists, refining strategy, qualifying prospects, to build sales—even when your phone *isn't* ringing. One- to two-hour session.

### **13 Deadly Marketing Myths** *and How to Avoid Them*

Mired in misconceptions, outdated strategies, or victimized by common business "truths"? Learn how to challenge stereotypical thinking, unleash your own marketing genius, and really boost your company's performance. You'll discover the powerful secrets hidden

behind popular business myths and stereotypes. You'll walk away with a fresh viewpoint, a clear new vision of what great marketing really is, and 13 ways to build your organization's success. Formatted for one or two hours.

### **Marketing to the Heart** *Compelling Communications*

How do you create a marketing message that moves your prospects to immediate action? Learn this powerful communications strategy created by combining the psychologist's seven core motivators, market segment analysis, and consumer buying behaviors. For sales professionals, marketing directors, and entrepreneurs. One-hour session.

### **3 Ways to Create Delighted Customers** *by Selling with Confidence and Composure*

The biggest mistake sellers make is not listening to the buyer. When sellers genuinely care about buyers, respecting their point of view and acting with authenticity, buyers not only respond, they come back and bring their friends! This seminar teaches sales rookies and veterans alike how they can book more business by selling less and listening more. Learn how to turn your authenticity and natural people skills into productive, long-term sales results with these three essential skills. One-hour to half-day format.

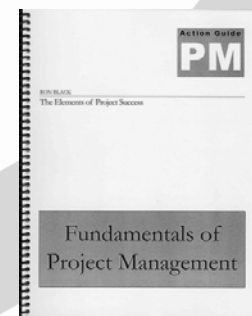
### **50 Marketing Tactics** *Guaranteed to Make Your Competition Groan!*

Are you in a competitive market? For many businesses, the only way to increase sales is to take it away from the competition! Learn from the man who has assisted over 500 companies expand their markets, dozens of strategies and tactics that you can use to wage marketing warfare successfully. One-hour format.

## **Project Management**

### **Project Management Fundamentals** *The Elements of Success*

This comprehensive seminar provides the knowledge, insights, and techniques project teams need to accomplish even the most challenging project. From the seasoned veteran to the anxious rookie, the largest gains in project success come with a focus on the fundamentals—the process, the vocabulary, the tools and techniques of achievement. Compliant with popular standards, tailored to your needs, and grounded in results-proven experience, this course delivers project skills that will drive your organization's success into the future. Tailored to the organization's project environment and provided in one- to three-day formats.



### **Creating an Environment for Project Success** *Executive Briefing*

This course provides the essential information senior managers need to interact with, participate in, and create more effective project management environments. Emphasis is placed on the role of enterprise-wide project management doctrine. It addresses critical issues for the executive team responsible for managing the project portfolio. Includes an overview of the project management process, how to prioritize projects based on organizational objectives, choose and implement an effective process model, establish project roles and responsibilities, apply stage-gate management techniques, select effective project teams, and understand what research and experience shows us about

project success and failure factors. Formatted for one-hour briefings to full-day workshops.

### Project Management for the IT Professional

This course explores the different types of IT project lifecycles and presents all the tools, processes, and documents needed to initiate, plan, and control successful IT projects. You'll learn how to avoid common errors, use project control documents, and choose the best planning model for your projects. Includes a complete overview of scheduling tools and techniques — Gantt Charts, Network Diagrams, the Critical Path Method and more. Provides IT project managers with a strong platform of skills, tools and techniques for planning, scheduling, budgeting, organizing and controlling their projects. One- or two-day course.

### Managing Projects the Easy Way *with Microsoft Project*

Manage the detail without losing sight of the big picture! This feature-rich software is tamed with a step-by-step approach, a comprehensive Action Guide, and hands-on exercises. The course is tailored to your needs and existing process to help you get in control and stay in control of even the most demanding projects. You'll master scheduling, resource control, cost tracking, and the skills you need to manage multiple projects. For geographically dispersed teams, you'll learn how to use MS Project's powerful collaboration and communication features. Learn directly from the author of the popular *Complete Idiot's Guide to Project Management with MS Project 2003*. One- or two-day course.

