

Speaking and Workshops Topics and Descriptions

For all workshops, the process is to evaluate the specific needs and objectives, customize the workshops to meet those needs and develop accountability to sustain the learning.

On-Purpose – Personally and Professionally

This workshop is based on the books *The On-Purpose Person* and *The On-Purpose Business* by Kevin W. McCarthy and introduces the tools to clarify your unique purpose, vision, mission and values both personally and for your business and “Do More of What You Do Best More Profitably”.

You’ll walk away knowing how to:

- Invest time, talents and assets in what’s most important
- Discover your personal purpose and the real purpose of your business
- Align your life and business worlds
- Create your personal and business vision
- Enable better decisions on your highest values in business and life

Available in 1 – 4 hour workshops

Providing Excellence in Customer Service

Each employee has the power to create a positive experience with a customer. The fact is that most employees already know how to treat a customer. Knowing how to treat each other internally and how to treat our customers is key to a company’s success. Providing superior customer service means not meeting, but exceeding customer expectations, like a guest in our home.

This interactive course will describe how employees can create a positive experience for their customers, both external and internal. The program explores the value of customers, who they are, and why their impressions are so important to the organization and to their own success through a variety of methods and tools.

Available in 1 – 4 hour workshops

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New Leader Transition

When a new leader joins a team, there is a transition period where both staff and leader try to effectively guess the others' style, expectations and preferences. Staff member questions are:

- What does the leader expect?
- How do they like to be communicated with?
- How do they define a top performer?
- What makes them mad?
- What keeps them up at night?

The workshop accelerates this process and includes both the leader and the team. The mutual benefits from this session come from understanding both the team and leader's styles, establishing working agreements of how they will work together and supporting each others needs' and goals.

Available as a 3 hour workshop

Exploring Behavior Styles using DiSC

DiSC is a simple assessment instrument that examines an individual's behavioral styles and preferences along four dimensions. DiSC is an acronym for:

- Dominance
- Influence
- Steadiness
- Conscientiousness

In this workshop, participants will:

- Learn about the different styles
- Complete their own DiSC style assessment
- Engage in fun learning exercises to share styles
- Walk away with insights into their own and others' styles

Available in 1-3 hour workshops

Understanding Generational Differences

This workshop focuses on important insights about the four primary generations in our workplaces, communities and families today- the Mature generation, the Boomer generation, the X generation and the Millennials. This session will enable you to identify new ways to successfully communicate, market, and relate to these generations

The workshop will answer the questions:

- Who are these generations?
- Why are they so different
- What do I need to know to relate to them?
- How can I be most effective with each generation?

Available in 1 – 2 hours workshops

Presenting with Confidence

Improving your communication skills will enable you to move from simply reporting facts to presenting a clear and compelling story - with confidence!

We will answer the questions:

- How effective is a typical presentation?
- What do I really need to understand before giving a presentation?
- What do I need to know about my audience?
- What is the value of key message points?
- What do I want my audience to do after the presentation?

Available in 2 - 4 hours workshops

Branding + Targeting = Marketing = Success!

We all know that Marketing can help grow your business – but the variety of marketing choices can be overwhelming – not to mention the cost and the uncertainty that they are even working.

This workshop will focus on developing your marketing plan to more clearly define your brand, your target profile, and the strategies and tactics that are On-Purpose for you and your company.

You will come away:

- How to develop your own brand, --who you are and what makes you special
- How to identify your ideal customers and effectively communicate with them
- How to decide the best and most cost effective ways to reach your ideal customers

Available in 2 - 4 hour workshops

Building, Blending and Developing Teams!

Teamwork quote - *A group is a bunch of people in an elevator. A team is also a bunch of people in an elevator, but the elevator is broken!* Bonnie Edelstein

Teamwork takes focus -- it is critical to have a common purpose, understand different styles, and establish communication and behavior commitments to create a great team.

These engaging and fun sessions include

- Pre-survey input to understand current state
- DiSC style assessment and debriefing exercises
- Reflections and commitments on how to create the best team
- Post surveys to show results and the keys to continuing the momentum

Available in 2 hours – full day sessions

Previous clients have said:

Thanks so much for leading such a vital part of our MarCom Summit! Super Job! We've received many enthusiastic responses regarding your presentation. Some have said they're planning on putting the Prioritization Tournament to use immediately. Thanks so much for your great presentation.

Kevin Edgerton, Director Corporate Communication, Adventist Health System

Each year Adventist Health Systems hosts our CFO's and key financial people at an annual conference and I want a portion of that conference to challenge our people to be better communicators and people. Mary Tomlinson of On-Purpose Partners delivered two dynamic workshops that nailed my needs.

The first program was The On-Purpose Person and Mary's presentation was engaging, powerful in content and got people reflecting on what's really important. It added an entirely new dimension to the depth of our conference.

For her second program I needed a workshop that would help our CFO's improve their presentation skills and understanding that their job is to effectively communicate to get people to do things differently – and that the cost of poor presentations is high! On-Purpose Partners designed a customized workshop called "Presentations with Purpose." It was packed with relevant content and included a humorous custom video featuring one of our hospital CEO's and CFO. She made her point with style and the message came across in a clear understandable and memorable way.

I highly recommend On-Purpose Partners for the quality of their message, the expertise to customize to our needs and the presentation skills to motivate and inspire an audience.

Terry Shaw, Senior Vice President/CFO, Adventist Health System

I attended last night's presentation for CFHRA/ASTD, and I wanted to thank you for your thought-provoking, inspirational presentation! I work for an Orlando CPA firm that is experiencing growing pains, and think you would be a great person to facilitate a Partner and/or Manager retreat. I just wanted to say "thanks!" There are a lot of inspirational

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speakers out there, but I really appreciated your way of identifying the practical steps to get where we want to go.
Anne Rollins, Human Resources Director