

Targeted Solutions for

# Performance Improvement



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# What We Believe

## THE JMREID GROUP APPROACH

We start with the learner in mind, so every step of our design and delivery is guided by four pillars.

### **Context is King**

Some companies believe that their model or methodology is the answer. While models have their place, they cannot compensate for a failure to connect with the participant's current situation. We believe that understanding the learner's context is king. We invest our time and talent in understanding your company and your employees' unique issues. Participants care about relevance to their world, so we do too.

### **Engagement is the Word**

When people are engaged they are open to new ways of thinking and acting. High quality visuals, movement, passionate facilitators and experiential activities are just a handful of components we leverage to engage participants.

### **There is Wisdom In & Out of the Room**

Traditional training assumes participants are empty vessels. This assumption leads to the facilitator as teacher, and the participants as students, and the designs target low to mid-level performers. We believe that participants generally know what they are doing and have their own wisdom to share. Our passion for learning extends outside the classroom and we bring in the insight of current thought leaders to our designs. The wisdom in our programs comes from the room and the world, not just a single guru.

### **Embrace Complexity & Integration**

Organizational behavior change happens within an ecosystem of drivers that must be managed as an interdependent system. We get this. We are not coming to you looking for the problem that fits our solution. We will "out-understand" the other learning organizations to get at which drivers will support and enable the desired behavior, and which drivers are barriers to the desired change. We seek to integrate with whatever training models or methodologies that are currently work in your organization.



# Great Learning Design

## WE ARE LEARNER-CENTRIC

Our focus, passion and energy are all designed to engage the learner and drive behavior change. We make sure that every design we produce and every program we lead keeps these principles in sight.

- **Know deeper vs. know more:** *For genuine impact, go deeper into fewer areas.*
- **Powerful learning encourages risk-taking:** *The program must open thinking and invite challenge, not close options with ready answers.*
- **Get them talking:** *Participants remember what they say, not what the facilitator says.*
- **Humans are feeling beings who think:** *Effective learning excites and harnesses both emotional and cognitive understanding.*
- **Tap the wisdom in the room:** *Participants are not empty vessels to fill. We draw on their past experience to build their commitment to the topic at hand.*
- **Use movement:** *To move participants' mindsets, get them moving in the classroom. When people are up from behind the table, they attend more closely and they remember more.*
- **Aesthetics matter:** *Our materials are visually appealing to grab our participants' attention and keep it.*
- **Make the learning part of a journey, not a single event:** *Find creative ways to integrate and extend the learning.*

## PARTICIPATION

By definition, a participant should participate. Our program designs leverage a wide variety of activities in order to accelerate learning, increase engagement and create a memorable experience. These include:

- Real-Play vs. Role-Play
- Self-Discovery Activities
- Team and Group Activities
- Teach-Backs of Key Concepts
- Polls, Breakouts, Chats
- Bring and Brag, See and Steal
- Open Space Facilitation
- Movement-Based Discussions
- ...and more



# What We Do

## STARTING FROM YOUR OBJECTIVES

We create a professional development journey to help your employees thrive and succeed. Drawing on our expertise in multiple disciplines, we build relevant solutions that grow from your business objectives. We evaluate and incorporate the latest thinking in sales, leadership, relationship skills and contract facilitation. We build custom solutions and provide highly skilled facilitators to support your large-scale performance improvement implementations.

## CONTENT SOLUTIONS

We have proven training solutions that engage the head, heart and hands. Our programs address the following capability areas:

- *Leadership*
- *Culture Building*
- *Sales and Sales Management*
- *Skill Building*

## CONTRACT FACILITATION & ONE-ON-ONE COACHING

With over 30 global facilitators and consultants we provide:

- *Executive Coaching*
- *Sales Coaching*
- *Program Facilitation (of our client's or a third party's content)*

## CUSTOM SOLUTIONS

With our network of world-class partners, we build custom solutions to meet your specific needs. Examples of custom work include:

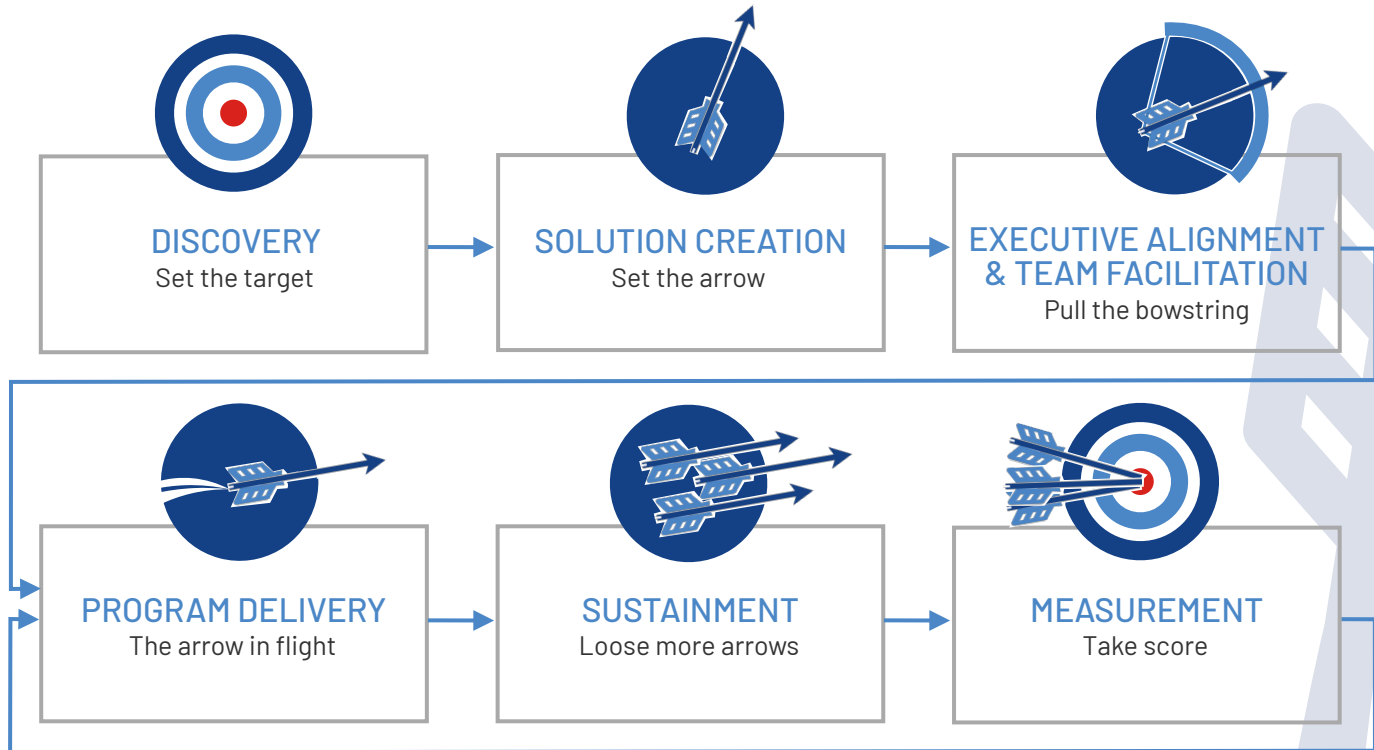
- *The Edge: The Art and Science of Relationship Building*
- *oneRIVER: Leadership Journey*
- *Architecting Integrated Solutions*
- *Sales Process Consulting and Value Creation Workshop*
- *Post-Merger and Integration (for a global life science firm)*
- *Mentoring Pairing and Program*
- *Onboarding*



# How We Do It

## LEARNING IS A JOURNEY

The following process ensures that we target the right content, gain insight into your company to generate context and foster the appropriate management support.



## REINFORCING NEW BEHAVIORS

Nothing is fully learned until it is fully applied, so all of our solutions include a variety of content retention and application strategies. Tools include virtual learning sustainment, email reinforcement, retention cards, job aids, webinars and more.





# Leadership

## LEADERSHIP CAPABILITIES

With over 30 consultants worldwide, we are committed to building leadership capability into others. Our facilitators are equipped with cutting-edge strategies and techniques to create solutions that make measurable differences. Rather than flog one leadership model or approach, we invest our time and talent in:

- Understanding your issues and creating custom programs that are in harmony with your company's business strategy and desired culture
- Distilling the latest thinking on leadership into pragmatic content that can be applied immediately

Our creative program designs engage participants and equip them to do their best work. When participants are engaged we get their attention, and attention leads to retention.

## WE BELIEVE LEADERSHIP...

**Is contextual** – In many cases it is the same skill required by all leaders – it is the application of the skill that is contextual, depending on the level and organization.

**Provides the greatest return in investment** – Leaders make a significant impact on performance. A dollar invested in leadership development has a multiplication effect.

**Can be taught** – There is a misperception that great leaders are born, but we firmly believe great leaders are made. As long as you possess a learner's mindset, you can become successful at leading others.

## Key Programs

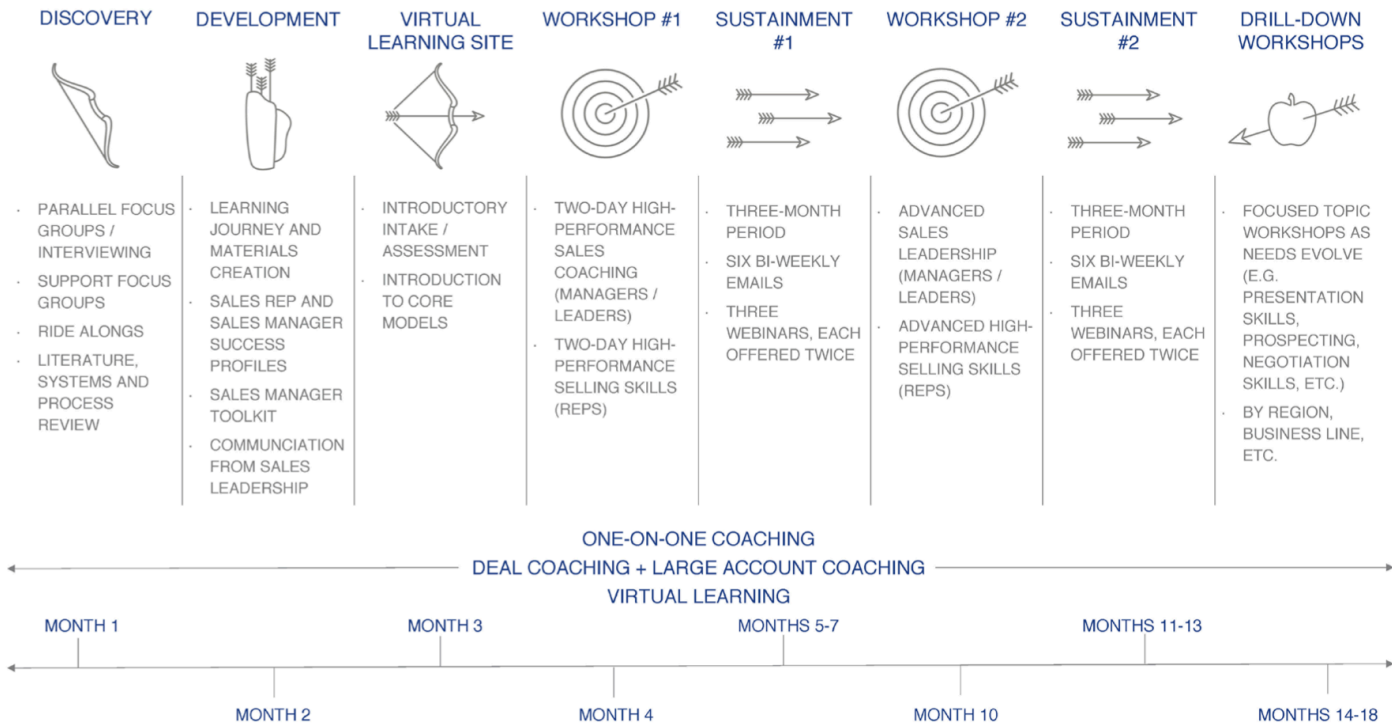
- **Being a Leader** – Equips leaders with foundational leadership skills focusing on trust and communication.
- **Creating Accountability & Engagement** – Prepares leaders to create and drive a culture of accountability and ownership.
- **Developing Others** – Provides leaders with the mindset, skills and tools to fully harness employee potential.
- **Emotional Intelligence** – Pragmatic exploration of self-awareness, self-management, social awareness and relationship management.
- **Leading Change** – Recognizes change as a constant. The focus is resilience and agile thinking.
- **Legacy Leadership** – Allows middle and senior leaders to explore the legacy they are building, as well as think about the actions and behaviors they want to take to leave their desired legacy.
- **Performance Conversations** – Helps managers better lead performance and development conversations.
- **Strategic Thinking** – Fosters individual contributors' abilities to better understand and demonstrate their strategic thinking skills.
- **Teams at the Top** – Encourages senior level teams to reflect on when they should operate as individuals vs. as a team.
- **The Edge** – Leaders discover the art and science of relationship building.
- **Working with Your Peers** – Enables participants to more effectively collaborate with others in their organization.

...and more.



# Sales & Sales Management

## SAMPLE SALES ENGAGEMENT



## Key Programs

- **Fundamentals of Value** – Prepares salespeople to more effectively challenge their customers and expand their effectiveness.
- **Advanced Value** – Moves salespeople to the next level by practicing and applying advanced techniques and practices.
- **Sales Negotiations** – Provides participants with the mindset, skills and tools to increase their effectiveness in negotiations.
- **Sales Presentations** – Equips participants to more effectively deliver a sales presentation that is more of a conversation.
- **Selling to the Senior Level** – Equips professionals to more effectively call on senior-level contacts.
- **Sales Coaching** – Helps sales managers become more effective coaches.

...and more.





# Culture Building

## CULTURE IS THE FOUNDATION

Company cultures are living organisms that can either be tended to, and therefore flourish, or allowed to run wild, and create disengagement. Even the best strategy can be undone by a culture that does not support its execution.

Culture is the domain of senior leadership – they get to define the culture and then hold themselves and others accountable.

Climate, culture's pesky sibling, is the day-to-day behavior and the norms that either align or betray the espoused culture. Climate is the domain of managers and leaders.

Our culture/climate-building work includes a variety of approaches:

**Articulating:** We partner with senior leadership to facilitate discussion on creating a culture that drives strategy. This dive into identifying key behaviors associated with the culture informs how best to embed it in the organization.

**Communicating:** We often ask leaders, "Do you want to be heard or understood?" Communication around culture often fails because leaders communicate in a manner that ensures they are heard, but not necessarily understood. In a topic that is so critical, leaders need to embrace more two-way interactions and drastically increase the frequency in which culture is discussed.

**Leading and managing:** Beautiful cultural aspirations rise and fall on the ability of leaders and managers to translate the culture into the desired day-to-day behaviors. We partner with our clients to connect their work to the culture and identify those moments-of-truth that will challenge their success.

**Operationalizing:** Every team operates within a culture and climate that has consciously, or more likely, unconsciously, been created. We partner with intact teams to accelerate their performance by reframing team culture conversations and making them an ongoing and worthwhile effort.

## Key Programs

- **Belonging** – Explores aspects of belonging as the building blocks for inclusivity, which is imperative for a strong culture.
- **Creating a Winning Culture** – Prepares leaders to create and drive a culture of accountability and ownership.
- **Cross-Cultural Management** – Provides diverse multinational leaders with the tools to value differences and embrace shared traits to better the business.
- **Culture Reset** – Examines how trust, engagement and communication manifest in existing culture and offers tools for a more productive reset.

...and more.



# Skill Building

## KNOWLEDGE, SKILLS & CONVICTION

Core skills are the building blocks for success and growth. Our Skill Building programs cover some of the most common areas where improvement can have an exponential affect on business outcomes.

### Key Programs

- **Accelerating Collaboration** – Enables participants to collaborate more effectively with their teams.
- **Communication Skills** – Gives participants the opportunity to learn a common language and set of skills and tools for holding productive conversations with peers and managers that builds mutual understanding and commitment.
- **Difficult Conversations** – Provides the opportunity to learn a common language and set of skills and tools for holding productive difficult development conversations with direct reports, peers and managers.
- **Making Meetings Work** – Increases the consciousness of the choices that meeting leaders make and provides the mindset, tools and skills to help leaders run their meetings.
- **Managing Up** – Provides participants with the capability to better manage their priorities and their manager.
- **Maximizing Productivity** – Enables participants to manage their time more effectively and thereby leverage their own and their people's resources more productively.
- **Professional Presence** – Designed for participants to improve their professional presence.
- **Personal Accountability** – Creates a common understanding and mindset around accountability.
- **Presentation Skills** – Prepares participants to more effectively deliver a presentation that involves, informs and inspires.
- **Problem Solving** – Gives individual contributors a better understanding of and practice in problem solving skills.
- **Resolving Conflict** – Provides participants with the mindset, skills and tools to effectively resolve conflict
- **Strategic Teaming** – Gives participants an opportunity to reflect on what makes for a great team.

...and more.



# Facilitation & Coaching Services

## FLEXIBLE, CAPABLE RESOURCES

Whether it is to supplement your own pool of in-house facilitators or to draw upon the best-in-class experience from an outside perspective, look to JMReid Group to deliver your next training initiative.

Our specialized network of over 30 contract facilitators can provide credible and effective facilitation across a variety of content. We've delivered everything from single-event team building sessions to multi-location program rollouts.

We also often deliver in partnership with our clients' Subject Matter Experts (SME's)

We challenge our facilitators to stay current on the latest thinking about leadership, decision making, handling difficult conversations, strategic thinking and building effective client relationships.

Half-day. Full-day. Multi-day. We provide the facilitation services to deliver your in-house content. We adjust to your needs and your budget.

## COACHING SERVICES

We provide a range of coaching services. While the current industry emphasis is on ask-coaching and individual discovery, JMReid Group coaches add a consultant's expertise to the conversation. This ability to provide direct advice is welcomed by our customers and is a point of difference in our approach.

Our coaches are a mix of certified and talented coaching resources with real-world experience across a multitude of fields.

JMReid Group Contract Facilitators and Coaches blend seamlessly with your organization. We do the work of getting up to speed so your participants can focus on learning and improving.



# Custom Solutions

## CASE STUDY: THE EDGE



**PRESENTING NEED** - A professional services firm wants to differentiate and gain competitive advantage by being more than a provider of expert advice. Forging and deepening trusting relationships is identified as THE way to stand apart.

**DEFINING THE APPROACH** - Create a cutting-edge program for high potential partners on building more meaningful relationships. This audience receives a lot of development; this needs to create a 'wow.'

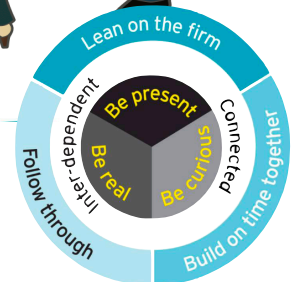
**THE SOLUTION** - *The Edge*, a bold two-day program to tap the essence of current relationship theory from both neuroscience and the social sciences. Participants learn through innovative discovery, visual and social learning.

**KEY MODEL** - Time Together/Time Apart

**DETAILS** - A two-day highly experiential program. On day one, participants choose to spend time at multiple discovery learning stations:

- Being fully present: mindfulness
- Right focus on feelings: the problem with too little or too much focus
- Being credible by being vulnerable
- Managing the risks of thinking fast: when to question self-confidence
- Managing self-defeating thoughts: self-directed neuroplasticity

On day two, participants apply their day one learnings in edge-of-your-seat improv scenarios. They practice high-stakes C-Suite meetings with real-life twists and turns.





# What Our Clients Say

We partner with our clients to understand their strategy and goals and then build a unique and effective solution. Here is what a few have had to say:

*"We had three key drivers in selecting JMReid Group as a learning partner for this program. They were 1) creating the most impactful use of the classroom time, 2) aligning the learning to the real work, 3) creating strong sustainment of the learning."*

*It was a bit of a risk selecting JMReid Group over the more traditional training companies and approaches. But the examples of what they'd done in other companies, their strong use of partners and their complete commitment to building a customized MUFG program convinced me: I could not be more pleased with the outcome of that choice. The participants were completely engaged from the first minute through the end of day four. Throughout the week they shared how impactful the learning was and that they could not wait to go back and use it. Each participant became part of a cohort group with whom they will continue their learning, both through learning webinars and in virtual meetings where they share successes and challenges. John and his entire team of project manager, designers and facilitators were great to work with and created a program that rivals anything I've been a part of."*

**Denise Ascheri**  
Director of Leadership and  
Professional Development  
MUFG

*"John is a valued partner to ProAmpac commercial leadership. His professional experience in corporate marketing and selling bring credibility to his teaching approach. Combined with his energy and passion, he challenges our team to think differently about how they lead and sell. He has been an excellent addition to our team"*

**Adam Grose**  
Chief Commercial Officer  
ProAmpac

*"The entire JMReid Group is a breath of fresh air! From John Reid's passion to understand the client's issues, coupled with his experience and network, make him a valuable resource to anyone considering investing in people development."*

**Doug Bryant**  
Vice President  
Sonic Automotive

*"John's ability to quickly harness a world-class team of professionals, offer a wide variety of solutions and respond in a timely manner makes him an invaluable partner to our success. We can count on John to deliver on his commitments and create in partnership with us a winning solution."*

**Alice Rice**  
Associate Director, Talent Team,  
Learning Innovation  
EY

*"I just wanted to let you know that I think the business writing class is fantastic! The instructor is wonderful – she is very effective, engaging and interesting. Everyone in the class yesterday really seemed to be enjoying the class and getting a lot out of it. There is a lot of group work which was great – it gave you the opportunity to work on the concepts being taught while also getting to know other colleagues. It is definitely a worthwhile investment."*

**Maryam El Kherba**  
Boston Medical Center

*"The Presentation Skills program designed by JMReid Group was fantastic. They understood our concerns in the discovery and addressed the issues we talked about through the program. I have found my team applying what they learned the next day – not only in preparations for their presentations, but in every day interactions within the business. Overall, I felt like JMReid Group made the learning actionable, impactful, and engaging."*

**Dave Anzivino**  
VP/General Sales Manager  
FOX Sports West

*"When considering a sales development training partner, JMReid Group was the only firm we looked at that was not trying to sell us a methodology or a model, but was solely focused on enabling us to drive results within our business context. I highly recommend JMReid Group for sales organizations seeking to differentiate themselves from the competition."*

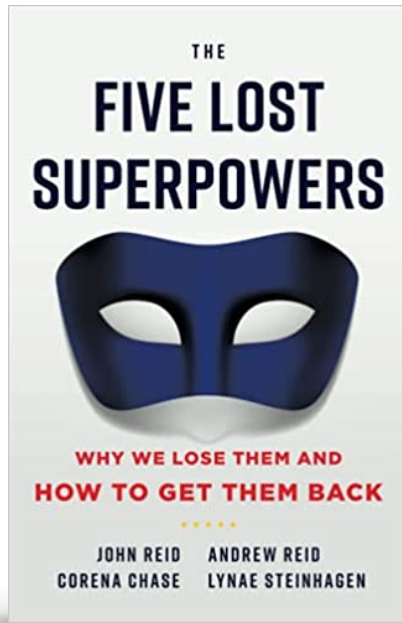
**Kiki Nimitz**  
VP Sales and Marketing  
Revere Plastics





# Thought Leadership

For more from JMReid Group, check out our books:



## For Managers & Leaders

"What's happened to those innate gifts of childhood that were sure to bring us joy and success as adults? The authors identify five 'superpowers' we've lost along the way and cleverly reveal how they've been wiped out. Curiosity, Authenticity, Resilience, Compassion, and Playfulness all still need a place in our adult lives in order for us to thrive. And it's not too late—thankfully, there are some ideas here on how we can reintroduce them into our lives and recapture some of the happiness that's escaped us."

**Genevieve Piturro**

Founder of Pajama Program

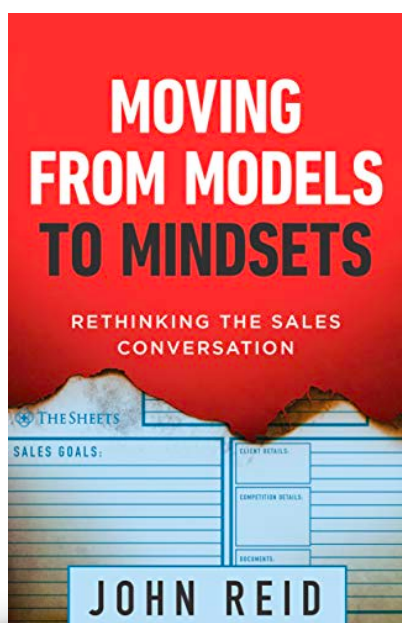
Author of Purpose, Passion, and Pajamas

"As a true believer in the unique superpowers of children, I was thrilled by this exploration of ways we can reclaim and harness those same powers as adults and leaders who want to be and do good in the world. The authors don't pretend that qualities such as Authenticity, Resilience, and Compassion come easily to grown-ups, but they thoughtfully illustrate that each and every one of us has access to the power we carry."

**Jennifer Garner**

Co-Founder of Once Upon A Farm,

Ambassador and Board Member of Save the Children, actress



## For Your Sales Team

"We partner with JMReid Group because their focus on context, the learner and the latest thinking gets results. It allows our companies to move from previous curriculums and training without the feeling of having to start over."

**David Gau**

Operating Partner, PPC Partners

"A radical reconsideration of sales training that moves away from one-size-fits-all models. Reid draws from elements of contemporary neuroscience as he presents his own training strategy—one that focuses less on inelastic pedagogical content and more on participatory exercises. His prose style is lucid, anecdotal, and relentlessly commonsensical. Along the way, he provides a running commentary of other literature on his topic, and he bluntly debunks some fashionable theoretical trends. This guide should be a powerful instrument for its intended audience of "medium to high" sales performers. An accessible and often insightful approach to sales instruction."

**Kirkus Reviews**



# Notes

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# jmreid group

targeted solutions

LEADERSHIP · SALES · CULTURE BUILDING  
SKILL BUILDING · CONTRACT FACILITATION  
EXECUTIVE COACHING · CUSTOM SOLUTIONS

[jmreidgroup.com](http://jmreidgroup.com)