



Leadership Development Conferences

P.O. Box 6198
DENVER, CO 80206
(303) 321-9432
FAX (303) 355-2582
WWW.TEDWILLEY.COM

The Leadership Development Conferences designed by Ted Willey & Associates are customized to meet the individual needs of organizations, their leaders, and their employees. These programs can be conducted on-site or in the format of an off-site retreat. The conferences listed below represent a sample of available programs.

Total Responsibility and Total Accountability Leadership Conference

The *Total Responsibility and Total Accountability Leadership Conference* is the quintessential professional development program of Ted Willey & Associates. This conference focuses on the transactional and transformational leadership qualities an organization desires of its professional leaders. Effective leadership requires a combination of many skills and behaviors. Ineffective leadership creates poor morale, low levels of productivity and quality output, high turnover, dissatisfied customers, and disgruntled employees.

Participants in this conference examine the key skills and qualities required for effective leadership and assess their own personal competencies and leadership behavior. Participants are then assisted in determining how their traits mesh with the culture, values, and beliefs of the organization.

This conference is designed to provide professionals with the opportunity to develop critical skills, increase their level of productivity, and achieve higher levels of competence, commitment, and cooperation. The program stresses the necessity of 100% accountability as well as the importance of total self-management. A greater

understanding and development of these concepts leads to a greater sense of direction and job satisfaction.

The *Total Responsibility and Total Accountability Leadership Conference* presents performance management tools so that leaders of today have a better understanding of their leadership style. This understanding enables them to increase their level of leadership competence.

This conference is designed to enhance professional working relationships, continued excellence through teamwork, and provide a complete understanding of one's responsibility to produce results.

Total Responsibility Sales Conference

The *Total Responsibility Sales Conference* is a professional development program designed to provide sales professionals with a unique edge for the competitive business environment of the twenty-first century. This conference enables sales professionals to determine and exceed their customers' needs as well as reach their own sales objectives. The *Total Responsibility Sales Conference* provides a customized program designed to increase the participant's professional competence while stressing the importance of producing results, not excuses. Individuals increase their own self-confidence and develop the skill sets necessary to improve results.

This conference also provides a step-by-step process for promoting understanding and agreement between the customer and their sales associates throughout the sales cycle. It is a logical, non-manipulative approach that builds fundamentally sound selling skills while teaching salespeople to be responsive.



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The *Total Responsibility Sales Conference* assists sales professionals in the development of new methods, attitudes, and self-awareness for successful selling. Participants concentrate on communicating the value of the services being sold while learning new methods to establish firm commitments with clients.

Building Relationships: A Team Building Conference

The purpose of *Building Relationships: A Team Building Conference* is to provide participants with the opportunity to develop new leadership skills and insights which will assist them in achieving higher levels of competence, commitment, and cooperation when working with associates and clients. Inextricably linked with team building is the concept of team effectiveness. In this conference, participants develop their own definition of team effectiveness and then conduct team self-assessments to evaluate the presence or absence of aspects of this definition. Team members focus on mutual accountability and its importance to the success of the team.

The *Team Building Conference* presents a plan to help individuals understand themselves and others. This information enables participants to heighten their understanding of their work style and identify the environment most conducive to their success. At the same time, professionals learn about the differences in others and the environment that others require for maximum productivity and harmony in the organization.

Professional teams require a high level of interpersonal skills. *Building Relationships* provides leaders with vital insights into their

own management style, and how they are perceived by their team.

Effective team building requires encouraging people to exchange ideas, build trust, and work together. By developing strong interpersonal relationships, professionals can reduce conflict, gain cooperation, and increase team productivity.

Leading Performance

Effective leadership requires a combination of unique skills and behaviors. Given the variety of work environments and rapid changes the typical manager faces today, the ability to effectively apply a full range of managerial skills and techniques will quickly distinguish the excellent leader from the mediocre. Unfortunately, most leaders are not provided with adequate training and coaching in the basics of leadership. This deficiency manifests itself in high turnover, poor morale, low levels of productivity and quality output, dissatisfied customers, in some cases legal action and in all cases, very frustrated employees. Any of these conditions left unchecked will result in significant negative ramifications to the bottom line.

Leading Performance presents a proven model made up of successful leadership skills and behaviors. Participants are introduced to processes for effectively establishing objectives and performance standards with an employee, including measuring and reinforcing performance, improving a performance related problem, handling behavioral or disciplinary situations, and conducting a formal performance review. A module introducing effective communication skills is also a key component of the program.



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Increasing Performance By Understanding Differences

Increasing Performance By Understanding Differences is designed to increase professional competence through the development of skills necessary to improve relationships with associates and customers. Communication strategies are emphasized and participants develop tools to value differences in others in the work place.

Each of us possess distinct ways of thinking, feeling, and acting which reflect our core patterns and individual identities. The demands of the work environment sometimes require different responses which become our work behavioral style. In order to assess the components of an individual's behavioral style, participants utilize a self-directed, self-interpreted learning instrument designed to help organization members better understand their own behavior patterns and the behavior styles of others in the work environment. This tool not only assists in the understanding of one's own behavioral style and the environment most conducive to success, but also the differences of others and the environment they require for maximum productivity and teamwork in the work organization.

Total Responsibility Customer Service Conference: Exceeding the Customer's Expectations

To maintain competitive superiority, every company must anticipate how new product technologies, the actions of competitors, and changing customer requirements will redefine the meaning of value. Being customer focused has an entirely different interpretation today than it has had historically. With increased competition, the most successful organizations understand customer needs and consistently strive to exceed expectations. Our challenge as professionals is to select, train, and build a work force that is enthusiastic, knowledgeable, and customer oriented. Today's service leaders demonstrate a commitment to quality service and provide an environment that encourages their associates to have pride in their organization.

A customer focused organization has an energized work environment that is solution oriented. The staff understands customers and recognizes that they are personally totally responsible for the customers' experience. Developing a customer oriented culture requires anticipating future customer priorities, striving for continuous improvement of customer services, and an understanding that customer satisfaction involves everyone. Ambassadors of a customer focused organization are constantly striving to exceed the customer's expectations.