

The Violand Executive Summit

2018 Course Descriptions

Courses for The Violand Executive Summit are divided into four categories. To graduate with a diploma in small business management, you must complete Raging Profits/Fearless Numbers or a higher-level equivalent finance course, 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 with some experience in the course subject

Elite - highest-level interactions intended for those with advanced knowledge or experience in the topic

COURSES FOR THE 2018 SUMMIT - Choose one course each day

Thursday

Creating a Performance Pipeline
Negotiating Effectively
People Smarts
Raging Profits/Fearless Numbers
Results Driven Selling
The Essentials of Project Management

Friday

Family Enterprises: Addressing the Challenges
Influencing Others Through Persuasion
In God We Trust; All Others Pay Cash
Leading from the Inside Out
Situational Leadership
Stockpiling Top Talent

Course descriptions are listed on the pages that follow.

2018 COURSE DESCRIPTIONS - Thursday

Creating a Performance Pipeline, Kristy Frieden

Managing and coaching future stars in your company

Category: Human Resources

Level: Advanced

Find out the true benefits in mentoring rising stars using various levels of involvement. This upbeat program helps you identify your personal style and understand how it impacts your ability to effectively mentor. Determine how to create an optimal mentoring environment. Learn to use tools and models for mentoring success. Create a personal action plan to increase your ability and impact.

- Conduct a personal interaction style assessment/activity
- Participate in a GAPS discussion and learn the SCARF model
- Strengthen your communication abilities and give better feedback
- Learn a unique approach to intentional change
- Understand how to identify growth opportunities in those you mentor

Negotiating Effectively, Jack Shanks

Achieve win/win, relationship-building results

Category: Sales and Marketing

Level: Advanced

Every aspect of your business and your 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 one of the first courses to sell out every year.

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

People Smarts: Increase Your Social Intelligence, Amy Shannon

Creating meaningful relationships using compassionate thoughts and actions

Category: Leadership

Level: Elite

Social Intelligence (SI) is the ability to get along well with others. Sometimes referred to simplistically as "people skills," SI includes an awareness of situations and the social dynamics that govern them, along with a knowledge of interaction styles and strategies that can help a person achieve his or her objectives in dealing with others.

Improving social skills through active listening, understanding body language, and being more empathetic will give your leadership skills a boost and provide benefits in your personal life as well.

- Recognize and increase your self-awareness
- Learn to be empathetic with others
- Effectively communicate interpersonally
- Recognize various social cues
- Determine appropriate conversation topics
- Understand various forms of body language

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 can seem confusing or misleading if not properly understood. This course 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 business, allowing you to focus on improved performance.

Results Driven Selling, Jim Ryerson

The path to orchestrated growth

Category: Sales and Marketing

Level: Cornerstone

One of the most popular Summit courses, Results Driven Selling is like a double shot of espresso for your company's sales team, regardless of whether it's several people or just you. Today's competitive market requires proven sales strategies—strategies you can use whether you are selling carpet cleaning, restoration, or janitorial services. The program is high energy and extremely interactive. Sales professionals at all levels will learn ways to organize and execute their efforts to increase their book of business and make both the company and themselves a lot more money.

- Discover the hidden reasons you may be reluctant to make calls and how to change
- Learn why every sales call is not necessarily a good call
- Identify the right customers and when to quit calling on those who are not
- Become versed in up-to-date technology for today's sales professional
- Master the art of asking the right questions and what to do with the information you gain

The Essentials of Project Management, Bob Jewell, PMP

Project management fundamentals to improve performance and profitability

Category: Human Resources

Level: Advanced

Each year, thousands of employees are assigned projects or project management roles without the skills and tools necessary to successfully execute their responsibilities. Today's demanding economic environment has placed a greater emphasis on project management as a reliable process for organizing and getting work accomplished in a manner that insures the unique needs of customers are met, while money, time, and people are efficiently utilized.

Project management doesn't require any special talent, just some common sense coupled with a structured approach to accomplishing the work. This course provides the hands-on knowledge to apply standard project management tools and techniques. A balanced mix of lecture, individual and group exercises, and a project case study will be used to develop the skills necessary to manage a project of any size from launch through completion.

2018 COURSE DESCRIPTIONS - Friday

Family Enterprises: Addressing the Challenges, Deb Houden

Building strength in your business and family

Category: Human Resources

Level: Advanced

Family-owned businesses tend to outperform those that are not owned by families. However, owning and working with family members brings unique challenges that can hurt the business as well as the family. Three of the factors that affect families in business the most are succession planning, conflict management, and next-generation preparation. Each one of these topics is truly about relationships, whether you are focusing on just the business, just the family, or a healthy combination of both. This interactive workshop explores common challenges faced and gives you and members of your family the tools to strengthen both the family and the business.

Influencing Others Through Persuasion, Deb Easton

How to gain enthusiastic support from others

Category: Leadership

Level: Cornerstone

Bringing about change in an organization does not happen by being the loudest. Change happens when you gain agreement from others by changing their perception, and this happens through influence. To be influential, you must be trustworthy and understand the connection between credibility and trustworthiness. Use actions that influence others including demonstrating commitment. Know your listeners and make sure your intentions match their perceptions. Gain agreement by being able to talk their language, and use proven persuasive strategies like knowing what to say first, next, and last.

- Learn the ten most important guidelines for building trust
- Understand how to communicate with assertion, not aggression
- Define your message from your listener's point of view
- Discuss how successful leaders have changed the world
- Get action through visualization while speaking from the middle ground

In God We Trust; All Others Pay Cash, Jim Sullivan

Stop employee fraud, reduce tax liability, and increase the value of your business

Category: Finance

Level: Advanced

New for 2018, this is an advanced accounting course broken into two parts. The morning covers topics helping you protect against fraud while the afternoon covers strategies to improve the overall value of your business. Learn how to build a fraud-resistant organization and recognize the top fraud schemes designed to take what's yours. Better understand cyber security essentials and how to safely back up and monitor your data. Use a checks and balances system to better protect your company. Understand fair market values and how to evaluate your business. Gain insight into what makes your business uniquely attractive and how to use extended valuation models.

- Assess threats against your business
- Learn how to train your staff to watch out for fraud
- Understand how your cash flow statement can highlight fraud
- Discuss concepts of value and how they apply to your business
- Avoid having constraints of value used against your business

Leading from the Inside Out, Jim Bagnola

The internal dimension of leading through individual agility

Category: Leadership

Level: Advanced

Author Marshall Goldsmith stated it best when he said that the higher you go in an organization, the more your challenges become behavioral. This is especially important for owners and managers of small businesses as their companies grow. One of the leading factors that will determine the level of success a company enjoys is understanding the impact our individual behavior, and that of our key people, has on the company. It touches every facet of our business: the company culture, the people we employ, the caliber of customers we serve, and most importantly, our company's ongoing profitability.

- Focus on the two disciplines of The Learning Organization: mental models and personal mastery
- Discover the power of attention and intention, and the language of the body-mind connection
- Learn how to maneuver in the "discomfort zone" and realize there's danger in the comfort zone
- Develop personal leadership action plans to apply the lessons in your job
- Utilize seven lessons to self-start and self-motivate

Situational Leadership, Holly Bognar, Ph.D.

Adapting your style to foster performance and communication

Category: Leadership

Level: Elite

Success as a leader requires you not only to perform at your peak potential but to develop your employees and teams in such a way that they, too, can excel. In this course, you will learn how to diagnose the development levels of each person on your team, enabling you to select the most appropriate leadership style for each team member. You will learn the impact of over supervision and under supervision on others' performance and morale. With awareness of this model and consistent practice, after completing this program you will have new insight into your own preferred leadership style and how to adapt your style to foster performance in your organization.

Stockpiling Top Talent, Scott Tackett

Fresh new strategies for hiring and retaining the best employees

Category: Human Resources

Level: Cornerstone

While serviced-based industries like restoration, cleaning, and janitorial are facing a multitude of challenges, the most difficult for everyone may be hiring and retaining top talent at every level of the business. When a company employs individuals who perform their jobs exceptionally well, it is the ultimate competitive advantage. The trouble is finding and keeping them. Service industries are not glamorous, but we can still attract the very best people. In this course, Scott Tackett, an expert in hiring and retaining great employees, will offer fresh ideas designed around today's competitive staffing environment.

This course will:

- Guide you through a comprehensive look at a modern, four-stage hiring model
- Explain how the 21st century employment process looks and the reason for the changes
- Help managers understand what skills are needed to attract, hire, and keep "A" players in today's market
- Provide resources to gain valuable, tangible skills for recruiting, interviewing, selecting, and orientating new employees that will affect every aspect of your business