

PROGRAM CATALOG FOR ORGANIZATIONS

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Vocal Consulting is a strategic coaching, consulting and professional speaking business that helps busy professionals and their organizations focus on what matters most. By teaching the **WAAMM™ principle (What Actions & Attitudes Matter Most)** and providing concrete tools and **ENCORE** strategies, we help our clients get focused, energized and in action on managing priorities, leveraging strengths, accelerating goal achievement, and creating better work/life balance. As a result, our clients enthusiastically create professional and business legacies they can be proud of.

Marcie Stern, founder and president, is a seasoned professional with over 20 years of experience in strategic planning and business and team development across a wide range of disciplines and with expertise in the healthcare industry. Marcie speaks nationally to a wide variety of professional groups and also conducts workshops on a vast range of topics including: Work/Life Balance, Self-Care Practices, Business Success, Strategic Life and Career Planning, and Team Development. Inspired by her passion and enthusiasm, Marcie's clients are equipped to increase focus and accelerate action.

Programs and keynotes can be delivered as 90-minute, half-day and full-day sessions. Vocal Consulting will work with you to tailor a program specific to your organization's needs and time frame.

Speaker references available on request.

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Leadership / Team Development

Title: “ENCORE! 6 Secrets to Being a Show-Stopper in Your Professional Life”[©]

Description: Breathe new life into your team’s potential by putting them on stage for the performance of a lifetime! In this jam-packed keynote, Marcie Stern draws an unforgettable 6-point comparison between what is demanded of corporate leaders and Broadway actors. The stages may be drastically different, but how we go about creating "encore performances" is strikingly similar. The Broadway analogy will inspire your team to act with more passion, purpose, and engagement.

Your team will learn to shine every day by leveraging their individual talents and overcoming the obstacles that keep them from taking center stage. At the same time, Marcie emphasizes the importance of sharing the stage and bringing out the best in your cast members. With contagious enthusiasm, Marcie reveals the secrets of Broadway stars and shows your team how to apply those secrets to achieve show-stopping performances, demonstrate more confidence and energy in their collaboration, and together, make a lasting impact on their clients and organization. At the end of this program the audience will take away:

- Tactics for leveraging natural talents and exuding more confidence
- What stage fright looks like at work, and how to stop it, once and for all
- Ways to replicate on-stage collaboration and create a positive teaming environment
- How to deliver so your clients and organization request an encore

Title: **Strength & Value-based Performance: Leveraging Your Best Qualities**[©]

Description: A key to organizational success is the ability to leverage your employees’ strengths and gain their buy-in. Does your organization do that? When employees feel a disconnect between personal and organizational values and do not feel they are using personal strengths, they will not be motivated to deliver their best qualities. Conversely, employees who see that connection and feel they are doing work they enjoy will feel a sense of commitment to perform at their peak to meet – and exceed – the organization’s goals. When organizations capitalize on their existing talent pool and help employees find the nexus of skills, passion and organizational need, it is a win / win scenario.

This program allows participants to:

- Gain clarity on their organization’s Mission, Vision and Values
- Inventory personal core values, strengths and passions
- Evaluate alignment between personal values, strengths and passion with organizational values and vision
- Explore opportunities for acquiring valuable feedback that uncovers both strengths and opportunities for improvement
- Create a personal action plan for integrating personal values and professional strengths into the current work environment

Leadership / Team Development**Title:** **Lead with Legacy & Unleash the Leader in You[®]****Description:** What is your legacy as a leader? What kind of leader are you and what kind of contribution do you wish to make as a leader? How are you applying your unique strengths and passions in being the most effective leader possible? With mounting challenges on today's leaders, it is important for them to understand what kind of leadership their organizations and teams need, the level of leadership they are currently providing, and where the gaps exist. In particular, new and emerging leaders are further challenged as they transition from being:

- a “do-er” to a “leader”
- in the details to more visionary
- the professional who provides answers to one that asks questions

Leaders must also learn to motivate and hold their teams accountable. Learning how to do this effectively requires understanding individual team members' personal values, strengths and passions and aligning them appropriately with the needs of the organization. Empowering team members requires a degree of trust and letting go, something that can be challenging, especially for new leaders. By applying coaching skills, leaders can effectively motivate and ensure accountability so that their teams meet and exceed business goals.

This program allows participants to:

- Assess current level of satisfaction with leadership capabilities
- Create a personal Leadership Mission Statement
- Identify and remove barriers that sabotage effective leadership
- Learn how to apply coaching techniques to develop and align teams
- Create personal action plans that align with Leadership Mission Statement

Professional Skill Development

Training workshops are available to advance the following professional skill sets:

1. **Listening Skills** – This program teaches three levels of listening such that participants are more active and effective listeners internally with team members and externally with clients.
2. **Relationship Building & Communication Skills** – This program helps participants create effective relationships with co-workers and clients by focusing on building a strong rapport, learning to listen for values, communicating effectively and acting with integrity.
3. **Mentoring & Coaching Skills** – Similar skill-sets are used by both mentors and coaches. This program is appropriate for companies with internal mentor programs and/or for managers seeking to develop effective mentoring and coaching tools and skills.
4. **Team Building Skills** – Effective teams create a higher degree of productivity for any- sized organization. This program focuses on 1) profiling personality and communication styles of individual team members using a modified DiSC assessment and 2) building effective listening and communication skills. Participants will also evaluate their team based on key components of effective teams and create action plans for improving their team's effectiveness.

Work / Life Fulfillment for Staff

Title: **WAAMM™! 5 Steps to Managing Your Life's Priorities®**

Description: Are your employees constantly juggling work, family and community commitments? Do they effectively prioritize their work? Do they lack boundaries and the ability to say “no” to distractions? Over-commitments, multi-tasking, and unclear priorities keep us from feeling balanced and productive. **WAAMM™** is a process for helping busy professionals focus on **W**hat **A**ctions and **A**ttitudes **M**atter **M**ost. Staying focused on what matters most is key to accelerating the advancement towards goals. Helping your employees identify work/life priorities and better manage daily tasks, will ultimately move them toward feeling more balanced and engaged. As a result, they will contribute to your organization's goals with more focus, energy and enthusiasm.

This program allows participants to:

- Discover their current level of satisfaction in balancing work & personal life
- Identify priority areas of life and work that need attention and energy
- Learn to overcome over-commitment by aligning actions with priorities
- Develop skills for creating empowering and productive attitudes
- Create a personal action plan for establishing a balanced life

Work / Life Fulfillment for Staff**Title: WAAMM™! 5 Steps to Employee Engagement®**

Description: Are your employees engaged success partners? Are they aligned with your organization's Mission, Vision & Values? Do they recognize their unique skills & utilize them for peak performance? In these challenging economic times your employees are being asked to do more with less and as a result, they are less focused, productive and engaged. There are 5 fundamental steps to getting and keeping your employees engaged. Managers and leaders need to walk the talk in creating a culture of engagement and these "rules of engagement" can be adopted by everyone at all levels. As a result of this highly informative and interactive program, your managers and employees will be eager to produce results, hold themselves accountable and feel a sense of accomplishment.

An engaged employee will positively impact the organization by:

- Developing better relationships with internal team and external clients
- Doing what it takes to meet and exceed business goals
- Taking initiative to create positive solutions
- Building loyalty

Title: "Me" Time: Strategies for Establishing Self Care Practices®

Description: Busy professionals, especially women, are constantly planning, questioning and doing things for others in their life while not taking the time to do the same for themselves. They tend to over-commit, multi-task, and put others' needs ahead of their own. As a result, they feel unfocused, unfulfilled, and wondering, "What about me?" Taking care of your self – in body, mind and spirit – is far from being selfish; it is soulful. Caring for oneself is an important component to maintaining peace of mind, work/life balance and the ability to care for others. It requires knowing what's missing in your life, identifying priorities, putting energy into those priorities and giving yourself permission to say "no".

This program allows participants to:

- Discover current level of satisfaction in caring for yourself
- Identify priority areas of your life that need attention and energy
- Learn to overcome over-commitment by aligning actions with priorities, creating boundaries & saying "no"
- Learn simple strategies for establishing and maintaining self care practices
- Create a personal action plan for taking care of yourself

Small Business / Solopreneur Success**Title: WAAMM™! 7 Steps to Taking Your Business to the Next Level®**

Description: Has your business stagnated? Are you so caught up in the daily operations and distractions that you've lost your focus? Do you have a business vision and creative ideas for where you want your business to go but feel stuck in taking any action? Many business owners know what they need to do to move their businesses forward but often remain idle because of unclear priorities, operational challenges and disempowering attitudes. **WAAMM™** is a process for helping busy professionals focus on **W**hat **A**ctions and **A**ttitudes **M**atter **M**ost. Staying focused on what matters most is key to accelerating the advancement towards business goals. Understanding what is working well, identifying priority areas for improvement/growth and putting a plan in place are important elements to taking your business to the next level with focus, energy and accountability.

This program allows participants to:

- Discover current level of satisfaction across various business elements
- Develop a motivating business mission and vision
- Identify priority areas of the business needing attention and energy
- Develop skills for creating empowering and productive attitudes
- Create a strategic plan that aligns Actions and Attitudes with your vision

Title: A Balancing Act: Managing Your Business & Personal Life Priorities®

Description: Are you constantly juggling between the immediate demands of your business and personal life commitments? Do you feel like your business is running you instead of you running your business? Over-commitments, multi-tasking, and unclear priorities keep us from feeling complete or balanced. Balance is a process; it is ever-changing based on our life (and sometimes daily) priorities. Identifying your work/life priorities, giving yourself permission to say "no", and taking baby steps toward change will ultimately move you toward feeling more balanced and successful both professionally and personally.

This program allows participants to:

- Assess their current level of satisfaction with balancing business demands and personal life
- Identify priority areas of their life that need attention and energy
- Learn to say "no" and "let go" (AKA delegate!)
- Create a personal action plan for establishing a balanced life