

align **4** profit



A Strategic and Tactical Learning  
Organization that Aligns People for Profit

The Leadership Training You Want, the  
Way You Want It, Wherever You Want It.

# Habit Formation works best

## DO YOUR LEADERS HAVE THE RIGHT HABITS TO SUPPORT YOUR GROWTH STRATEGY?

Executives in top-performing companies (in revenue growth) score higher than those in lower-performing companies across most leadership competencies.<sup>1</sup> Cultivating specific competencies correlated with their growth strategy in existing teams continues to be a significant challenge for companies around the world with **78%** of companies rating Leadership Development as very important.<sup>2</sup> High-performing leaders, today, also need different skills and expertise than in generations past. Organizations should promote young leaders and build new

leadership models to stay relevant in the digital age. More than **44%** of Millennials are now in leadership positions, but most believe they are receiving little to no development in their roles.<sup>2</sup> Therefore if you want leaders to drive your strategic priorities, they must learn to consistently execute your unique leadership competencies, performance management mandates, and coaching practices. What leadership habits will drive your strategy forward?

Sources: 1. [Article McKinsey Quarterly July 2011](#)  
2. [2017 Deloitte Global Human Capital Trends](#)

## Engaging with Align4Profit

A typical engagement with us includes some or all of the following:

1. **Revisit your organization's leadership model.** Refresh or reuse the leadership competencies necessary to drive your growth strategies or help you embed culture behaviors organization-wide.
2. **Evaluate your existing leaders.** We conduct detailed assessments of leaders, then create clear leadership-development targets and robust development plans incorporated into performance-management, recruitment, succession, and reward processes.
3. **Develop or tailor relevant learning topics.** We provide research-based, best-practice, and validated content, focused on practical application and skill building. All our programs are developed or customized to address your unique competencies, customized to align to strategic goals, cultural behaviors, or performance management mandates, and adapted to various leadership levels, high potentials, and even emerging leaders.
4. **Deliver training.** Training is delivered by our trainers or yours (train-the-trainer) in 90-minute or two-hour modules, half-day workshops, or multi-day programs, as standalone or integrated into existing programs, at our venue or yours, with face-to-face and virtual options.



# LEARNING FASTER THAN YOUR COMPETITION IS YOUR ONLY COMPETITIVE ADVANTAGE

## Leadership Development On-the-Go Integrating learning as you lead

Our On-the-Go leadership topics are developed specifically with the intent of providing our clients with agile ways to develop competencies that build excellent leaders. We provide you the training you want, the way you want it. With all the technical solutions available today, instructor-led training still produces the highest effectiveness ratings among organizations.<sup>2</sup> Our training programs are action-based and provide easy, on-the-job tools to ensure implementation. Our experienced facilitators ensure that strong commitments are made, and we engage participants in an extended-learning model. We ensure pre-work engages readiness and post-work effectively ensure on-the-job application.

## Commitment Process

At the end of every learning event, you may opt in to have each participant use technology to identify one small habit or behavior change that they commit to working on for 30 days, check-in at regular intervals to mark progress, and journal actions or success stories. This gives learners ways to embed the desired behaviors into their day-to-day work and gives your organization insightful metrics into what skills stick, how well they are used and identify any further gaps that need to be addressed.

## Choose from compelling topics...

### CoachQuest: Leader-as-Coach

2-Day Program or 4 Half-day Sessions

Our award-winning program. Give your leaders the performance feedback and coaching skills necessary to drive High Commitment and High Performance. This program will teach them to become intentional, intimate, and interactive coaches who use effective feedback as an iterative process. They will learn to handle difficult conversations, including conflict and to coach up, down, sideways and across your organization to bring out the best in everyone. They will learn how to manage their natural Attraction Powers and their innate Repellent Forces to uplift their leadership impact. *Includes a 360 assessment.*



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## ON-THE-GO LEARNING INTEGRATING LEARNING AS YOU LEAD

- ACCOUNTABILITY
- COACHQUEST LEADER AS COACH
- COLLABORATIVE DECISION ANALYSIS
- COMPELLING CONVERSATIONS
- THE DISCIPLINED LEADER
- DOING BUSINESS GLOBALLY
- EFFECTIVE MEETING MANAGEMENT
- EMBRACING DIVERSITY
- ENGAGING TEAMS
- BUILDING A HIGH PERFORMING TEAM
- LEADING CHANGE
- MOTIVATING EMPLOYEES
- NEW MANAGER PROGRAM
- THE POWER OF QUESTIONS
- PROVIDING ESSENTIAL FEEDBACK
- RAISING EMOTIONAL INTELLIGENCE
- RECEIVING FEEDBACK WELL
- TIME MANAGEMENT
- DELEGATING EFFECTIVELY
- INFLUENCING WITHOUT FORMAL AUTHORITY

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# Behaviors practiced, not just theoretical insights gained



## Compelling Conversations 2-Day Program

Excelling at getting work done through others relies on the quality of the relationships managers build, which is largely driven by the quality of the daily interactions and conversations they have. In this program we help your leaders with 4 distinct communication skills: Bring it Up! Talk it Up! Wrap it Up! and Follow it Up! Obviously Listen Up! is vital to every leader's success. We help your leaders execute well on the 4 Ups! by taking ownership of how their personality guides their conversations and help them learn ways to adapt appropriately to every conversation situation.

*Includes an assessment.*



## The Disciplined Leader

### 3-Day Program

Directing others' attention is a primary task of leadership. But to do it well, leaders must be able to focus their own attention too. The Disciplined Leader helps managers lead themselves, lead others, and lead their organization. Self: Manage your story, energy, and value differences. Others: Influence others by adapting to their style and preference. Organization: Practice strategic and operational thinking. *Includes a DISC assessment.*

## Effective Meeting

### Management and Facilitation

#### 1-Day Program

Meetings are the biggest controllable cost in any organization. We provide you with a simple and easy-to-follow process for improving the efficiency of meetings—tactical and strategic, in-person and virtual. *Includes: Agile Tips Job Aid, Agenda Template, Logistics Checklist, Evaluation Form, Action Tracker.*

## Raising Emotional Intelligence

### 2-Day Program

Managers have the greatest ability to influence when they connect to people emotionally. EI can help managers resolve conflicts, make better decisions, drive higher levels of engagement, dare to make changes, and sponsor peak performance. This workshop is designed for leaders who want to raise the bar and are interested in challenging the way they Feel. Think. Act. and Talk. *Includes What Motivates Survey.*

## New Manager Program

### One to Multi-Day Program

This program is a highly customized training journey to incorporate your organization's expectations of managers. We enable your newer managers to deliver on your performance management mandates, employee practices, and goal achievement processes, etc. Your rookie managers will move into their management role quicker, easier, and with much more success.

## Building a High Performing Team 1-Day Workshop

Option 1: This one-day workshop helps teams engage in four critical team conversations. **Get it Done** - contributing real value as a team, **Get Along** - demonstrating shared leadership with high trust, **Get Better** - focusing on strategic leadership, **Get Home** - ensuring they maintain their energy to give their best, while maintaining work/life balance. Your team will leave the workshop with commitments to **Get Moving** - committing to demonstrate effective habits, individually and collectively, empowering everyone to succeed. Option 2: The right combination of strategic leadership, tactical execution and trust among team members helps teams make better, faster decisions, and tap into the skills and opinions of all members, which is key to building a more sustainable and engaged team. Based on *The Five Dysfunctions of a Team* by Patrick Lencioni, this High-Performing Team workshop help teams build true cohesion and effectiveness, committing individually and collectively to demonstrate effective habits, empowering everyone to succeed. *Includes a DISC assessment.*

# See it. Recall it. Use it.

## Motivating Employees

### Half-day Module

Motivated employees retain higher levels of enthusiasm, initiative, and innovation than their less motivated counterparts. They produce higher-quality work at a higher level of efficiency. That's not only what every leader wants from their employees, but what every leader should be expected to deliver. *Includes: Individual Development Plan, Ensuring learning impact grid, and Five motivating questions.*

## Collaborative Decision Making and Analysis

### Half-day Module

Explore the importance of dissecting the components of effective collaborative decision-analysis and equip your teams with specific leadership actions to take. This workshop gives them a powerful process and applies it to a variety of case studies. Your leaders will learn how to make the best, balanced, collaborative choices for unified, collaborative action. *Includes: The Waffler Quiz and The Decision-Analysis Worksheet.*

## Time Management and Personal Effectiveness

### Half/full-day Modules

Everyone wants to achieve peak performance in order to gain personal and professional excellence and to create organizational results. This workshop will help your teams identify the routines that will help them reach high performance. The skills they learn will become the habits that will ensure a productive start to every day, maintain energetic focus throughout the day, and end inspired to tackle home life. *Includes: Agile Tips Job-aid, Agenda Template, Logistics Checklist, Evaluation Form, Action Tracker.*

## Embracing Diversity

### 2-3 hr. Modules — Leaders & Individual Contributors

Minimizing gender, cultural and other biases while embracing diverse thinking will bring out the best in everyone. We equip your leaders with the skills necessary to manage a cultural environment, where everyone understands unconscious thinking, owns the responsibility for it, and learns to adapt their behavior. *Includes: Bias Buster & Cultural Intelligence Helper.*

## The Power of Questions

### Half or Full-Day Workshop

Organizations move in the direction of the questions they ask. The average five-year-old asks 200 questions a day. How many do your leaders ask? What is the quality of the questions they ask? This workshop explores the why and how great leaders ask great questions. You will learn to ask a wider variety and greater quality of questions, and ultimately know how to improve employee performance, peer mentoring, and employee coaching. *Includes: Plug-n-Play Sample Questions.*

## Engaging Teams

### Half-day Module

Employee engagement is high on every organization's agenda, and your managers are expected to increase employee commitment and willingness to apply discretionary effort to drive business results. *Includes ten engagement tools.*

## Accountability

### Half-day Module

Taking accountability for results is a requirement for any organization. This workshop offers an accountability proposal and will help individual contributors and managers, identify their beliefs, understand the impact on behavior, communication, and results, and help them build habits that will lead to success. *Includes: A 66-Day Challenge & Leaders Checklist to drive high performance.*



#### Habit Forming

A fierce focus on the behaviors that will bring sustainable organizational results.



#### Learner Focused

Anything but one-size-fits-all and includes style preferences and learning inclination.



#### Phased Learning

A rigorous blended approach to sustain learning and avoid learning decay.



# Deep learning, not superficial remedies

## Providing Essential Performance Feedback

### Half-day Module

Leaders must improve the feedback experience to make giving and receiving feedback less stressful and more actionable for everyone. *Includes: Feedback-rich culture template, Dealing with feedback challenges, Preparing employees to receive feedback well, Continuous feedback process, Diagnosing performance, Reinforcing and redirecting preparation sheets, Types of questions.*

## Receiving Feedback Well

### One-hour Module

In this workshop we raise the awareness of the challenges of receiving feedback with three strategies for receiving feedback better. We help your teams integrate regular feedback into their roles to advance their careers and performance. Ideal for employees and managers. *Includes: 3 Skills to Receiving feedback*

## Doing Business Globally

### Half-day Module

Companies around the world struggle with getting people from different cultures to work together and take advantage of the best qualities of every culture to achieve exceptional business results. This workshop is a study of Cultural Intelligence (CQ) within the context of managing cross-cultural teams effectively, equipping teams with the skills necessary to manage the cultural environment of doing business globally. *Includes: An online tool called Cultural Intelligence Helper.*

## Leading Change

### Two-hour Module for Senior Leaders

Change initiatives often cost more, take longer and achieve less than originally intended. In this workshop your leaders will explore 3 conversations. 1.) the changing landscape they face, 2.) the implications of a faster changing and complex world on the way they Feel. Think. Act. and Talk., and 3.) how, as leaders and managers, they must role-model the right change mindset. Everyone agrees upon a set of principles and practices for implementing a culture of change readiness. *Includes: Change-landscape Template, Mindsets and Behavior Analysis Worksheets, Principles & Practices Change Leadership Job-aid.*

## Delegating Effectively

### Half-day Module

How your leaders involve others sets the ceiling of their leadership impact! This workshop is designed to get the best out of everyone by helping leaders follow a 4-step model of Align, Assess, Assign, and Account to delegate more effectively. *Includes: Adding Value Map, Rule of 3 for Prioritizing, Competence Mapping Worksheet, Do I Delegate Worksheet, TOPS method to assess team members, Preparing to Delegate Worksheet, and Adapting Leadership Style Grid.*

## Influencing Without Formal Authority!

### Half-day Module

All leaders need to influence others. Most people have a limited set of strategies, so they are not effective in certain scenarios or with certain personalities. In this workshop, your leaders will build upon and expand their range of influencing skills and hone the influencing tactic that only 20% of the global population use, thereby increasing success in winning anyone over to their point of view. We provide tangible tools for managers and employees to think, behave, and communicate in a way that builds confident influencers in the workplace without limit to positional authority, role, or personality. *Includes: Influencing Strengths Assessment, Active Listening Template.*

# Candid, pragmatic and immediately applicable

## Extended Learning Model

All training is supported with pre and post evaluations, a commitment tracker and, in most cases, 30-90 day check-ins or coaching to sustain learning.

## Multi-mode

### Action Learning Instructional Design and Multi-Mode Learning Environment

Our interactive design offers learners opportunities to apply what they learn through demonstrations, case studies, and other engaging methods. Adults prefer to learn with different blends of seeing, hearing and doing. We ensure that we include opportunities for the preferences of all your learners.



# We make learning stick...

## Habit Builder

The Science of Habits Turns Individual Learning Into Organization-Wide Change

**ACTION.** At the end of every learning event, each team member uses the Habit Builder to identify one habit or behavior change that they commit to working on for 30 days. With regular reminders via text or email, it integrates learning into daily work in more sustainable ways. They can also choose an Accountability Buddy, whether inside or outside their team, to help keep them on track.

**INSIGHT.** Uncovering Hidden Signals of Organizational Change. With robust technology we monitor and measure the levels of learning and behavior change, all towards achieving defined program outcomes. Aggregated reporting of learning outcomes, behavior change defined, and levels of engagement towards achieving defined goals—all of this can be tracked and measured through Activity Reports.

**IMPACT.** Quantitative and qualitative evidence that participants are demonstrating the habits that will aid growth and effective performance in their daily work.



“Past leadership development was too theoretical. Align4Profit’s approach is practical with great stories and examples to make it usable. Great alignment to and knowledge of Ericsson. This development is culturally astute for global application.”

— Per Löfgren, SVP CFO, Ericsson



### Multiple Modalities

Includes a combination of experiential activities, reflection, demos, etc. to turn learning into action.



### Team Oriented

Using the power of positive peer pressure to achieve results, together, within the context of the organization.



### Balanced Approach

Helping leaders adjust and apply their unique inventory of strengths to your desired leadership competencies.

# Fit-for-purpose training, not one-size-fits-all.

## Our Promise

We will work in close partnership with you to create world-class development to address your current objectives and future goals.

Our clients say that you will find our solutions unique from four primary perspectives.

1. **Real** We custom design to deliver visible behavior change and avoid curricula that are merely massive information downloads. Practical. Tactical. Habit-forming.
2. **Relevant** We align leaders behind the strategic priorities and organizational culture, demonstrating behaviors with relentless focus on clear accountability.
3. **Transformational** Our curriculum development is focused on developing skills, knowledge and attitudes individually and collectively to impact the whole person.
4. **Sustainable** We transform lessons into lifelong skills, not quick tricks easily forgotten.

## Content Curation

We employ a dart-like focus on aligning developmental objectives and outcomes to your strategic priorities and tactical requirements. Content is designed from scratch. You choose from our body of knowledge, or we partner to refresh your content. We offer licensed, off-the-shelf, or highly customized curricula. Choose our trainers or let us train your trainers for consistent delivery throughout your organization.



Contact [Align4Profit](#) to design, tailor, or facilitate a leadership training topic, just right for you.

## Quantifiable Results & Awards

Strategically aligned, tactically relevant, and fit-for-purpose.

**Top Line Growth**  
*18% growth in sales in 12 months*



**Peer Validation**  
*Leadership 500 Excellence Awards hr.com*

**Best in Class**  
*300% improvement in teamwork.  
Winner of Best IT Organization*



**An Award**  
*Best practice coaching model*



**Culture Transformation**  
*40% increase in employee engagement  
21% positive change in customer perception*





# Helanie Scott and Her Team Deliver

## Align4Profit helps create workplaces where everyone profits.

After 25 years in the Human Capital Industry, we incorporate best practices and other lessons learned from our multi-industry experience into developing a truly fresh training approach. We engage the emotional and intellectual core of leaders and turn managers into great leaders—men and women who can deliver measurable organizational results.

## Highly Recommended by Global Leaders



“I can strongly recommend Helanie for her passion, perceptiveness, courage, and obviously for her impressive experience in this area—she and her team will make a difference.”

—Niklas Heuvelodop, President & CEO Ericsson North America, Ericsson

“If you want to see a remarkable impact on culture and leadership, I would recommend you hire Helanie. She provides creative ideas and practical tools to help leaders and organizations grow. Her coaching methodology is a cut above the rest, helping managers become better leaders and through her one-on-one coaching, I have seen amazing transformations.

You can immediately apply what you gain from her in your professional and personal life. She is real with people, inspires action, drives bold accountability and a great partner for your business!”

—Steven Bunger, CEO at Pro Box Portable Storage



Contact us to assess your leaders, design or facilitate leadership training just right for you, or partner in all aspects of organization-specific, human-capital development to help you make a bold impact and realize wins, fast.  
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