

The Violand Executive Summit

2017 Course Descriptions

Executive Summit courses are divided into four categories. To graduate with a diploma in small business management, you must complete Raging Profits/Fearless Numbers or Finance for Small Businesses, plus one course from each of the other three categories, and four additional courses from any combination of categories.

Finance

Sales and Marketing

Leadership (*growing yourself, understanding relationships, high-level courses, change*)

Human Resources (*organizational development, team building, creating culture, hiring/developing, performance assessment*)

To help you select your courses, we have assigned relevant experience levels to each:

Cornerstone – for those who are new to the Summit or to the specific discipline or topic of the course

Advanced – elevated material and discussion for those who have some experience in the course subject

Elite – highest-level interactions intended for those who have advanced knowledge or experience in the topic

COURSES FOR THE 2017 SUMMIT - Choose one course each day

Thursday

Effective Interpersonal Communication
Emotional Intelligence
Execution: Getting Results from your Organization
Finance for Small Businesses
Negotiating Effectively
Strategic Interviewing

Friday

AccountMap™ Account Strategy Workshop
Conquering the Stress of High Performance
Improving your BMI (Business Mass Index)
Managing Your Team to Peak Performance
Question Everything
Raging Profits/Fearless Numbers

Descriptions of the courses are contained on the pages that follow.

2017 COURSE DESCRIPTIONS - Thursday

Effective Interpersonal Communications, Kristy Frieden

Stop playing the telephone game and get your message across

Category: Leadership

Level: Cornerstone

The average person can speak 180 words-per-minute but processes 400-500 words-per-minute. This means as you talk to someone, their mind may start to wander. The trick is to engage in meaningful conversations that keep the listener's attention and influence them to act. Use key elements of interpersonal communication and learn how your personal interaction style interacts with the styles of others. Master the art of having others hear what you are actually saying by developing a personal interaction plan and learning how to be flexible with how you communicate!

- Recognize the personal interaction model and how to apply it
- Study the differences between competent and incompetent communicators
- Conduct a personal interaction assessment
- Focus on non-verbal behaviors
- Identify strengths and opportunities in your current communication approach

Emotional Intelligence, Holly Bognar, Ph.D.

Harness emotions to improve thinking, leading, and problem solving

Category: Leadership

Level: Elite

Outstanding leaders and managers are set apart by their ability to understand and manage themselves and to understand and work with others. While technical and intellectual expertise are important, Emotional Intelligence (EQ) overwhelmingly distinguishes outstanding performance. Research conducted in over 500 organizations internationally has shown that "EQ" is a better predictor of success than "IQ." In this highly interactive workshop, you'll gain an in-depth understanding of the emotional intelligence competency framework, learn the reasons why emotional intelligence sets you and your organization apart, and complete an online self-assessment which provides input, enabling you to design a professional development plan to strengthen your emotional intelligence.

- Participants are encouraged to bring a laptop to conduct their self-assessment. If that's not possible, we will arrange for you to share with another participant
- You will leave the program with a detailed development plan outlining next steps to improve your "EQ"
- For those who have taken the Emotional Intelligence workshop in the past, please join us to review the topic, complete your assessment, and update your professional development plan

Execution: Getting Results from Your Organization, Kordell Norton

Hands-on workshop for reaching your numbers and goals

Category: Sales and Marketing

Level: Advanced

When reaching and exceeding goals are a must (and when are they not?) strategy and vision must be put to work. This extremely participative, hands-on workshop provides off-the-charts interactions to learn how to transition your strategic plan into results. You'll work with other group members to create action plans for accountability, improving productivity, growing revenues, and decreasing expenses. Then receive guidance on implementing these crucial strategies in your business to drive momentum and sales growth forward.

Engage in group activities to understand:

- The differences between the current (the Now) and the future (the Wow)
- Change dynamics and the role of leadership in high performance
- The relationships between strategy and execution
- Implementing execution planning tools, BHAG Goals, and SMART Sheets
- Conducting Elephant Meetings to make a larger impact and impression

Finance for Small Businesses, Jim Sullivan, CPA

Keep the money you make and learn to make more

Category: Finance

Level: Elite

Now that you're making some money in your business, it's important to learn how to keep it. That comes from having a deeper understanding of the numbers and ratios on your financial statements, and how to use the information to sustain profitability as your company grows. This course will give you an easy-to-understand look at how to accomplish this and more. Just as important as understanding the numbers and ratios is establishing the disciplines within your company to consistently deliver them.

In this course, you will learn to:

- Better understand cash flow and its impact on your company
- Make your business more valuable for when it's time to sell
- Identify hidden trouble signs through three key ratios
- Keep more of your profits by understanding a few simple tax rules
- Understand the true costs of borrowing money

Negotiating Effectively, Jack Shanks

Achieve win/win, relationship-building results

Category: Sales and Marketing

Level: Advanced

Every aspect of your business and personal life involves negotiation. This course demonstrates how to conduct proper, effective, and ethical negotiations meant to build trusting relationships through strategy and communication. Better understand the science of negotiation so you can land more sales, increase margins, improve communication and morale, and most importantly—get what you deserve. Facilitated by a recognized expert in negotiations, *Negotiating Effectively* is historically among the first to sell out every year. Do not wait to register for this course.

Enhance your skills to conduct effective negotiations and learn to:

- Maximize your results through effective preparation
- Project confidence and build trust
- Simplify complex issues
- React in a positive and productive manner
- Develop long-term relationships

Strategic Interviewing, Katherine Burik

Become a hiring superstar by taking a different approach

Category: Human Resources

Level: Cornerstone

Too many times the candidate we like and hire does not in any way resemble the employee who shows up on day one to begin the job. What happened to that great candidate? Instead of hiring someone you “like,” learn the strategies to hire someone who will add solid talent to your organization. Learn how to fill a vacancy using a different approach based on skills, competencies, and fit. The best part is, this system works whether you are hiring for a part-time tech or a high-level management position.

Understand the relationships between critical success factors and competencies by:

- Identifying business needs and how to compare them to a candidate’s background and experience
- Converting competencies into open-ended behavioral questions
- Learning the impact of a poor hiring decision
- Mastering the defining five key steps to becoming a hiring superstar
- Discussing proper strategies when conducting reference checks

2017 COURSE DESCRIPTIONS – Friday

AccountMap™ Account Strategy Workshop, Jim Ryerson

Everything you need to know before you step foot in a customer's door

Category: Sales and Marketing

Level: Cornerstone

Why do some restoration and cleaning sales professionals seem to open new accounts at will while others get blocked every time? It's simple: effective strategy. While there are many factors involved in converting a competitively-held account and developing larger contracts with existing customers, there are several common themes. The AccountMap™ program addresses these common themes and customizes them to the industry. Sales professionals who successfully incorporate these themes into their account strategies improve their ability to win! The AccountMap™ is both the process to develop the strategy and the visual evolution of that strategy. This workshop shows you how to gain a new and profitable business in restoration and cleaning through effective strategy.

The AccountMap™ program addresses common themes, such as:

- Formal (organization chart) and informal (power relationship) structures of the customers/prospects
- Solid written steps to move the sale forward
- Specific written deliverables and accountabilities for each step
- A clearly defined sales goal and timeframe
- Your competition's situation and their strengths and weaknesses

Conquering the Stress of High Performance, Amy Shannon

Managing the most dangerous threat to your bottom line

Category: Leadership

Level: Advanced

Workplace anxiety is a serious condition that affects two out of every five workers. Chances are one or more of your co-workers is dealing with it right now. If an owner or leader in the business happens to be one of them, its impact could directly influence decisions that may lead to stalled growth and side effects to the company culture and performance. If an employee is affected, it could result in turnover or lower levels of achievement. Workplace anxiety is happening daily throughout the restoration industry.

This course will provide participants with the important skills and resources to recognize and manage workplace anxiety. By identifying the symptoms and learning coping skills, employees and managers will be better suited to deal with these common situations that can bring challenges to the workplace and industry.

Program Objectives:

- Explore different types of workplace stress and anxiety
- Learn to recognize symptoms and warning signs
- Determine numerous ways of coping while focusing on managing problems vs. avoidance
- Recognize positive aspects of anxiety, improve self-awareness, and turn anxiety into a positive motivator

Improving Your BMI (Business Mass Index), Robert Skillman

Using team-orientated problem solving to improve efficiency

Category: Human Resources

Level: Advanced

This course guides you through learning and understanding methods to apply in the use of team formats at every level of your company, while identifying and correcting inefficiencies. The concepts behind Lean Manufacturing have been lost over time and morphed instead into how can we produce or provide something cheaper or with fewer employees? That's wrong. The essence of being lean is to provide the best product or service as cost-effectively as possible. This is done by consistently following a proven and efficient approach to problem solving and holding employees accountable at every step in working together toward a shared goal.

This program provides strategies for effective lean implementation by:

- Teaching proven methods for resolving of problems and sustaining gains
- Providing a roadmap of methodology and standards for documentation and reporting
- Measurement System Analysis and Data-Driven Analysis principles
- Process mapping and using prioritization matrices
- Using team structure, project identification, and project filters

Managing Your Team to Peak Performance, Scott Tackett

Get the most from your team through effective management strategies

Category: Human Resources

Level: Cornerstone

Top-performing teams don't get that way on their own. They're carefully developed by managers who understand how to get the most from each person, and who challenge them to achieve consistent high levels of performance. This course shows you how to get the most from your team by understanding what shapes employee behavior and how to mold it for maximum performance. Get the results you want from your people without elevating your voice or blood pressure. Learn what motivates today's new generation of workers. Understand how to conduct discipline in a positive manner for better results.

In this presentation, you'll learn:

- How to deal with difficult and disruptive behaviors
- How to get whiners, complainers, and sacred cows to pull together as a team
- How to harness the talents of your people so your company consistently outperforms your competition
- How to stop being the chief problem solver in your organization and empowering your people to grow your company with you
- Coaching techniques designed to help your people produce outstanding results because they want to—not because they fear the consequences

Question Everything, Ned Parks

Critical and creative thinking through asking tough questions

Category: Leadership

Level: Cornerstone

The ability to think critically is an essential skill for organizations and individuals to be successful in today's workplace. The process begins with a self-challenge of assumptions and beliefs. From there, participants will build skills centered on question design, sequencing, question type, and placement. Combining these skills with innovation and creativity generates the ability to collaborate on problems, create new services, and build a more productive workforce. The program is hands-on using interactive real-world exercises and scenarios.

Learn skills for better problem solving and decision making by:

- Understanding the structure and sequence of asking the right questions
- Using questions to improve communication and critical thinking
- Diving deeper into conducting and utilizing critical thinking
- Learning what lateral thinking is and how can it help you
- Using questioning to improve innovation and creativity

Raging Profits/Fearless Numbers, Timothy E. Hull, CR and Tom Cline

Foundational understanding of important financial reports and performance measurements

Category: Finance

Level: Cornerstone

Financial reports contain information that, if not properly understood, can seem confusing or misleading. This program breaks those reports down into everyday language that allows owners and key employees to make well-informed decisions and measure how they will affect the financial bottom-line of your business—even without advanced accounting knowledge. Understanding numbers isn't optional if you are serious about growing a successful company. Every number is a small window through which you can see what is really going on in your company, allowing you to hone in on improving performance.