# GENERAL SERVICES ADMINISTRATION
Federal Supply Schedule
Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! Is: GSAAdvantage.gov

MOBIS Schedule Title: Schedule 874 for Training Aids & Devices
FSC Group: 874 (874-1 and 874-4)
PSC Class: U001
Contract number: GS-02F-188AA

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fssgsa.gov

Contract Period: 9/12/13 thru 9/11/18
Award GSA Price List
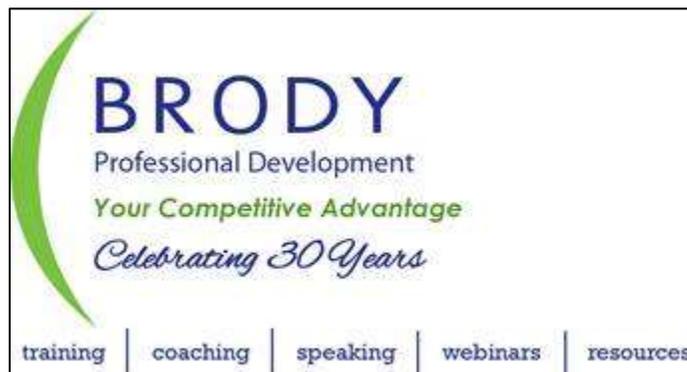
BRODY Professional Development
Point of Contact: Miryam Roddy, 215-886-1688
mroddy@brodypro.com
Website: www.brodypro.com
Business size: small business, woman owned

1a.
BRODY Professional Development   SINS 874-1, 874-4
Proposed Price Structure – Prepackaged Sessions

GSA Price List
All prices shown are net. All major credit cards are accepted. Prices exclude trainer travel expenses, and overnight & international shipping of materials. All content workshops include workbook & student materials.
1b. Lowest priced Item number: Add on Webinar $1,511 and Stand-a-lone Webinar $3,023
1c. If the contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employee or subcontractors who will perform services shall be provided. If hourly rates are not applicable indicate not applicable for these items. Not applicable.
2. Maximum Order: Not applicable
3. Minimum Order: $100
4. Geographic coverage: Delivery Area is within US & Canada and internationally in Europe, North Africa, Asia, Argentina, Mexico, Brazil, Australia, New Zealand and India
5. Point of production: Jenkintown, PA.
6. Discount from list prices or statement of net price: See volume discount below
7. Quantity / Volume Discounts:
       an additional 3.00% off for all orders totaling at or above $100,000 to $199,999,
       an additional 4.00% off for all orders totaling at or above $200,000 to $399,999,
       an additional 5.00% off for all orders totaling at or above $400,000 to $499,999,
       an additional 6.00% off for all orders totaling at or above $500,000 to $699,999,
       an additional 8.00% off for all orders totaling at or above $700,000 and up.
8. Prompt payment terms: Not applicable
9a. Notification that Government purchase cards are accepted at or below the micro-purchased threshold: Will accept
9b. Notification whether Government purchase cards are accepted above the micro-purchase threshold: Will accept
10. Foreign items: Not applicable
11a. Time of delivery: net 30 ARO
11b. Expedited delivery: 21 day expedited delivery on all items
11c. Overnight and 2 day delivery: Not applicable
11d. Urgent Requirements: Not applicable
12. FOB point: FOB Destination excluding International and Overnight shipments, which will be at cost and will be invoiced to the customer for payment.
13a. Ordering Address: Miryam Roddy, BRODY Professional Development 115 West Avenue Suite 115, Jenkintown, PA 19046
13b. Ordering Procedures: For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14.   Payment Address:
   BRODY Professional Development 115 West Avenue Suite 115 Jenkintown, PA 19046. As stated at the top of this document, "Prices exclude trainer travel".
   Return Goods Policy: Extra training materials, if any, may not be returned to BRODY if fewer participants attend the training session than originally scheduled. Unused materials cannot/should not be carried over into any future training sessions in order to maintain program quality, should materials be revised or augmented.
15. Warranty Provision: Not applicable
16. Export packing charges: Not applicable
17. Terms and conditions of government purchase card acceptance: Not applicable
18. Terms and conditions of rental, maintenance, and repair: Not applicable
19. Terms and conditions of installation: Not applicable
20. Terms and conditions of repair parts, indicating date of part price lists and any discounts from price lists: Not applicable

20a. Terms and conditions for any other services: Not applicable
21. List of service and distribution points: Not applicable
22. List of participating dealers: Not applicable
23. Preventive maintenance: Not applicable
24a. Special attributes such as environmental attributes: Not applicable
24b. If applicable, indicate that section 508 compliance information is available on Electronic and Information technology (EIT) supplies and services and show where full details can be found: Not applicable
25. Data Universal Number System number: 928292291
26. Notification regarding registration in Central Contractor registration database: Registered in CCR database and current through 11/2/2013

Cancellation & Rescheduling Policy:

Time has been specifically reserved for you with a designated trainer on our BRODY calendar.

CANCELLATION:

If GSA CLIENT **CANCELS*** the session within:	**Penalty is:**
Thirty (30) to Forty-Five (45) days prior to training date	No Fee*
Fifteen (15) to Twenty-Nine (29) days prior to training date	25% of Training Fee
Eight (8) to Fourteen (14) days prior to training date	50% of Training Fee
Zero (0) to Seven (7) days prior to training date	100% of Training Fee

*To avoid higher cancellation penalties, please see rescheduling rules below.

RESCHEDULING:

If GSA CLIENT RESCHEDULES** the session within:	**Penalty is:**
Thirty (30) to Forty-Five (45) days prior to training date	No Fee*
Fifteen (15) to Twenty-Nine (29) days prior to training date	15% of Training Fee
Eight (8) to Fourteen (14) days prior to training date	25% of Training Fee
Zero (0) to Seven (7) days prior to training date	50% of Training Fee

Client must reschedule and conduct the program date **WITHIN one calendar year.

Neither party shall be liable for any **DELAYS IN PERFORMANCE** due to circumstances beyond its control including, but not limited to, acts of nature, acts of government, or delays in transportation.

The CLIENT is responsible for bona fide expenses incurred by BRODY and for rescheduling the program within one calendar year.

BRODY Workshop Title	Standard Length	# of Participants	Page #
Present With Success	1 day	10	5
The Next Step: Advancing Your Presentation Skills	1 day	10	6
Powerful Presentation Skills	2 days	10	7-8
Speaking Up: Mastering Presentations to Senior Leadership	1 day	10	9
Talking Tech: Skills for Technical Presenters	1 1/2 days	10	10-11
Don't Deck 'Em! Use Visual Aids to Enhance Your Message	½ - 1 day	25	12
Strategies for Highly Effective Meetings	Half-day	20	13
Creative & Engaging Facilitation	Half-day	20	14
Train the Trainer	1 day	10	15-16
Business Writing for Results	1 day	20	17
Advanced Writing Techniques	1 day	20	18
The Art of Listening	Half-day	25	19
Building Influential Client Relationships	Half-day	20	20
Understanding Behavioral Styles	Half-day	20	21
Move From Conflict to Collaboration	Half-day	20	22
Influencing Without Authority	1 day	20	23
Leadership Presence: Inspire Trust, Confidence & Credibility	1 day	20	24
Professional Impressions: Avoid Career-Limiting Moves	Half-day	20	25
Create A Culture of Accountability	Half-day	20	26
Coach with Courage, Clarity & Conviction	Half-day	20	27
Bridging the Generational Gap	Half-day	20	28
Interactive Webinars	Varies	251	29
Skills Coaching Sessions	Varies	1	29
Interactive Keynotes and Con-currents – Half to Full day	Varies	50	30

Onsite Workshops, Webinars or Coaching Sessions may range in length from 1 hour up to 2 days or more - based on your specific objectives, timeframe and budget.

Prices do not include travel expenses or international or overnight shipments as noted on page 2.

Title: Present With Success SIN# 874-4

Is "presence" missing from your presentations? If so, chances are that the majority of your audience is stealthily checking in with those back in the office (or others), and checking out on your message.   Modern presentations need to be impactful and interesting — which means that organization, planning, and polish are all musts. This BRODY session focuses on the effective development and delivery of presentations for those business professionals who wish to engage their audience from the start, make a lasting impact, and get results.

Target Audience: Individuals who need to enhance their ability to organize, develop & deliver impactful presentations.
# of Participants: Minimum: 5 and Maximum: 10 with videotaping
Program Length: 1 day

Business Outcomes: *As a result of this training program, participants will be able to:*
- Engage an audience from word one
- Gain valuable strategies for organizing and delivering a clear, concise, compelling, & informative presentation
- Create and use visual aids to strengthen their message
- Field audience questions like a pro
- Control nerves, channel and project confidence, power, and credibility

Standard Outline:
1. Participant project: Participants deliver an introductory baseline presentation that is videotaped for coaching and feedback
2. Delivery dynamics
    - Maximizing your delivery
        o Visual signals: Posture, movement, gestures, eye contact, & facial expressions.
        o Vocal signals: How to use your voice to maximize impact
        o Verbal signals: Word choice, power robbers, & speaking to your audience
3. Strategies for organizing an effective informative presentation
    - Know your PAL™ – Purpose, Audience, Logistics
    - Collecting your information: Avoiding data dumps
    - High impact introductions and memorable closings
    - Creating interaction with your audience
4. Participant project: Participants prepare their 5-minute informative presentations during lunch.
5. Handling questions to your advantage
    - When you know the answer, don't know the answer, have an expert or stage hog in the room, or receive a hostile question
6. Stage fright control
7. Participant project: Participants conduct their 5-minute informative presentations followed by a question-and-answer session (which is videotaped and critiqued).

> **Cost**: $4,282 for up to 10 participants plus $95 per person materials.
>
> *Optional:*
> **Cost** for Add-on Webinar: $1,511
>
> Prices do not include travel expenses.

Materials Include: Participant manual, the book *Speaking is an Audience-Centered Sport* (authored by Marjorie Brody), jump drives that include presentation planning sheets and a 12-part video featuring Marjorie Brody: "Presentation Skills Pitfalls." Videotaping equipment provided by BRODY.

Options to Maximize Your Learning Investment
- **Pre-program Add-On Webinar** (60 minutes) A pre-program add-on webinar helps the participants to come prepared with a 5-minute presentation. This allows for more individual coaching during the training session, which enables participants to better adopt, adapt and apply new information.
- **Post-program Add-On Webinar** A post webinar allows participants to reinforce techniques learned during program.
- **Individual Speaker Coaching** - Important presentation coming soon, or need to notch up your current skillset?

Title: The Next Step: Advancing Your Presentation Skills   **SIN# 874-4**

It's been said that the best always look for ways to get better. The ability to speak persuasively will help you move decision makers to take action, change direction, and -- ultimately -- commit. This program is designed for advanced speakers so they can take their presentations from informative to influential and inspiring.

Target Audience: advanced presenters
# of Participants: Minimum: 5 and Maximum: 10 with videotaping
Program Length: 1 day

Business Outcomes: *As a result of this training program, participants will be able:*
- Organize a persuasive presentation to achieve a specific end goal
- Develop both logical and emotional appeals to sell their ideas
- Create compelling visual aids that reinforce their message
- Deliver an impromptu presentation
- Handle challenging audience situations
- Present with passion

Pre-Work: Participants are asked to come to class with an existing informative or persuasive presentation of about 10 minutes in length.

Standard Outline:

1) Speaking "Off the Cuff"
     • Participants present, which is followed by a Q & A session
     (which is videotaped and critiqued).

2) Review the Essentials
     • Delivery dynamics
     • Strong openings and conclusions
     • Visual aids

3) Organizing the Persuasive Presentation
4) Working Lunch – participants prepare their presentations
5) Dry Run (in pairs)
6) Lecture on Handling Difficult Questions
7) Participant Presentations - Followed by a question-and-answer session (which is videotaped & critiqued).

> **Cost**: $4,282 for up to 10 participants plus $95 per person materials.
>
> *Optional:*
> **Cost** for Add-on Webinar: $1,511
>
> Prices do not include travel expenses.

Materials Include: Participant manual, the book *Speaking is an Audience-Centered Sport* (authored by Marjorie Brody), jump drives that include presentation planning sheets and a 12-part video featuring Marjorie Brody: "Presentation Skills Pitfalls." Videotaping equipment provided by BRODY.

Options to Maximize Your Learning Investment
- **Pre-program Add-On Webinar** (60 minutes) Performance improvement takes time …a resource we never seem to have enough of. A pre-program webinar helps the participants to come prepared with a 5-minute presentation. This allows for more individual <u>coaching</u> during the training session, which enables participants to better adopt, adapt and apply new information.
- **Post-program Add-On Webinar** How can you ensure sustained results? A customized webinar allows participants to reinforce techniques learned during the program.
- **Individual Speaker Coaching** - Important presentation coming soon or need to notch up your current skillset? BRODY provides an opportunity to get personalized coaching.

Title: Powerful Presentation Skills

SIN# 874-4

Imagine creating a lasting impact at your next staff or board meeting, or being the "can't-miss" speaker on the conference agenda. Excellent presenters leave audiences with impressions and messages that resonate long after the meeting's end. This "memorable factor" gives these pros a considerable competitive edge. Fortunately, speaking powerfully — with both confidence and competence — is a skill that can be taught. This BRODY workshop focuses on your individual strengths and imparts specific techniques to assist you in your transformation into a powerful communicator.

Target Audience: Business professionals who want to be more successful speakers
# of Participants: Minimum: 5 and Maximum: 10 with videotaping
Program Length: 2 days (consecutive dates or several weeks apart)

Business Outcomes: *As a result of this training program, participants will be able to:*
* Organize key messages that inform and persuade
* Create visual aids that support the message
* Develop and use factual, logical, and interesting supporting material
* Project confidence, power & credibility while keeping nervousness at bay
* Capture and hold audience attention from the start & use voice, word choice, and body language to their best advantage
* Respond and facilitate impressively in Q&A sessions and impromptu situations

Outline:

Day 1

1. Participant Project: Participants deliver a baseline presentation that is videotaped for feedback and coaching

2. Delivery Dynamics
    * Visual signals: Posture, movement, gestures, eye contact, and facial expressions.
    * Vocal signals: How to use your voice to maximize impact
    * Verbal signals: Word choice, power robbers, and speaking to your audience

3. The Informative Presentation
    * Strategies for organizing an effective informative presentation
    * Knowing your PAL™ – Purpose, Audience, Logistics
    * Strategic planning for organizing
    * Creating high impact introductions and memorable closes
    * Promoting interaction with your audience

4. Participant Project: Participants prepare their 5-minute informative presentations during lunch

5. Handling Questions to Your Advantage
    * When you know the answer, don't know the answer, have an expert or stage hog in the room, or when you receive a hostile question

6. Stage Fright Control
    * Utilizing techniques to manage stage fright before and during the presentation

7. Participant Project: Participants deliver their 5-minute informative presentations followed by a question-and-answer session (which includes videotaping and coaching).

Day 2

1. Review of Day One

2. Impromptu Speaking in Meetings
   - Using an Informational Model
   - Using the PREP Model
   - Exercise: Participants practice responding to 2 questions in a simulated meeting environment (which includes videotaping and coaching).

3. The Persuasive Presentation
   - Three strategies and psychological methods for persuasive speaking
   - Responding to the five audience attitudes (from favorable to hostile)
   - Using emotional and logical appeals
   - Selling your ideas, your products and yourself

4. Making and Using Visual Aids Effectively
   - Designing: making information (slides) visual
   - Delivering: syncing the speaker and the slides

5. Participant Project: Participants create 5-minute persuasive presentations with visual aids. Participants conduct a dry run coaching session in pairs.

6. Participant Project: Participants conduct their 5-minute persuasive presentations using visuals and answering tough questions (which includes videotaping and coaching).

7. Review/Action Plan

Materials Include: Participant manual, the book *Speaking is an Audience-Centered Sport* (authored by Marjorie Brody), jump drives that include presentation planning sheets and a 12-part video featuring Marjorie Brody: "Presentation Skills Pitfalls."

Cost: $8,564 for up to 10 participants plus $95 per person materials.

Prices do not include travel expenses.

Title: Speaking Up: Mastering Presentations to Senior Leadership   **SIN# 874-4**

Is the preparation for your upcoming presentation to key executives filling you with dread or keeping you awake at night? If your current role requires speaking in the boardroom, to the CEO, or to individuals at the highest levels of the organization, this session is designed for you. BRODY's "Speaking Up" program will put you in command of your material, and give you the tools to respond to challenges and divergent points of view calmly and with authority. At the course's end, you will have gained the insight, skills, and confidence to impress and persuade even the toughest executives.

Target Audience: Anyone expected to effectively communicate with senior-level management. Participants should have been through a basic presentation skills program.

# of Participants: Minimum: 5 and Maximum: 10 with videotaping   (larger groups if no videotaping)
Program Length: 1 day (or modules as requested)

Business Outcomes: *As a result of this training program, participants will be able to:*
- Understand how leadership- and management-oriented messages differ
- Create an immediate impression of strength and confidence
- Develop effective messaging, and stay focused on their core strategic message
- Hone a commanding and confident delivery style
- Diffuse difficult behavior and hold their own in the face of challenges, interruptions, and hard questions

Standard Outline:

1. Course Opening with Participant Learning Priorities
2. Responding Confidently to Challenges and Point-of-View Demands
3. In this module, participants learn two response templates. One enables them to further "sell" an idea that is being questioned (vs. becoming defensive). The other enables them to respond decisively when their point of view is called for.
4. Participants practice using the templates by "hitting" each other with the type of challenges and demands that they could expect to receive in a C-level presentation.
5. Understanding the Difference between Leadership & Management Presentations
6. Planning a Strategy-Oriented Presentation Using One of Three Possible Organizational Styles
7. Presentation Creation (Extended Lunch): During a 90-minute lunch, participants eat and create a 5-minute presentation for the main afternoon exercise. The scenario for this presentation is that they have been invited to speak briefly at a senior-executive meeting. This presentation will determine if they will be invited to return with a more in-depth presentation.
8. Achieving a Confident and Engaging Delivery
Main Exercise: Participants are each videotaped delivering their 5-minute presentation. They then receive feedback and coaching from both their peers and the BRODY facilitator. Their fellow participants are encouraged to play the role of a senior-executive audience.

Materials Include: Participant manual, the book *Speaking is an Audience-Centered Sport* (authored by Marjorie Brody), jump drives that include presentation planning sheets and a 12-part video featuring Marjorie Brody: "Presentation Skills Pitfalls." Videotaping equipment provided by BRODY.

Cost: $4,282 for up to 10 participants plus $95 per person materials.
Cost for Add-on Webinar: $1,511
Prices do not include travel expenses.

Title: Talking Tech: Skills for Technical Presenters Workshop & Webinar   **SIN# 874-4**

Overview: If your comfort zone is speaking to engineers, developers, and other technical people, you may not realize that businesspeople sometimes speak a different language. Your goal as a presenter is to talk their language (layman's terms), so you can inform and persuade and ultimately accomplish your objectives. This session will enable you to successfully sell your ideas, projects, or products with ease — minus un-necessary details and tech speak. Remember, the definition of genius is making the complicated simple.

Target Audience: Presenters who are masters of technical content and need to communicate with less technical audiences to sell their ideas, services or products.

# of Participants: Minimum: 5 and Maximum: 10 with videotaping (or larger groups to 20 with no videotaping)
Program Length: 1 day, plus a second day in which each participant comes prepared with a fully developed presentation, 15-20 minutes in length. Each participant is given extensive coaching specific to their learning objectives for the class. This session is a valuable coaching opportunity and an excellent way to measure the results of the training.

Business Outcomes: *As a result of this training, participants will be able to:*
- Assess the technical acumen of an audience to develop optimally effective presentation strategies
- Present technical information in understandable terms with clarity and impact
- Master the use of visuals to communicate complex ideas & increase understanding & retention in your audience
- Educate and engage your audience through visual, vocal, and verbal signals
- Field nontechnical questions with ease, and translate technical answers into layman's terms

Pre-work:
- 60- to 75-minute pre-program webinar held approximately 10 days before the session, to prepare participants prior to the face-to-face workshop.
- Participants create a 5-7 minute technically-oriented presentation targeted to a less technical audience. Visual aids and all supporting materials should be prepared and brought to the program. Participants will receive a detailed memo 4 weeks before the program advising them of this advanced preparation.

Standard Outline:

1. Communicating Technical Content
    - The expert's dilemma; presenting to mixed audiences
    - Framing ideas to connect to the bigger picture
    - Using analogies and examples to improve understanding
    - Effectively using technical terms with non-technical audiences
    - Incorporating audience involvement and feedback

2. Delivery Dynamics
    - Maximizing visual signals: Body language, gestures, facial expressions, movement
    - Maximizing vocal signals: Tone, pitch, inflection, pacing, volume of the voice
    - Maximizing verbal signals: Word choice, phrasing, vocabulary

3. Creating Effective Technical Presentations
    - Know your PAL™ – Purpose, Audience and Logistics
    - Presenting information effectively
    - When you need something; assessing audience attitudes and major areas of resistance
    - Understanding the critical elements of advocacy and persuasion

4. Introductions and Closes
- Grab their attention; creating high impact introductions and strong closes.

5. Visual Aids
- Evaluating low-tech vs. high-tech options (in-person, online, etc.)
- Design slides which make information visual for the audience
- Delivering more effectively with slides

6. Handling Questions when:
- You know the answer
- You don't know the answer
- You have an expert in the audience
- You are asked a hostile question

7. Participant Project: Participants incorporate the program concepts into their short presentation (pre-work) that they prepare and present to the group (which includes videotaping and coaching).

Materials Include: Participant manual, the book *Speaking is an Audience-Centered Sport* (authored by Marjorie Brody), jump drives that include presentation planning sheets and a 12-part video featuring Marjorie Brody: "Presentation Skills Pitfalls." Videotaping equipment and WebEx Platform provided by BRODY.

> **Cost**: $5,566 for up to 10 participants plus $95 per person materials.
>
> Prices do not include travel expenses.

Title: Don't Deck Em! Use Visual Aids to Enhance Your Message   **SIN# 874-4**

Is "impact" missing from your slide decks? If so, chances are that the majority of your audiences are stealthily checking in with those back in the office (or others), and checking out on your message.   Modern presentations need to be impactful and interesting — which means that, planning, design and great delivery are all musts. This BRODY session focuses on the effective planning and design of slide decks, and helps the presenter make the slides (and message) come alive to the audience — creating lasting impact.

Target Audience: Leaders, individual contributors, and teams who need to enhance their ability to design and deliver impactful presentations and slide decks
# of Participants: Minimum: 5 and Maximum: 25
Program Delivery Options: Can be delivered as a 60-75 minute presentation, webinar or 4-7 hour workshop

Business Outcomes: *As a result of this training program, participants will be able to:*
- Gain valuable strategies for planning, designing and delivering clear, concise and compelling visuals
- Create and use visual aids to strengthen their message
- Break the bad habits which keep them from creating really great presentations
- Take ownership of a slide deck they did not create
- Engage an audience from word and slide 1

Standard Outline:

1. Top 5 Reasons Most Slide Decks Bore, Frustrate and Confuse Their Intended Audiences

2. A Road Map for Successful Slides and Speeches

3. Planning
- Go analog
- Know your PAL™
- Create a central theme
- Craft a story
- 3 key points

> **Cost for half or full-day**: $4,282 for up to 25 participants plus $95 per person materials.
>
> **Cost for Stand-a-lone Webinar:** $3,023 plus $0 for e-materials.
>
> Prices do not include travel expenses.

4. Design
- Purposeful
- Making data visual: Images, graphs and diagrams
- 1 message per slide
- The billboard concept
- The power of white space
- Know your fonts
- Before & after

5. Taking Ownership of Slide Decks You Didn't Create (but your legal department probably did)
- Know your PAL™, Spend time in slide sorter or create a storyboard, Identify key messages of the deck, Analyze the structure, Develop a strong introduction, Use rhetorical devices to be more conversational & interesting, Plan a memorable conclusion, Time management, and Anticipate questions

6. Using Visual Aids Like a Pro
- The speaker's role: make the slides come alive
- Learn the tools which will keep you in charge of the visuals
- Transition for fluidity
- State the "so what"
- Work the screen

Standard Materials Include:
Participant manual

Title: Strategies for Highly Effective Meetings   **SIN# 874-4**

What a waste of time! Research shows that 50% of corporate meeting time is wasted. In stark contrast, effective meeting leaders view meeting time as a strategic window of opportunity to drive progress and to ignite the creative energy of their team. This BRODY session teaches you how to plan and facilitate effective meetings that further strategy and have immediate impact.

Target Audience: Formal or informal leaders who need to conduct meetings that further strategy & have immediate impact.
# of Participants: Minimum: 7 and Maximum: 20
Program Length: 1 day

Business Outcomes: *As a result of this training program, participants will be able to:*
- Use the BRODY *5-Step Facilitation Process* to successfully move a group from idea generation to agreement & action
- Create actionable meeting objectives and agendas that lead to deliverables versus discussion
- Choose the appropriate level of decision making to strengthen the commitment of participants
- Apply stakeholder analyses to prevent meeting derailment and deepen buy-in
- Ensure balanced participation from all participants
- Deal with challenging meeting behaviors and situations

Standard Outline:

1. To meet or not to meet … that is the question (there may be alternatives)
2. Types of meetings (information, problem-solving and decision-making)
3. A Framework for Successful Facilitation
    - Overview of the process
        a) Pre-launch (planning process)
        b) Launch (idea generation)
        c) Navigate (narrow & prioritize)
        d) Land (negotiating agreement & closure) model
        e) Post-Land (follow-up and next steps)
4. Pre-Launch
    - Determine meeting deliverables
    - Select a method for decision-making
    - Stakeholder analysis
    - Create an agenda
    - Participant activity: Each person plans a 15- to 30-minute meeting they will conduct later in the session
5. Launch, Navigate, and Land (a deeper dive)
    - Launching the meeting
        ✓ Tools to generate ideas
        ✓ Techniques for encouraging participant and handling challenging behaviors
    - Navigating the meeting
        ✓ Clarify, eliminate duplicates, prioritize, and evaluate against criteria
    - Landing the meeting
        ✓ Tools & techniques for reaching agreement
    - Participant activity: Each person will select the tools -- from the launch, navigate and land phases -- to facilitate their upcoming meeting
6. Facilitation Skill Practice - Participant Project: Each participant will facilitate a 15- to 30-minute meeting, followed by feedback from the group.

Materials Include: Participant manual

> **Cost**: $4,282 for up to 20 participants plus $40 per person materials.
>
> Prices do not include travel expenses.

Title: Creative & Engaging Facilitation   **SIN# 874-4**

Do you struggle getting attendees to participate at meetings? Or, perhaps you fear that if you do get people participating, you may lose control? This program will give meeting leaders creative techniques to keep the meeting going, and attendees engaged.

Target Audience: Anyone who is responsible for leading internal meetings

# of Participants: Minimum: 5 and Maximum: 20

Program Length: Half day face-to-face or virtual webinar

Business Outcomes: *As a result of this training program, participants will be able to:*

- Facilitate group discussions effectively and confidently
- Identify and apply the critical planning elements for successful facilitation
- Stimulate discussion and elicit relevant questions from their audience
- Manage the crowd: field questions with confidence, while handling challenging audience members & situations with ease

Standard Outline:

- Elements of a successful game plan for facilitation
- Techniques to generate group discussion & participation
- Behaviors that are discussion "killers" and how to avoid them
- 10 techniques for handling questions and keeping the discussion on track
- Dealing with difficult participants
- Presenting off the cuff
- Techniques for virtual meetings

Materials Include: Participant handout

> **Cost**: $4,282 for up to 20 participants plus $35 per person materials.
>
> **Cost for Stand-a-lone Webinar:** $3,023 plus $0 per person for e-materials.
>
> Prices do not include travel expenses.

Title: Train-the-Trainer   **SIN# 874-4**

Even the best-designed training course will fail to reach its learning goals if the instructor's approach falls short. This workshop is designed to enhance the skills of trainers and other subject matter experts. Emphasis will be placed on those skills needed to conduct group classroom instruction. In this highly interactive workshop, participants will receive individual attention and coaching feedback during skill-practice sessions.

Target Audience: Individuals seeking to improve their training delivery skills and that wish to become comfortable using these delivery skills in upcoming training initiatives
# of Participants: Minimum: 5 and Maximum: 10 with videotaping
Program Length: 1 to 2 days (or modules available upon request for concurrent sessions)

Business Outcomes: *As a result of this training program, participants will be able to:*
- Create a strong impression through strong platform skills
- Set up, conduct, and process an activity for maximum learning
- Involve all of their participants in the learning process
- Use effective questioning techniques to stimulate discussion
- Manage group dynamics and the group involvement process
- Establish a positive learning climate and increase audience motivation
- Develop learner-centered activities to stimulate learner interaction
- Select methods to facilitate effective group participation and interaction
- Develop strategies to deal with difficult people and/or situations
- Provide constructive coaching principles to any situation

Outline -- Day One:
I) Introduction
   A. Participants' expectations
   B. Clarifying terms
        ✓ Training, education, development
        ✓ Learner vs. student
   C. Role of trainer/coach/facilitator
   D. Trainer skills, competencies, and characteristics

II) Principles of Adult Learning
    A. Adult learning theory
    B. Principles of adult learning
    C. Creating and developing learner retention
    D. The structure and process of adult learning

III) Platform Skills – Creating a Strong Presence and Impressions
    A. Visual signals: Body language, gestures, facial expressions, movement
    B. Vocal signals: Tone, pitch, inflection, pacing, volume
    C. Verbal signals: Word choice, phrasing, vocabulary
    D. Using Visual Aids
    E. Group will separate in half and practice a series of exercises to improve their platform skills

IV) Facilitation Skills – Creating and Managing Participation
    A. Tools & techniques to encourage participation
    B. The art of questioning
    C. Managing favorable logistics
    D. Dealing with difficult behaviors
        ✓ The group is too quiet, a stage hog tries to take over, or a participant keeps taking you off topic

V) Facilitation Practice Activity
   A. Groups will be divided in ½ and choose a topic to facilitate (5 to 10 minutes)
   B. Certain audience members will role play difficult behavior
   C. Participants will receive specific feedback on group management

VI) Giving Feedback

VII) Review the Day and Provide Instructions for Second Day
Participants prepare a 15-minute training session, incorporating the principles of Adult Learning and following a strategy of maximizing learner retention.

Optional Day Two – Putting It All Together: Learning Lab
Participants will have opportunities to practice their facilitation/training skills and receive coaching from their peers as well as from the BRODY facilitator. Each participant will deliver a 15-minute training program. The group will give feedback. Videotaping is optional.

Materials Include: Participant manual, book (either *The Ten Minute Trainer* **OR** *The Trainer's Handbook*), and jump drives (if videotaped)

***The Ten-Minute Trainer: 150 Ways to Teach It Quick and Make it Stick!* by Sharon Bowman**
Discover more than one hundred of Sharon Bowman's training-room-proven exercises and activities -- many derived from the high-impact strategies of NLP and Accelerated Learning -- and reduce delivery time, increase retention and improve knowledge and skill transfer. These back-pocket activities are easy, quick, topic-related, and fun, and you can draw on with a minimum of preparation. *The Ten-Minute Trainer* features a variety of exercises, ranging from one to ten minutes in length, and provides content-specific exercises as well as activities for transitioning between topics and gauging understanding. You'll find a useful answer section that explains the brain research behind the book and a special section on learning styles that ties in with the philosophy of "learn it fast and make it last."

<u>**Options to Maximize Your Learning Investment**</u>
- **Pre-program Add-On Webinar** (60 minutes) Performance improvement takes time …a resource we never seem to have enough of. A pre-program webinar helps the participants to come prepared with a 5-minute presentation. This allows for more individual <u>coaching</u> during the training session, which enables participants to better adopt, adapt and apply new information.
- **Post-program Add-On Webinar** How can you ensure sustained results? A customized post add-on webinar allows participants to reinforce techniques learned during the program.

> **Cost**: $4,282 for up to 10 participants plus $100 per person materials.
>
> *Optional:*
> **Cost** for Add-on Webinar: $1,511
>
> Prices do not include travel expenses.

Title: Business Writing for Results   **SIN# 874-4**

Your ideas are notable, but translating them to actual *notes* can be a challenge. Fear not, this is a common and correctable issue for creative and analytical professionals alike! This enlightening BRODY workshop shows you how to put your ideas to paper by organizing the content, structure, and flow of written communications in an engaging and clear manner. Professionals who want to improve the efficiency, clarity, and impact of their writing will benefit from this interactive program.

Target Audience: Entry-level professionals and individual contributors -- those who communicate by e-mail and who write to peers, within or across departmental lines, and also have customer contact
# of Participants: Minimum 7 and Maximum 20
Program Length: 1 day

Learning Objectives: *As a result of this training program, participants will be able to:*
- Identify key components of good business writing
- Master techniques to structure clear messages that attract readers' attention
- Follow templates to construct effective business messages
- Reduce the amount of time needed to write and edit by using the S.C.O.R.E. Method™
- Align their writing with an appropriate professional style
- Consider their writing in the context of their professional relationships
- Fine tune personal style
- Edit and evaluate the effectiveness of their writing
- Understand the do's and don'ts of e-mail messages

Course Outline:
1. Participant project: Write a persuasive message
2. Interactive exercise: Establish criteria for good written messages
   - Discover guidelines for focus: relevance and reader priority
3. Review "before and after" examples of business writing
   - Identify mistakes
   - Strengthen the writing
   - Use templates for effective structure
4. Exercise: Evaluate your persuasive message against established criteria
5. Learn the S.C.O.R.E. Method**™** to write with less stress and more success
6. Participant project: Write a message using template
7. Review guidelines for effective e-mail communication
8. Assess appropriate style and tone
   - Participant Project: Respond to a request
9. Learn a systematic approach for editing
   - Participant Project: Edit message for clarity and conciseness

> **Cost**: $4,282 for up to 20 participants plus $35 per person materials.
>
> Prices do not include travel expenses.

Materials Include: Participant manual

NOTE- We also recommend optional one-on-one follow-up sessions at an additional expense, providing participants with individual attention. This coaching occurs four to eight weeks after the regular program, either in person or via e-mail. Follow-up coaching consists of one half-hour of intensive review of samples of each participant.

Title: Advanced Writing Techniques   **SIN# 874-4**

This practical, interactive program helps participants see their writing from the reader's point of view, discover techniques to increase power in writing, and use templates to quickly adjust their style to different situations. "Advanced Writing Techniques" targets participants who know the basics of business writing, but want their writing to be clearer, more powerful, and more persuasive – moving from "just OK" to outstanding. The program is designed to be flexible, allowing content to be adapted to the client's specific writing needs, whether that involves sales, project reports, or preparing recommendations to members of senior management.

Target Audience: Individual contributors who write reports and regular updates, those who write to managers one or more levels above them, and those who write to decision makers or executives, (inside or outside of the organization)
# of Participants: Minimum 7 and Maximum 20
Program Length: 1 day

Learning Outcomes: *As a result of this program, participants will be able to:*
- Understand six responsibilities of a business writer
- Identify key principles & best practices for developing effective business messages
- Connect their message with a business story
- Tailor their message based on stakeholder priorities
- Use a map to plan an effective business message
- Use headings, bullet points, and parallel sentence structure to assist readers
- Improve the clarity and readability of their writing on an ongoing basis
- Follow an efficient process to plan, write, and edit a document
- Improve messages by evaluating writing from the reader's point of view
- Apply a checklist to quickly and systematically evaluate writing

> **Cost**: $4,282 for up to 20 participants plus $55 per person materials.
>
> Prices do not include travel expenses.

Course Outline:
1. Pre-work: Follow instructions to assess readability statistics on samples of participant writing
2. Review S.C.O.R.E. Method™ to write with less stress and more success (No prior knowledge needed)
3. Interactive exercise: Determine the responsibilities of business communicators
4. Interactive exercise: Review persuasive messages as "consumers" of messages
5. Learn a powerful way to organize material -- message mapping example
6. Participant project: Map a message for a current project
7. Identify techniques to add clarity, power, and impact to writing. Examples include content-rich headings, parallel sentence structure, effective word choice, reducing wordiness, and top-down technique for writing.
8. Participant Project: Develop paragraphs to complete writing project
9. Review techniques for editing for clarity and conciseness
10. Participant project: Evaluate paragraphs completed in the course of the program
11. Review learning and create action plans

Materials Include: Participant manual and book *Secrets to Get Busy People to Respond to Your Messages* by Bonnie Budzowski

Title: The Art of Listening   **SIN# 874-4**

I know that you believe that you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant. Can you relate? If you're being completely honest with yourself, the answer is "probably." Effective workplace communication, whether with colleagues or customers, requires one of the most powerful, yet under-appreciated productivity tools available: listening. In this program, participants will develop greater awareness and mastery of how to transform their communication interactions using a more strategic approach to listening. This lively class employs a variety of assessments, demonstrations, tools, practice exercises, and job-related applications.

Target Audience: Individuals and teams who would like to improve their listening skills
# of Participants: Minimum: 7 and Maximum: 25
Program Length: half day

Business Outcomes: *As a result of this training program, participants will be able to:*
• Identify their personal strengths and developmental needs in listening.
• Recognize common behaviors that stop effective communication in its tracks.
• Apply key listening behaviors that promote understanding and rapport.
• Define the three purposes of listening and how to choose the most appropriate approach.

Optional Pre Work: Complete Personal Listening Profile
The *Personal Listening Profile* is an easy-to-use self-assessment that helps people develop their listening skills to increase effective communication. This assessment will help participants to:
• Understand the role that listening plays in communication effectiveness
• Identify their approach to listening and the strengths and challenges it provides them
• Plan specific ways they can improve their listening skills

Standard Outline:

1. Review the Personal Listening Profile (if used)
2. Recognize Barriers to Effective Listening
3. Develop Appropriate Listening Strategies -- Information
   • Using the discerning approach, comprehensive approach or evaluative approach
   • Participant project: Participants conduct role plays to practice using the techniques covered in this module
4. Develop Appropriate Listening Strategies -- Feeling
   • Using the appreciative approach
   • Using the empathic approach
   • Participant Project: Participants conduct role plays to practice using the techniques covered in this module
5. Personal Development Plan

Materials Include: Participant manual, *The Art of Listening* mini book
by Marjorie Brody and Personal Listening Assessment

Cost: $4,282 for up to 25 participants plus $100 per person materials.
Prices do not include travel expenses.

Title: Building Influential Client Relationships   **SIN# 874-4**

Looking for a strategy to help deepen the impact and influence you have on your client relationships? Then this interactive workshop is for you or your employees. At the heart of influence is your ability to connect to the top values of your clients. Often our plan of action begins with the question, "how would *I* be most influenced?" What we should be asking ourselves is "what most motivates my client?" In this program you'll learn the 6 core values that are key to influencing human behavior, and the tools to discovering which are most important to your client.

Target Audience: Anyone seeking to influence & positively affect their client (internal & external) relationships.
# of Participants: Minimum: 7 and Maximum: 20
Length of Program: half-day (can be combined with "Understanding Behavioral Styles or "Move From Conflict to Collaboration" for a full-day workshop.)

Business Outcomes: *As a result of this training program, participants will be able to:*
- Identify and leverage their personal skills and talents to build strong relationships with their clients
- Bridge the gap between external clients and internal stakeholders
- Create a personal action plan that can be used immediately to improve effectiveness with their most challenging client relationship

Standard Outline:
1. Strengthening Your Relationship with the Client
    - Value Systems Part I: The 6 core values that motivate
    - Value Systems Part II: Identifying your client's values and needs
    - Value Systems Part III: Leveraging your values and talents to deepen your client relationship
2. Bridging the Gap between Your Client and Your Internal Stakeholder
    - Stakeholder Analysis: Determining their needs and values
    - What to do when values clash? Techniques for creating a smooth transition
3. Putting Together Your Game Plan
    - Participant Project: Participants identify the client they most need to influence in the next 30 days and the internal stakeholders that will be involved. Participants use this information to develop a personal action plan for ensuring success using the approaches learned in the workshop

Materials Include: Participant manual and *Personal Values Assessment with individual report

This report will help illuminate and amplify the hidden motivators that initiate one's behavior, helping you build on the strengths that each person brings to the work environment. In this report, you will discover what motivates an individual, the perceptions of themselves and others, and how that information can be utilized to create an effective work environment.

Course Tailoring:
This program can be tailored to meet specific corporate and participant needs, including the following:
- Inclusion of company or team-specific discussion topics and examples
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints

> **Cost**: $4,282 for up to 20 participants plus $100 per person materials.
>
> Prices do not include travel expenses.

Title: Understanding Behavioral Styles   **SIN# 874-4**

The ability to collaborate with, influence or persuade others depends largely on how well we can see their perspective and adapt our approach accordingly. We must be able to identify the strengths and challenges of differing behavior styles. This BRODY workshop gives participants a unique opportunity to gain insight into their own dominant style, and how they click or clash with other styles. The result? Reduced misunderstandings and more productive, successful relationships with clients, colleagues and cross-functional teams.

Target Audience: Virtually every individual in an organization will benefit from the insight and skills learned. Teams often go through the workshop to learn how to work better together and leverage the diversity of members as strengths. Managers and direct reports can participate together to improve their relationship and work productivity.
# of Participants: Minimum: 7 and Maximum: 20
Program Length: half-day (Can be combined with "Building Influential Client Relationships", "Move From Conflict to Collaboration" or "Winning Negotiations: Strategies for Success" for a full-day program)

Business Outcomes: *As a result of this training program, participants will be able to:*
• Appreciate the critical role of, and differences among, behavioral styles
• Understand their own dominant behavioral styles, and the related strengths and risks
• Identify others' behavioral styles and adapt their own to be more effective at communicating, motivating, persuading, and working together

Standard Outline:

1. The Role of Behavioral Styles
   • How the DISC Model Works
   • *Characteristics of the 4 Behavioral Styles*

2. Identification of Own Dominant Styles
   • Understanding Your Personal Profile Analysis

3. The Interaction of Styles
   • Natural vs. Adapted Style
   • Strengths and Risks of Each Style
   • Adapting to Situational Need
   • Modifying Over-use of Strengths
   • Adapting to Other Styles
   • Reading Clues to Others' Dominant Styles

> **Cost**: $4,282 for up to 20 participants plus $95 per person materials.
>
> Prices do not include travel expenses.

4. Application and Transfer to the Job

Materials Include: Participant manual, Online *DISC individual behavioral styles profile report (24 pages), and job aids

*DISC is the universal language of observable human behavior, or "how we act". DISC does not measure education, experience, values or intelligence. It simply measures an individual's behaviors, or how he or she communicates. With the knowledge of DISC, you can learn to understand and appreciate your behavior style, and then adapt your style in communication with others. DISC accurately measures four dimensions of behavior, which are each associated with a behavioral style:

✓ How you respond to problems or challenges ⇒ **Dominance**
✓ How you influence others to your point of view ⇒ **Influence**
✓ How you respond to the pace of the environment ⇒ **Steadiness**
✓ How you respond to rules and procedures ⇒ **Compliance**

Title: Move from Conflict to Collaboration   **SIN# 874-4**

"I strongly disagree with that!" Well, that's OK — not seeing eye-to-eye is a normal and healthy aspect of organizational life. However, poorly handled conflict can wreak havoc on your team's productivity and morale. This BRODY program will teach you how to manage disagreements effectively and confidently and how to apply powerful tactics to transform workplace conflicts into resolutions.

Target Audience: Individuals at any level who would like to manage disagreements more effectively.
# of Participants: Minimum: 7 and Maximum: 20
Program Length: half day (can be combined with "Understanding Behavioral Styles," "Building Influential Client Relationships" or "Winning Negotiations: Strategies for Success" programs for a full-day workshop.)

Business Outcomes: *As a result of this training program, participants will be able to:*

- Recognize the benefits of constructive disagreement, and differentiating disagreement from destructive conflict
- Choose the most appropriate conflict management strategy from five major modes taught in the program
- Use communication and listening skills to clear up misunderstanding and build trust
- Prepare for conflict by clarifying such factors as issues, priorities and relationships, and uncover misleading assumptions
- Manage their own and others' emotional reactions

Standard Outline:

1. Distinguishing Between Disagreement and Conflict
2. The Benefits of Constructive Disagreement
3. Identification of Conflict Challenges Participants Face
4. Cross-Cultural Considerations
5. Action Planning: Strategy Choice
6. Case Study: Analyzing a Conflict
7. Conflict Discussion Mindset Keys
8. Managing Your and the Other Party's Emotional Response
9. Uncovering and Testing Assumptions, with Practice
10. Locating Larger, Common Goals
11. Transfer of Learnings to Actual Conflict

Materials Include: Participant manual

> **Cost**: $4,282 for up to 20 participants plus $35 per person materials.
>
> Prices do not include travel expenses.

Title: Influencing Without Authority   **SIN# 874-4**

No man (or woman) is an island. In order to flourish and meet your goals, you need to persuade others to get on board with your ideas. It's not an easy task when you have no authority over those you wish to influence. Successful professionals create opportunities to build relationships and increase their influence with their stakeholders.

Organizations benefit when *all* their employees have effective skills in being persuasive. This workshop shows you how to leverage your unrealized power sources and create mutually beneficial relationships.

Target Audience: Individuals who need to build their interpersonal influence and obtain support from others, especially without the use of direct authority.

# of Participants: Minimum: 7 and Maximum: 20

Standard Program Length: Half to 1-day

Business Outcomes: *As a result of this training program, participants will be able to:*

- Recognize style differences and how they impact communication
- Explain the concept and importance of influencing
- Identify and select appropriate influencing behaviors

Standard Outline:

I. Understanding Influencing
        A. Importance of influencing
        B. Opportunities for influencing
        C. Concept of influencing

II. Understanding Yourself and Others
        A. Dealing with style differences
        B. Conflicting styles

III. Connecting with Others
        A. Dealing with perceptions
        B. Delivering your message
        C. Active listening
        D. Modeling the way
        E. Developing emotional intelligence

Materials: Participant manual and optional assessments

Cost: $4,282 for up to 20 participants plus $35 per person materials.

Prices do not include travel expenses.

Title: Leadership Presence: Inspire Trust, Confidence & Credibility   **SIN# 874-4**

What makes a truly inspiring leader? Is it charisma? Confidence? Integrity? Authenticity? Yes and so much more.   While some characteristics are innate, research has shown that leadership traits can be learned and honed through practice. This BRODY workshop will show you how to gain the power to energize those within your sphere of influence, and more effectively relate to -- and engage -- your team members, senior leaders and clients. This highly interactive program will teach you how to harness your own communication style to connect with colleagues, managers, and clients -- and project confidence, authority, and authenticity. Begin with the basics of leadership presence and choose the modules that best meet your needs. The program length will depend on the areas of focus/interest selected from the sections in the below outline.

Target Audience: Leaders and emerging leaders who need to project authenticity, confidence and credibility.
# of Participants: Minimum: 7 and Maximum: 20
Program Length: 1day

Business Outcomes: *The modules in this workshop will enable participants to:*
- Be present in the moment to help control emotions and increase flexibility
- Create connections and enhance relationships through listening and empathy
- Project confidence through body language and voice
- Present themselves and their ideas with impact and presence
- Frame their communication for better outcomes
- Think on their feet or seat, while projecting credibility and poise
- Be inspirational -- move others to purpose, to embrace change and to do great things

Standard Outline:

The Basics:
1) What is Leadership Presence?
- What are traits/characteristics that you associate with leadership presence?
- Who has leadership presence?
- How can you apply leadership presence and benefit from it?
2) How People Perceive Us
- The warmth/competence "sweet spot"
- Increasing confidence through "Power Posing"
3) Leadership Presence Individual Assessment

> **Cost**: $5,566 for up to 20 participants plus $35 per person materials.
>
> Prices do not include travel expenses.

Modules:
A) Be Present (being in the moment to help control your emotions and increase flexibility)
- Physical presence and Mental presence
  - Exercises: Be in the body/breathe/transform your inner critic
B) Be Connected (creating connections and enhancing relationships through listening and empathy)
- Importance of empathy
- Three empathy guidelines for leaders
- Three strategies for building better relationships
  - Exercise: Participants pair up to practice listening and empathy exercises
C) Be Expressive (using body language, facial expressions, dress, voice, words, and stories to build your professional presence) - Visual, Vocal and Verbal
D) Be Expressive - Framing your communication - Exercise: Stating your position (PREP)
E) Be Inspirational - Knowing yourself and your values/ The importance of self-reflection, Share your values & The importance of business storytelling for leaders
  - Exercises: Each person has a chance to write & speak one of their leadership values in story form

Materials Include: Participant manual and other exercises

Title: Professional Impressions: Avoid Career-Limiting Moves   **SIN# 874-4**

There's an old saying, "Those who know, know, and those who don't know, don't even know they don't know." Every time you come into contact with someone, you are making an impression. The question is … what is that impression? Whether you are a new employee, or someone who wants to move up within an organization, it's critical to avoid career-limiting moves. After all, don't you really want to *know*? BRODY's "Professional Impressions" can help anyone refine their professional interactions, which impact their reputation, and relationships -- and ultimate success. This program covers all the scenarios — from introductions, to creating conversations, to business dining, to workplace essentials. It will teach you how to project a positive image while making the most of every business encounter.

Target Audience: Anyone who interacts with colleagues and clients in the workplace. Especially popular with those in a selling or relationship-management role, people being groomed for management positions and new hire orientation programs.
# of Participants: Minimum: 7 and Maximum: 50 **Program Length:** 90 minutes, half day, and 1-day options

Business Outcomes: *After attending this training program, participants will be able to:*
- Introduce people with skill and courtesy
- Understand the importance and components of professional presence
- Make strong first impressions, including effective small talk and listening
- Navigate the complexities of the business meal—from ordering to saying goodbye
- Improve professional business communication skills with the telephone, in voice mails, e-mails and in meetings

Standard Outline:

Professional Impressions – Initial Impact & Presence
Introductions and Greetings
- Facilitating introductions - Accomplishing the main objective of introductions & Facilitating introductions gracefully
- The handshake - Exchanging business cards & Dealing with name tags
- Creating conversation in any business or social setting
   - ✓ Listening manners, Aspects of good conversation, Topics to avoid, & Techniques to start conversation and to keep it flowing
Professional Presence
- First impressions - Managing your communication signals & Body language
- Grooming guidelines and wardrobe - The wardrobe quiz

Professional Impressions – Dining & Entertaining
The Business Meal
- Planning properly - The invitation, Selecting the restaurant, Meeting and seating, Ordering
- Performing perfectly - Using the correct dish, utensil and glass, Foods to avoid, Selecting wines
- Table manners
- Closure - Paying the check, Tipping guidelines, Saying goodbye

> **Cost**: $4,282 for up to 50 participants plus $50 per person materials.
>
> Prices do not include travel expenses.

Professional Impressions – Workplace Essentials
- Communication technology - When to use which medium & Etiquette pointers for technology (telephone, voice mail, e-mail)
- Written communication - Writing effective e-mail & How to's of thank-you notes
- Meetings - Leading, your responsibility in planning and facilitating, attending, participation requirements, and Impromptu Speaking and the Q&A

Materials Include: Participant manual and *Professional Impressions: Etiquette for Everyone, Every Day* (authored by Marjorie Brody), **or** *Help! Was that a Career-Limiting Move?* (co-authored by Marjorie Brody)

Title: Create a Culture of Accountability SIN# 874-4

In these times of tight budgets and greater demands, **every** team member must "own" their decisions and actions if the organization is to succeed as a whole. If you are noticing pockets of complacency, finger pointing, and blame within your group or your company — our program can help. This BRODY workshop will invigorate your team's commitment and passion through an accountability audit and reinforce the principle of accountability as the linchpin to success.

Target Audience: Those who want to achieve greater individual and team success

# of Participants: Minimum: 7 and Maximum: 20

Program Length: Tailored to audience and client needs; two hours to half-day session

Business Outcomes: *As a result of this training program, participants will be able to:*

- Develop a culture of accountability
- Convert a poor attitude into a winning attitude
- Lead by example in all that they do
- Give and receive honest feedback
- Demonstrate courage in challenging situations
- Eliminate behaviors that can destroy relationships and reputations
- Hold themselves and others accountable for results

Standard Outline by Marjorie Brody:

Four Realities of Our Work World

1) **Attitude:** Life is not fair.
2) **Performance:** No one owes you a living
3) **Behavior:** Reputation & relationships rule.
4) **Courage:** Doing the right thing *is* the right thing

Materials Include: Participant handout

Cost: $5,566 for up to 20 participants plus $20 per person materials.

Prices do not include travel expenses.

Title: Coach with Courage, Clarity & Conviction   **SIN# 874-4**

It may not be easy, but coaching is necessary to make individuals and teams more successful, and, ultimately, get results. Coaching is more than giving feedback and advice.

Our definition of "coaching" is … Saying the right thing and asking the right questions to the right people at the right time, in the right manner.

Being "courageous" is offering coaching when it isn't easy or comfortable.

Target Audience: Those who manage others and are tasked with providing feedback and coaching

# of Participants: Minimum: 7 and Maximum: 20

Program Length: 90 minutes to half-day workshop

Outline:

Marjorie Brody's program addresses the four reasons why managers say giving coaching to direct reports can be so difficult:

- Fear
- Time
- Assumptions
- Don't know how

This interactive session will help attendees eliminate these excuses. Marjorie will provide coaching models, and the chance to practice them, so they can be applied to their participants' environment.

Materials: Participant manual

Cost: $5,566 for up to 20 participants plus $20 per person materials.

Prices do not include travel expenses.

Title: Bridging the Generational Gap   **SIN# 874-4**

Corporate America is now experiencing the largest diversity in age groupings represented in the workplace than at any other time in U.S. history. With this diversity comes a new leadership challenge — successfully bridging the generation gaps at work. In this BRODY program, you'll deepen your understanding of the differences that divide the generations, and learn how you can leverage them to enhance team and organizational success.

Target Audience: Formal or informal leaders seeking to better influence and inspire employees of multiple age groups.
# of Participants: Minimum: 7 and Maximum: 20
Program Length: Half-day session live or via webinar

Business Outcomes: *As a result of this training program, participants will be able to:*
- Learn about the three main generations in America's workforce, and how they each shape their members' views at work, buying behaviors, communication styles, and other crucial areas.
- Identify general characteristics displayed by each generation in the workplace
- Recognize and successfully manage common sources of conflict between generations
- Motivate and manage a multi-generational team

Standard Outline:

1. Overview of the Generations
    - Why/how generational experiences shape us
    - Who are the generations in our workforce?
    - Defining events and characteristics

2. Managing Generational Conflict
    - Sources of conflict
    - Managing generational conflict through: coaching and developing, team dynamics and communication

3. Motivating and Managing a Multigenerational Team

Materials Include: Participant manual

Cost for half-day: $4,282 for up to 20 participants plus $35 per person materials.

Cost for Stand-a-lone Webinar: $3,023 plus $0 per person for e-materials.

Prices do not include travel expenses.

Title: Interactive Webinars   SIN# 874-4

Many of the BRODY Professional Development workshops and coaching sessions can be facilitated via a 60-75 minute interactive webinar.

Titles & Modules may include:

- Don't Deck Em
- Present with Success
- Leadership Presence
- Influencing Without Authority
- Bridging the Generational Gap
- And more…

Cost for Stand-a-lone Webinar: $3,023 for up to 25 participants

Cost for Add-on Webinar to a program: $1,511 for up to 25 participants

Add-On Webinars or Stand-a-Lone Webinars are available

# of Participants: Minimum: 7 and Maximum: 25

Materials: Participant e-handout that participants print out ahead of time and BRODY's WebEx Platform

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Title: Interactive Skills Coaching Sessions   SIN# 874-1

BRODY offers coaching in a number of skills-based Coaching topics.

Titles & Modules include:

- Presentation Skills
- Team Presentation Skills
- Handling the Media
- Leadership Presence
- Confidence Building
- Prestige and Pizazz
- Dress for Success
- Voice and Diction
- English as a Second Language
- And many more…

Cost for Short Term coaching: $5,352.64 for 1 participant

Cost for Long term coaching: $15,415.62 for 1 participant

Prices do not include travel expenses.

Coaching Sessions include:
- Short Term: 1 day Face-to-Face and 3 hours of Phone Coaching with homework and action plans over a short period of time
- Long Term: 2 days Face-to-Face and 4 hours of Multiple Phone Coaching sessions over a longer period of time. Usually 3-6 months

Minimum/Maximum: 1 person

Materials: Participant handout, videotaping & homework as appropriate

Title: Interactive Keynotes and Con-currents   **SIN# 874-4**

Titles:

- Market Your MAGIC by Marjorie Brody
- Accountability: 4 Keys to Manage Your Success by Marjorie Brody
- Courageous Coaching: It's Not Easy, Its Your Job! by Marjorie Brody
- Leadership Presence: Power Up Your Potential
- Bridging the General Gap
- Top 10 Reasons Presentations Fail & How to Avoid Them
- And more….

# of Participants: Minimum: 10 and Maximum: 50

Program Length: 60-90 minutes

Materials: Participant handout & book giveaways

Cost: $5,566 for up to 50 participants plus $0 per person materials.

Prices do not include travel expenses.