

MSBCoach will partner with you to custom develop coaching and training programs. To jumpstart your thought process, we have listed some of our most requested workshops:

Leadership That Builds Customer Service from the Inside Out- Course Description: This course will take a leader through the avenues of customer service that are imperative but often over looked. The external customer service is a direct reflection of internal customer service. Both internal and external customer service sets the stage for organizational culture. As a leader, it is your responsibility to be in tune with the culture, lead your people to change when necessary to produce results. If you are dissatisfied with the culture of your department or organization's customer service, you will not want to miss this class.

Course Objectives:

- Identify your customer (both internally and externally)
- Identify your current culture
- The leader's role in creating culture
- Define customer service
- Understand the importance of Listening skills
- How to Handle angry customers
- Identify reasons a customer complains
- Discover your customer service style (includes profile)
- How to apply Emotional Intelligence to customer service (includes profile)
- Set a plan of action to apply new knowledge

Creating Your Leadership Legacy -

Course Description: Are Your Next-Gen Leaders Ready to Lead? How confident are you in your organization's second generation of leaders as the future? Are they prepared? Will they make effective leaders? Have you thought about your leadership legacy, but not sure how to create it? If these questions resonate with you, you will not want to miss this series of classes.

Course Objectives:

OUR SPECIALTIES

Get Clients Now! - A 6 week program with clarification of where you are in the marketing process, how to get where you want to be combined with coaching, accountability and networking.

Telephone Etiquette, Customer Service and much more... just ask.

**Of the best leaders, when
their task is accomplished,
their people all remark,
“We have done it ourselves”**

- Lao Tzu

- Define what a leadership legacy is
- Define your own personal leadership legacy
- Identify qualities to look for when identifying future leaders
- Leadership Legacy Assessment
- Identify the traits of a legacy leader
- Create your own leadership legacy plan

The Set Up to Fail –

Course Description: Are you responsible to identify and develop new management? Studies tell us only 30% of new managers will succeed in their first leadership role. This statistic begs the question, “What part of this statistic is the responsibility of the leader who promoted the new manager and what part is the responsibility of the new manager?” In this series, we will address this challenges every leader has or will face. We will identify the characteristics of a strong potential leader, debunk common myths of management and learn how to coach rookie managers in the basic management and leadership skills.

Course Objectives:

- Learn how to identify potential leaders
- Learn what you need to do before you promote
- Identify common management myths
- How and why to train the new manager for success in basic management practices, IE: delegation, time management, networking, listening, motivating, performance evaluations, and more.
- Understanding the leader’s responsibility to the new manager
- Overview of coaching a new manager
- Common mistakes leader’s make when leading new managers
- The challenges a new manager faces when promoted from within
- The challenges a new manager faces when hired from the outside
- Identify the difference between management and leadership and when to use each one

New Leadership WORKSHOPS

- Identify what you are doing now to identify and develop new managers and what will you do when you get back to identify and develop new managers

Creating Your Future Using The Empowerment Dynamic-

Course Description: As a leader, you are creating your future and the future of those you lead. In this series of classes, we will look at the orientations we come from. We will explore Karpman's Drama Triangle and David Emerald's The Empowerment Triangle. Are you leading yourself and others as a creator or as a victim? What about the people you are leading? What is their orientation? Do you empower others through challenging and coaching or do you rescue or persecute to get things done.

Course Objectives:

- Identify the Drama Triangle and The Empowerment Triangle
- Identify the origins you lead from
- Identify the origins your up line and down line come from
- Write out your Drama Triangle Challenge
- Create an Empowerment Dynamic Challenge
- Discover problem, anxiety and reach vs. vision, outcome and passion
- Create a workplace with distinction of attention, intention and results
- learn to create your future and how to manage the human desire for power and control

Leading With Emotional Intelligence:

Course Description: Experienced business leaders rank "emotional intelligence" capabilities as critical to the success of today's leaders. Research reveals emotional intelligence (EQ) skills such as self-awareness, self-management, social awareness and building relationships are more important to leadership success than typical leadership traits, such as external/market orientation, financial acumen and planning. In this course, we will define four key areas of EQ, take an EQ profile and discover ways to apply EQ to leadership success in yourself and others.



Authentic LIFE develops genuine leaders with perceptive self-awareness, true ability to empower others and create sustainable organizations.

MSB Coach

*Building Leadership that
Builds Business*

Course Objectives:

- Identify emotional insight as a source of energy
- What is EQ and how does it affect leadership
- Understand and value emotions in yourself & others
- Build stronger more rewarding work relationships
- Plan, reason and make intentional choices
- Take an Emotional Intelligence self-assessment
- Write a plan of action to apply learning
- Learn how to Strengthen EQ
- Self-reflection
- Partner discussion

Leading a Culture for Change and Innovation

Course Level: Executive

Course Description: Perfection is righteously pursued within organizations; although, this may seem the right pursuit, often it is not. As long as human beings are involved, we will never achieve perfection; however, we can achieve excellence. The pursuit of excellence will open the door for creativity where perfection slams it shut. In order to have innovation we must be open to creativity. Creativity is fun and it means trial and error. Thomas Edison said, "I have not failed. I've just found 10,000 ways that won't work" and "Hell, there are no rules here - we're trying to accomplish something." In this course, we will strive to shatter the old mold and create a new one that keeps excellence and opens the door for creativity and innovation.

Course Objectives:

- Identify what we are doing in our organizations to shut down creativity and innovation
- Identify how we can create a culture open to creativity and innovation and still keep excellence
- Discover what is possible
- Identify a new way of being in leadership
- Enroll people in the new vision

New Leadership WORKSHOPS

- Identify actions and behaviors that reinforce creativity and innovation
- Write a plan of action to apply learning
- Write a plan of action to apply learning

Capturing Teachable Moments: Leading as a coach

Course Description: As leaders we are constantly encountering teachable moments, the challenge is we often miss them or do not have the time to make the most of them. In this course, we will learn to keep our eyes and ears open for teachable moments and why it is well worth a leader's time to do so. We will explore formal teachable moments and how to capture spontaneous teachable moments. You will leave this course with tools to lead as a coach and inspire your team to their own greatness.

Course Objectives:

- Define teachable moments
- Distinguish between formal and spontaneous teachable moments
- Learn what it means to lead as coach
- Learn the benefits of leading as a coach
- Learn where to find the time to lead as a coach and take advantage of in-formal teachable moments

Risk and Leadership

Course Description: It can be a challenge for a leader to take risk when so much is at stake, yet without risk, we have business as usual. Most leaders would say taking risk is necessary; however, the higher an executive climbs up the ladder the more there is at risk. In this course will discuss the passion in young, reckless abandonment in decision-making and wise calculated risk of senior executives and is there a balance between the two. We will also learn how EQ and Authentic Leadership affect risk. Each leader will identify where they are taking risk and need to take more.

Course Objectives:

- An understanding that Leadership requires risk
- How to apply EQ to risk



The EELP is an Emerging Executive Leadership Program designed to develop leaders from the inside out. This is not a theory class. Emerging leaders train with successful entrepreneurs and executives who coach them in self-leadership, and developing high-performance teams. This is real-life, real-time training, so you get immediate results.

Self-management, work/life integration, managing up, and much more... just ask.

Coaches help individuals articulate their dreams, leading them to their own greatness.

- Robert Hargrove

- How to apply Authentic Leadership to Risk
- How different personalities affect risk
- How to view risk as an opportunity Identify where you are taking risk now and where you should take more. Identify how you will do this.

Seven Roles a Leader Should Follow To Grow Their People

Course Description: This course builds on Leading a Culture of Change and Innovation. We will dive deeper into coaching as a way of being in leadership and the seven roles for helping people grow. If you are a leader, who believes success in business is determined through developing and bringing out the best in people this course is for you. The seven roles are practical and organic.

Course Objectives:

- Define who you are “being” as a leader
- Discover how leading as a coach can become organic
- Discover and apply the seven roles to help people grow
- Write a paper on how you will develop your people moving forward

Emergenetics - The New Science of Success

Course Level: all levels

Course Description: This presentation will include research based information on how to develop untapped brain power and better understand how a leader’s behavioral attributes affect how others’ perceive their thinking. Leadership theories and practical application will be presented through interactive exercises that identify how participants prefer to think. Leadership skills of presentation and negotiation will be a central component. Building consensus with diverse constituents/students/clients and points of view will be presented in practical and theoretical formats. Using the Emergenetics theory that people are born pre-wired and also are influenced by their environment (nature/nurture), this fun, fast paced seminar will allow participants to learn their strengths and how to improve their leadership skills, deliberations, decision making and communication skills.

New Leadership WORKSHOPS

Emergenetics® is a profiling instrument based on scientific research that indicates that individuals are genetically pre-wired at birth to think and act in certain ways, and these traits change as a result of social/environmental factors, i.e., emerging from our life experiences. The combination of genetics and experiences intertwine to form recognizable patterns that can be used to improve communication and productivity.

Developed by Geil Browning, Ph.D. and Wendell Williams, Ph.D. after extensive research involving over 500,000 adults, Emergenetics provides insightful information on a combination of thinking preferences and behavioral attributes. With over 22 years of practice and research, the Emergenetics Profile provides information on four thinking attributes (Analytical, Structural, Social and Conceptual) and three behavioral attributes (Expressive, Assertive, and Flexibility).

Universities and organizations who use the Emergenetics Profile are able to form more productive teams, increase understanding among students, teachers, co-workers, reduce conflict between people, assure more successful project implementation and develop more effective solutions.

Individuals who learn their own attributes for thinking and behaving are able to teach, communicate, sell, make presentations, and motivate others more effectively.

How does it work?

Emergenetics® is a self-descriptive test - meaning you answer a series of questions about yourself. Then your responses are scored and the results are compared with a group norm.

Whether you are teaching, training, hiring, leading, or interacting with your team - Emergenetics® methods facilitate communication and promote greater job and personal effectiveness. It is unlike any profile or assessment process with which you may be familiar.

This fast-paced program will lead you and your team through insightful processes to identify and examine how you think and behave, and how these influence your personal and professional life. Emergenetics seminars are customized to meet your needs and ensure you achieve the results you seek.

Course Objectives:

- Gain insight into your thinking and behavioral preferences
- The “perfect” team

Emergenetics



Our personalities emerge from our genetics and are further shaped by our ongoing life experiences.

Emergenetics is a unique and flexible approach to personality profiling that is based on the latest brain research.

New Leadership WORKSHOPS

**Whether you think you can or
think you can't, you're right!**

- Henry Ford

- The “perfect” presentation
- Creative problem solving
- Managing change
- Enhanced interpersonal communications
- Accelerated learning
- Leadership development
- Diversity valuation
- Job satisfaction
- Life satisfaction
- Understanding your consumer
- Understanding self
- Understanding significant others
- Increased productivity
- Individual coaching session to provide personal understanding of your preferences