



The Violand

EXECUTIVE SUMMIT

2022



EXCEEDING
THE
VISION

Event Information

Modeled after business retreats used by Fortune 500 companies for developing leadership characteristics and the business acumen needed to drive growth in today's competitive business climate.

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Kent State University at Stark's
Conference Center
6000 Frank Ave NW
North Canton, OH 44720

15-16
JUN

\$1,195 First Attendee
\$795 Additional Attendees

ABOUT THE SUMMIT



EXCEEDING THE VISION

Courses for The Violand Executive Summit are divided into four categories. To graduate with a Diploma in Small Business Management from Violand Management Associates and Kent State University, you must complete one course from each of the categories, along with four additional courses from any combination of categories.



Finance

The process of providing funds for business activities, making purchases, or investing



Sales and Marketing

Communicating the value and building awareness of your services to your customer



Human Resources

Organizational development, team building, creating culture, hiring/developing, performance assessment



Leadership

Growing yourself, understanding relationships, high-level courses, change

COURSES

CHOOSE ONE COURSE EACH DAY

COURSE SELECTION

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.

WEDNESDAY

Cultivating Culture

In God We Trust; All Others Pay Cash

Negotiating Effectively

Putting the “Pro” in Sales Pro

The Never-Ending Balancing Act: Managing Stress

Strategic Thinking Your Way to Victory

THURSDAY

A Plan for Change

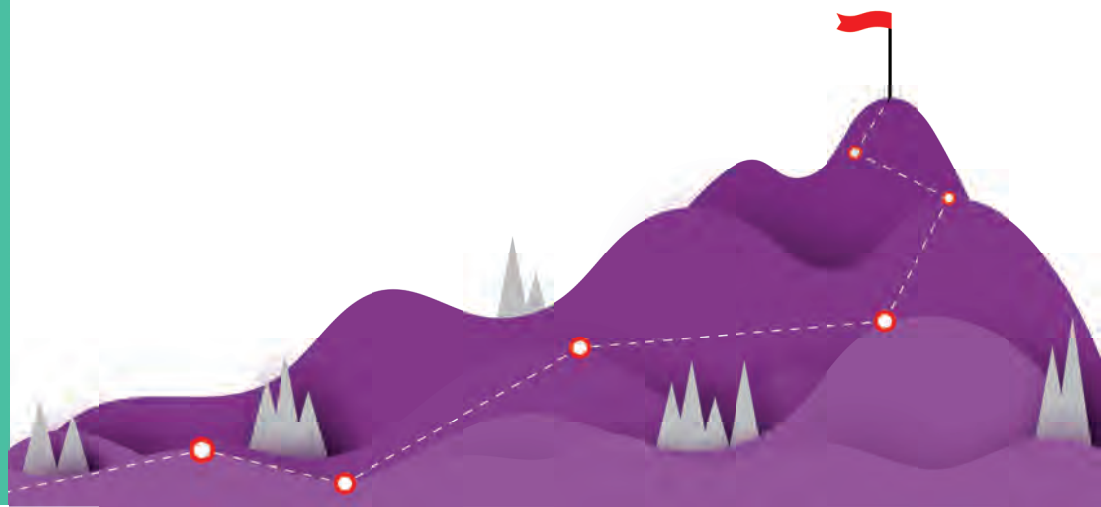
Effective Decision Making

Numbers by Division

Emotionally Intelligent Teams

Hiring and Working with the Next Generation

Results Driven Selling



Course Descriptions

[Wednesday]



Mike Testa

Category:
Human Resources

Level:
Advanced

Cultivating Culture

Create an environment that builds people from within.

Famed author Peter Drucker is the most often attributed person for declaring, "Culture eats strategy for lunch." We know Drucker wasn't dismissing the importance of strategy, but merely reminding us that no great strategy has the same chance of achieving its intended outcomes without an organizational environment that can help it come to being. Tilling that environmental soil can be arduous, and cultivating a healthy culture can be a lengthy, perhaps endless, organizational effort. Still, as leaders, we're entrusted with creating the setting that people want to be a part of, where we embody the organization we believe in. When culture is cultivated, collaboration and creativity are cultural norms, not just words on posters in the hallways.

- Build relationships that bring out the best in people and teams
- Recognize and support broad patterns within the organization that help it thrive
- Promote and foster a workplace that inspires and rewards for creating new and innovative solutions
- Revolutionize the culture by helping to break down ineffective silos and bureaucratic hurdles
- Lead with purpose and vision



Jim Sullivan

Category:
Finance

Level:
Advanced

In God We Trust; All Others Pay Cash

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

This is an advanced accounting course separated into two parts. The morning covers topics to help 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 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



Timothy E. Hull, CR

Category:
Sales and Marketing

Level:
Advanced

Negotiating Effectively

Achieve win-win, relationship-building results.

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 want from almost any situation. Negotiating Effectively is a high-impact, interactive program that 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

Course Descriptions

[Wednesday]



Jim Ryerson

Category:
Sales and Marketing
Level:
Advanced

Putting the “Pro” in Sales Pro

Turbo-charged sales strategies to ramp up your “pro”formance in record time.

Recent upswings in the retirement savings of “seasoned” sales professionals has allowed a tidal wave of overdue retirements to occur. This has brought a plethora of young blood into the sales industry. To satisfy the needs of their customers, these new recruits must quickly learn what took previous generations a career to master. This often results in sales reps who are overcommitted and unable to reach their goals. Sales is not something that comes from being well liked. It comes from the consistent use of best practices and learning how to manage one’s resources. In this course, Jim takes it to the next level so you can sell smart and sell more.

- Embrace being “Pro”active
- “Pro”gram your mind to achieve results
- “Pro”mise but do not over commit
- “Pro”spect and “Pro”mote to build a referral stream
- “Pro”gress versus “Pro”fection - all done through practice



Patty Beard

Category:
Leadership
Level:
Elite

Strategic Thinking Your Way to Victory

Devise the plan. Execute like mad. And victory on the battlefield will follow.

Strategic thinking, strategic planning, strategic anything is today’s noisy business buzzword. That means everyone wants to do it, but no one knows what it is. We make what we believe are “forward-thinking” decisions, but because we are curled up in a bunker fighting the day-to-day battles in our business, these decisions are focused only on today’s shelling. Instead, strategic thinkers need to envision five moves ahead. They need to embrace curiosity, connect dots that may not exist yet, and ask more thoughtful questions of themselves and others. They win because they covet not only defining goals through new ideas but using effective resource management to understand how it all affects their team, their customers, and their brand.

- Develop strategic capabilities for thinking, communicating, and decision making
- Learn how to look at what you do through a wider business prism
- Become more visionary to think broadly and in longer terms
- Improve leadership skills and capabilities
- Connect the “why” of strategy with the “what” and “how” of execution



Jim Bagnola

Category:
Leadership
Level:
Advanced

The Never-Ending Balancing Act: Managing Stress

The events you cannot control do not control you.

As a busy leader in your small business, no doubt you receive more than your fair share of stress to deal with every day. If you are like most people, a misunderstanding of interpretation and response causes an inability to deal with stress, effectively leading to failures in the workplace, dissolving of professional and personal relationships, and most importantly, severe mental and physical issues. It’s time to “reset” your habit patterns and focus on a healthful lifestyle. Let’s address how your mind, body, and psychophysiology work together to increase your capacity to manage stress. This very interactive workshop uses assessments and practice exercises for you to not only learn but to “do” at work and at home!

- Manage the tendency to create stress
- Learn how diet, exercise, and rest impact your body type and balance
- Discuss the psychological aspects of stress
- Understand the natural intelligence of foods and herbs to build resistance
- Perform simple, quick, effective exercises that involve no strain

Course Descriptions

[Thursday]



Ned Parks

Category:
Human Resources

Level:
Advanced

A Plan for Change

Leading change through communication and collaboration.

Rapid, disruptive innovations in today's highly digital world highlight Ben Franklin's message, "When you are finished changing, you're finished" now more than ever. Engaging employees in change is a key determinate in leading successful change. It's also among the most difficult to master. This course provides a clear understanding of the factors involved to increase speed, efficiency, and buy-in of the change initiatives. Unfortunately, resistance to change is a natural human emotion, and in the workplace, it can be even more personal. That's why organizational change requires a strategic plan. Learn how to create a shared language and insight for increased collaboration and the exchange of ideas.

- Share experiences of the change process
- Apply theoretical models for organizational change
- Deepen your understanding of the human side of change
- Identify and practice successful methods for implementing change
- Create a practical change plan that can be implemented immediately



Bob Jewell, PMP

Category:
Leadership

Level:
Cornerstone

Effective Decision Making

A proven process for making effective decisions.

No matter how much we try, effective decision making does not come solely from relying on gut instinct. It is the result of basic elements and recognizable skills demonstrated within a process using research and communication. This includes defining the problem, determining who the decision maker should be, and setting the objectives. Using tools like the Vroom-Yetton Decision Tree and interrelationship diagrams can help.

This course lays out step-by-step instructions for how to go about making even the most complicated decisions. It covers the most common decision-making traps that can cause confusion, delays, and poor outcomes.

- Outline the six-step decision-making process
- Discover tools and techniques that facilitate decision making
- Learn how to determine the return on your decision
- Learn how to "sell" your decision to others
- Assess risk and reward



Kay Potetz

Category:
Human Resources

Level:
Elite

Emotionally Intelligent Teams

How a team's head and heart can work together to achieve success.

A recent study showed that the ability to understand one another's emotional expressions explained 40% of the variance in team performance. Simply put, a team's collective Emotional Intelligence (EQ) level is one of the single most important factors in producing successful results. Working within a team can be a challenge. That challenge is multiplied when any member of the team is disengaged or is actively disengaging others. The good news is that emotional intelligence is a learned behavior which we can all improve. This course will explore EQ competency and provide hands-on activities and exercises that will increase not only your personal emotional intelligence, but also help you develop the EQ of others and create successful teams.

- Discuss the definition of emotional intelligence and how it factors into a team's success
- Define the four components of EQ and related competencies
- Determine strategies for enhancing your team's EQ
- Identify and leverage both individual and team strengths and opportunities
- Create a personal and team action plan

Course Descriptions

[Thursday]



Chris McQueen

Category:
Human Resources

Level:
Advanced

Hiring and Working with the Next Generation

What we know about millennials, and what we can learn from the tech industry.

Put away the manuals about how to manage millennials! They are your peers and active in your business. While we may be behind the tech industry when it comes to embracing all that millennials have to offer, having them on the team is to our benefit. What has the tech industry learned about managing millennials and the next generation, why should we care, and how do we turn this into an advantage for our company? During this course, we will spend the day exploring what we know about this cohort, what actions we can take to make millennials an active part of the company, and how we can retain the best parts of their productivity.

- How do you hire for this generation?
- What activities should be practiced to retain these employees?
- How do you recognize a purpose driven organization?
- Develop a plan to further enhance the experience of these employees.



Christie Martin **Josh Bachman**

Category:
Finance

Level:
Cornerstone

Numbers by Division

Fundamental business intelligence through case study and analysis.

Every day, small business owners and managers are required to make decisions that must be both timely and effective. Access to reliable information is critical to make the right decisions, the first time. This interactive course will bring together real-world examples of how business leaders can use performance metrics (KPIs) to make decisions. Participants will learn to rely on historical information to forecast and predict future trends, providing leaders with the knowledge to plan proactively as opposed to responding reactively. Attendees will walk through real-life data, develop performance metrics, analyze the results, determine how the numbers illustrate company behaviors, and plan for sustainability or correction as needed. Additionally, course participants will spend time discussing the importance of synergy between departments and how performance metrics can build bridges instead of tearing them down. Through group participation, each attendee will produce powerful take-aways that can be used immediately when they return home.

- Understand the true purpose of performance measurement and why each should align with the business strategy
- Develop realistic and relevant goals that can foster cohesion between the Business Development and Operational teams
- Establish best practices and measurements to produce consistent, reliable data
- Discover how to connect the dots using trending, correlating, and benchmarking tools to increase employee performance and improve decision making
- Create personalized scorecards and dashboards that are not overwhelming and can be implemented immediately



Jim Ryerson

Category:
Sales and Marketing

Level:
Cornerstone

Results Driven Selling

Follow the path to predictable and orchestrated growth through proven sales strategies.

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 them a lot more money.

- Discover the hidden reasons behind why you may be reluctant to make sales calls, and learn how to change
- Understand 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