

**Turbocharge Your Team & Your Business<sup>®</sup> Seminar Syllabus****FRIDAY**

**07:30 Check-in, Catered Breakfast & Networking**

**08:40 Introduction of the Turbocharge Team; Address Program Expectations**

**08:20 Attendees Introduction**

**08:40 Ice-Breaker**

**09:00 Easy Health & Fitness Habits You'll Want to Implement Today**

The business owner is an interesting species. They are highly intelligent, motivated creatures with infinite goals and dreams and an unparalleled drive to succeed and innovate. However, all of this brilliance aside, they are usually so busy and caught up in trying to achieve next steps that they tend to neglect their most valuable asset – their health.

This module will present a host of information and tips, including simple yoga-inspired stretches you can do at your desk, helpful considerations in planning meals, deep breathing exercises, and more. This uplifting, empowering presentation will make you reconsider your current personal and corporate wellness routine and leave you excited to take responsibility for your health!

**10:30 Break**

**10:45 The Balanced Wheel of Expertise – 12 Essential Disciplines**

Experience & research has shown that there are 12 Essential Disciplines that businesses must master in order to break through to the level of sophistication that creates sustained Profitability, Competitive Strength and Brand Success.

Sure, you understand your Operations well, but you're probably weaker in other Key areas. It's not a lack of intelligence; it's your knowledge gap. You just haven't been trained or otherwise exposed to the Best Practices in all 12 Essential Disciplines in the Wheel of Expertise. These weaker areas are probably holding you back, preventing you from achieving a smooth rolling operation that breaks through all barriers in order to realize the dream that you envision for yourself and your business.

**12:00 Catered Lunch**

**12:45 Ice-Breaker**

**13:00 3 Steps to Better Monetize Your Reputation as an Expert**

As a business owner you need every ADVANTAGE you can get to transform your business into a sustainable, profitable and thriving business.

Are you looking for some ways to squeeze more revenue out of the revenue you already have?

Then stay tuned as best-selling author Brian Hilliard gives you his 3 Step Plan for better monetizing your reputation as an expert.

**14:00 Use Eidetics to Focus Your Mind, Body, and Energy**  
*Boost Your Money Potential*

Eidetic Imagery will give you insight into the source of your successes and understanding of the areas where you have missed opportunities.

By integrating mind, body, and energy through your personal images you can reconnect with original desires you had for your business. Eidetic Imagery offers quick access to that flow of creative energy along with the ability to see problems more clearly and allow solutions for those problems to come forward. Integrate your passion and feelings with what you do, set higher goals, and remain grounded in the process. Intentionality with more focus and balance helps you optimize current business strategies. Eidetic Imagery will bring new vision, clarity, and inspiration to yourself and your business, as well as new openings for all the available money potential.

**15:30 Break**

**15:45 Elevate Your Customer Experience and Increase Your Bottom Line**

The customer experience is one of the most important aspects of customer retention and the basis of gaining referral business. In this session, you'll learn the difference between customer experience and customer service – and why knowing the difference matters. A whopping 86% of buyers would **PAY MORE** for a better customer experience.

We'll look at the numbers in more detail that support the case for elevating customer experience, the bottom-line impact of positive versus negative customer experience and how to measure customer experience success. Begin developing your "Customer Experience Strategic Plan" and engage in a practical exercise that demonstrates the value of this key concept.

**16:45 Questions & Answers Session**

**17:15 Personality Assessment Questionnaires -- The Myers-Briggs Type Indicator Assessment**

**17:35 Wrap Up Summary and Adjourn**

**19:00 LEADERSHIP CIRCLE DINNER**

**SATURDAY**

**07:30 Catered Breakfast & Networking**

**08:00 Ice-Breaker**

**08:15 How to Market Your Business in less than 90 Days**

**7 Simple Ways to Get More Business**

Have you ever felt like the best kept secret in town? Like if you could get in front of more people, you could close a ton more business?

**Relationships are the currency of today's modern business owner.** In other words, **WHAT** you know really doesn't matter nearly as much as **WHO** you know (or more importantly, who knows you)! **Stop Being Busy, Start Getting Biz** "Do not mistake activity for achievement."

**09:15 Eidetic Exercise: "A Running Stream" Enhance Team Dynamics and Deal with Barriers**

**10:00 Break**

**10:15 Set Yourself Free! – Transform You & Your Business through Employee Empowerment:**

Explore the Top 16 Principles for implementing Employee Engagement & Empowerment.

Learn how true empowerment of your employees will reduce your stress while cutting back the time you will need to run your business effectively & profitably.

Gain an enthusiastic team focused on your Strategic Goals & Financial Objectives. Review the Advantages of a properly structured "Self-funding Performance Incentive Program." Begin building your Balanced Score Card.

12: 00 **Catered Lunch**

12:30 **Practical Applications in Social & Mobile Media for Small Businesses**

**Is social media right for your business? We'll introduce impressive statistics and cite studies regarding social media effectiveness for businesses in a variety of industries, including yours.**

Learn how to use social media for relationship-building and superior customer service. Begin developing your Social Media Strategy and integrate Mobile Media into Your Toolkit.

Learn Best Practices for posting Blogs that drive traffic to your Brand and win more Clients. Also learn how to use simple tools to monitor Brand Reputation and Client Interests.

We'll also cover the Importance of having policies and plans in place such as a Social Media Policy and Crisis Planning

13:30 **101 Things You Didn't Hear Me Say – Effective Communication:**

**Learn how different Personality Types affect Interpersonal & Professional Relationships and your business environment in predictable ways.** Experience personality types in action through fun and simple practical exercises. Develop simple strategies to interact with different personalities much more effectively and stress free. Improve the effectiveness of your interpersonal communication and avoid natural personality conflicts within your team. Learn how to make your Clients more comfortable and responsive by adjusting to their personality type tendencies and needs.

15:45 **Break**

16:00 **Eidetic Exercise: "Walk Around" Deal with Conflict**

16:30 **10 Steps to Time Mastery:**

**You will learn how to reduce your daily stress and how to take control of your time, allowing you to engage more fully in the more rewarding aspects of your life.** Consider the 10 Steps to Time Mastery that help you organize your day in order to optimize and prioritize your activities, ensuring that they are High Impact, Relevant and focused on your Strategic Goals. Become more productive in less time and with less stress.

17:15 **Strategic Focus & Goal Setting:**

**Learn how to establish goals to ensure that they are focused on High-Impact & Positive Results** Great business owners are able to keep one eye on the future vision for their business and 1 eye on the now - all while balancing working in their business / on their business.

But that is often met with frustration, a lack of confidence and clarity, fear and a feeling of stuck in the daily do...

Learn how to align your vision with your day-to-day so you can lead your business with intention and get the desired results of your true vision...

18:15 **Questions & Answers Session**

18:30 **Summary and Adjournment**

**SUNDAY****07:30 Breakfast & Networking****07:50 Ice-Breaker****08:30 Essential Elements of an Effective Sales Process:** Brief outline of key concepts and practices.**09:00 Training Employees Pays Off with Profits:**

Studies and corporate bottom lines show that companies reap many benefits from investing in training for employees.

In challenging economic times it's easy to say, "no" or "not now" to an investment in training. But is it prudent? Studies provide hard evidence that link investments in workplace learning with a company's financial performance. The studies show what many trainers have been saying all along: training pays off.

*"An investment in education always pays the highest returns."* —Ben Franklin

*"What's worse than training your workers and losing them? Not training them and keeping them."* —Zig Ziglar, success speaker

**09:30 Eidetic Exercise: "Cold Power" Deal with Stress****10:00 Break****10:15 Operations in Action - Model Bridge Exercise:** Bring all that you have learned together through a practical exercise that engages teams in Planning, Design, Budgeting, Purchasing, Construction, Sales and Teamwork. Design and build a physical bridge out of a K'nex Construction Kit that meets an RFQ specifications, price it and sell it to the Buying committee.**12:00 Lunch - Light snacks****12:30 Bridge Presentations:** Competing teams present their Bridges and make their sales pitch.**13:00 Make Team Building Your Forte:** Build a better understanding of Team Dynamics including the typical stages in team development. Consider practical steps that make Team Building effective.**14:00 Personal Inventory of Learning & Business Tools Gained in the Seminar**

**What's Next:** Coaching on-line/advanced programs: Set-up group coaching times and explain transition into DIAD Consulting, Inc. Peer Advisory Boards (PAB) in order to continue learning and maintain the momentum of change for greater success. The PAB's include Peer discussion and sharing, scheduled training sessions, as well as professional consulting in two meetings per month Webinars. The participants determine the schedule and training topics; DIAD Consulting delivers the required content and coaching.\*

**14:30 Release Participants – Go forth & Prosper!**

## **Bonus White Papers for Participants**

### **10 Key Principles of Effective Quality Management Systems: Why worry about Quality?**

Consider the **W. Edwards Deming Chain**. His methods have consistently proven that implementing a proper Quality Management System will:

- ❖ Improve Product / Service Quality
- ❖ Decrease (Production / Development) Costs
- ❖ Improve Productivity
- ❖ Decrease Price
- ❖ Increase Market Share
- ❖ Sustain the Business' Longevity
- ❖ Provide More Jobs
- ❖ Secure a Good Return on Investment

These are certainly worthwhile goals.

This document introduces the ten quality management principles on which, the Quality Management System standards of the revised ISO 9000:2000 series are based. These principles can be used by senior management as a framework to guide their organization towards improved performance.

**Planning & Scheduling Essentials:** Consider the real advantages in developing strong Planning & Scheduling habits. Look at a few tools that help you develop and organize performance data in order to address issues in a timely manner. Begin developing your Strategic Communications Plan.

**Useful Accounting Concepts:** Learn how to organize your Chart of Accounts (& Financial Statements) in order to provide the proper detail and breakout that shows you how your business is performing in a timely manner Operationally, as well as for Tax & Credit Mitigation.

Engage in a refresher on how to read and understand your Financial Statements. Conduct a Gross Margin Test to see if you are capturing all your potential revenue. Learn easy application & use of a Cash Flow Statement.

**The Ultimate Communications Guide - *Not Just "Lip Service," Truly Effective Communication:*** Review the basic principles of Interpersonal communication and learn how your mastery can make you more effective in your business dealings. Learn the power potential in Mastering Formal Communication Tools. Experience the realities of Communication Dynamics through practical exercises.

**Strategic Focus and Planning:** Develop a Strategic perspective. Quit wasting time and energy on activities that are ultimately meaningless and ineffective. Focus your team's energy of value-added activities that contribute positively towards achieving company goals.

**The Ultimate Brainstorming Guide:** Brainstorming is a popular tool that helps you generate creative solutions to a problem. Used with your team, it helps you bring the diverse experience of all team members into play during problem solving. This increases the richness of ideas explored, meaning that you can find better solutions to the problems you face.

It can also help you get buy in from team members for the solution chosen – after all, they were involved in developing it. What's more, because brainstorming is fun, it helps team members bond with one-another as they solve problems in a positive, rewarding environment.