PCC
Professional Certified Coach
International Coach Federation

Tel: (586) 295-3421
Melissa.Fennell@EvokePotential.com
www.EvokePotential.com

EvokePotential
Outstanding Results. Lasting Success.

Mission
Evoke leadership potential for outstanding results and lasting success.

Vision
Transform organizations through enlightened leaders.

Evoke Potential, LLC specializes in leadership development and team development. Leadership training and coaching are the heart of what we do. We turn technical experts into highly influential leaders. We evoke full leadership potential so that leaders stretch, grow, and attain self-mastery to sustain success for the long-term and take the whole organization to a higher level of excellence. We utilize assessments, working group sessions, team building, training, and coaching for leadership and team development.

Services
- Leadership development, training, and coaching
- 360-degree feedback assessments, debriefs, and action plan creation
- Team development and team building sessions
- Strategy development
- Change and transition management

Workshops
- First Time Manager Essential Skills – *Ken Blanchard course*
- Situational Leadership II® Concepts – *Ken Blanchard course*
- Coaching Essentials® – *Ken Blanchard course*
- Team Performance Concepts – *Ken Blanchard course*
- Building Trust – *Ken Blanchard course*
- Effective Conflict Management
- Giving Effective Feedback
- Leading Change and Managing Transitions
- Increasing Employee Engagement & Performance
- Conquer Stress – Increasing Effectiveness and Resiliency
- Overcoming Unconscious Bias to Improve Diversity & Inclusion in the Workplace
- Myers-Briggs Type Indicator (MBTI)
- Enhancing Emotional Intelligence Using the Myers-Briggs Type Indicator
- Increasing Influence and Improving Work Relationships
- Understanding Preferences to Leverage Teamwork
- Customized workshops for your needs

One-on-one or group coaching sessions can be added as a follow-up to any of these workshops to ensure knowledge and skills gained from the workshops are implemented and put into practice for long-term impact.

Working Group Sessions
- Strategy Development
- Performance Improvement Identification
- Roles & Responsibilities Clarification
- Focus Groups to assess organizational climate
- Customized working group sessions for your needs

Coaching is...

- A collaboration between client and coach – Your coach is your partner supporting you in:
  1) Identifying the future that you want to create;
  2) Developing an action plan to achieve and sustain your professional and personal goals over the long-term;
  3) Taking personal accountability for your actions and results.

- A confidential relationship built upon trust – Your coach provides a safe environment for you to share your personal and professional goals, dreams, fears and challenges. Conversations are held in the highest confidence and focus on challenging self-limiting beliefs in order to explore new possibilities and options.

- An opportunity to stretch and grow – Your coach customizes the approach based upon your goals and challenges and utilizes inquiry, exercises, and practices to stretch you into your highest potential leading to greater fulfillment and self-mastery.

- A great way to enhance your in-house training program and ensure that knowledge and skills learned during training are applied on the job.

Assessments

We utilize a variety of assessments for leadership development, personal development, and team development. These assessments are used in...
   1) Coaching engagements with individuals to gain greater self-awareness and insight into strengths, preferences, and potential areas of improvement.
   2) Workshops with groups to improve team performance, team dynamics, and interpersonal communications.

- **Myers-Briggs Type Indicator® (MBTI®) Step II** is used for understanding individual personality type and its relationship to performance, team dynamics, and communication.
- **Thomas Kilmann Conflict Mode Instrument™ (TKI)** is used for understanding how different conflict-handling styles affect interpersonal and group dynamics.
- **The Fundamental Interpersonal Relations Orientation–Behavior™ (FIRO-B®)** instrument helps people understand their behavior in interpersonal situations and the impact it has on other individuals and in team settings.
- **The Emotional Quotient Inventory (EQ-i®)** examines social and emotional strengths and areas of development in 15 key areas that contribute to proficiency in complex business activities such as conflict resolution and planning.
- **Center for Creative Leadership (CCL) Benchmarks®** is a 360-degree feedback assessment for managers at all levels. It measures 16 leadership competencies critical for success and 5 career derailers.
- **Team Management Systems® Team Management Profile Questionnaire (TMPQ)** outlines an individual's work preferences and the strengths that he/she brings to a team.
- **Change Style Indicator®** measures preferred style in approaching, addressing, and managing through change - addressing both initiated and imposed change.
- **The Stress Profiler** assesses 10 different areas of stress and offers practical advice and useful tips for better coping with each stress area.
- **AcuMax Index®** assesses natural wiring, best environment in which to thrive, elements of behavior and personality driven by nature, and thought processes and information necessary for effective decision making.

2018 Leadership Training Programs for Supervisors and Technical Leaders

"First Time Manager Essential Skills" – Ken Blanchard Companies **(Full Day Workshop)**
- Compare and contrast the workplace roles of an individual contributor and a manager, and identify the new mind-set required for making the transition.
- Learn the Four Core Conversations based on the secrets of The New One Minute Manager®: Goal Setting, Praising, Redirecting, and Wrapping Up.
- Gain skills needed to boost relationships and work well with others based on our time-tested coaching model: Listen to Learn, Inquire for Insight, Tell Your Truth, and Express Confidence (LITE).
- Practice the Essential Skills and the Four Core Conversations using real-work situations.

* Two LAUNCH activities must be completed by participants prior to workshop.

"Coaching Essentials®" – Ken Blanchard Companies **(Full Day workshop)**
- Learn how to identify when a coaching style will be most helpful and how to coach effectively.
- Understand how to integrate coaching behaviors into your leadership style and learn the four-step coaching process (Connect, Focus, Activate and Review).
- Role-play the four-step coaching process to put these skills into practice back at work.
- Develop essential coaching skills (Listen to Learn, Inquire for Insight, Tell Your Truth, and Express Confidence) to develop others.
- Role-play coaching skills to put these skills into practice back at work.

* Must attend First Time Manager Essential Skills prior to attending this workshop.

"Situational Leadership II® Concepts" – Ken Blanchard Companies **(4-Hour Workshop)**
- Learn the three skills of Situational Leader (Goal Setting, Diagnosing, and Matching).
- Diagnose the needs of an individual or a team and use the appropriate leadership style to respond to the needs of the person, team, and the situation.
- Complete the Leader Behavior Analysis II® (LBAII®) assessment to determine leadership flexibility and effectiveness.
- Create an action plan for utilizing this information to improve leadership effectiveness.

"Increasing Employee Engagement & Performance" **(4-Hour Workshop)**
- Understand the costs and causes of employee disengagement.
- Learn strategies and leadership skills for increasing employee engagement.
- Identify methods to reward and retain highly engaged employees.
- Create an action plan to increase and sustain employee engagement and motivation.

2018 Leadership Training Programs for Supervisors and Technical Leaders Continued

"Team Performance Concepts" – Ken Blanchard Companies (4-Hour Workshop)

- Practice skill-building in diagnosing the stages of team development and using appropriate leader behaviors based on the Situation Leadership II® Concepts model to set up teams for success.
- Learn effective teaming skills to break down silos and promote collaboration and reinforce their learning with video scenarios and case studies.
- Walk away with action steps for your team with options to add on more practice.
- Open up communication to increase team effectiveness within a project or department team.
- Create a communication model for all levels of the organization that supports culture change and movement toward becoming a high performance organization.
- Develop team members who are highly skilled team participants.

* Must attend Situation Leadership II® Concepts prior to attending this workshop.

"Leading Change and Managing Transitions" (4-Hour Workshop)

- Understand the difference between leading change and managing transitions.
- Understand the positive and negative aspects of change.
- Identify personal tolerance for change using the Change Style Indicator® Assessment.
- Learn the 8-Stage Process for leading major change.
- Learn the three zones of transitioning through change and their associated characteristics.
- Learn strategies for navigating effectively through each of the three zones of transition.
- Identify current changes and which zones of transition are at play for these changes.
- Create an action plan for communicating changes to employees, helping employees buy-in to changes and deal with changes more effectively.

"Giving Effective Feedback" (Full Day Workshop)

- Understand why feedback is important.
- Learn how to set expectations upfront with employees.
- Learn how to set the stage for giving candid feedback.
- Learn and practice using different types of feedback models: praise, constructive, redirecting, disciplinary, and follow up.
- Be able to give someone very difficult and uncomfortable feedback.
- Be able to give feedback to your boss.
- Create an action plan for utilizing feedback models to give on-going feedback to employees.

2018 Leadership Training Programs for Leaders and Teams

"Myers-Briggs Type Indicator (MBTI) Step II Workshop" **(4-Hour Workshop)**

- Understand Myers-Briggs Type Indicator® (MBTI®) Step II personality type and its relationship to performance, team dynamics, and communication.
- Learn and understand the four dichotomies for the MBTI: introversion/extraversion, sensing/intuition, thinking/feeling and judging/perceiving.
- Learn and understand the 4 temperaments and their associated behaviors and characteristics.
- Learn how to interact and communicate more effectively with the different personality types and temperaments.
- Create an action plan for utilizing preferences to improve team work and communication.

*MBTI Step II assessment must be completed by participants two weeks prior to workshop.

"Enhancing Emotional Intelligence Using the Myers-Briggs Type Indicator" **(4-hour Workshop)**

- Understand emotional intelligence and why it is important.
- Identify the intrapersonal and interpersonal elements of emotional intelligence.
- Learn how to utilize Myers-Briggs type to perceive and respond to emotions more effectively.
- Develop strategies for enhancing emotional intelligence.

*Must attend the MBTI Step II workshop prior to attending this workshop.

Effective Conflict Management" **(4-Hour Workshop)**

- Understand the 5 modes of handling conflict and how different conflict-handling styles affect interpersonal and group dynamics.
- Learn preferred conflict mode using the Thomas Kilmann Conflict Mode Instrument™ (TKI).
- Learn strategies and techniques for effectively managing and resolving conflict.
- Identify different communication methods and when each is most effective.
- Create an action plan for implementing conflict management and effective communication techniques.

*TKI assessment must be completed by participants two weeks prior to workshop.

"Increasing Influence and Improving Work relationships" **(Full Day Workshop)**

- Understand the importance of influence and identify ways to increase influence.
- Learn how to improve work relationships.
- Learn techniques for dealing with stressful situations.
- Role play scenarios for effectively responding to stressful situations.
- Learn how to remain positive and helpful regardless of how others approach/respond to you.
- Understand your impact on others and how you come across in communicating through your words, tone of voice and body language.
- Practice conversations for increasing influence.

2018 Leadership Training Programs for Leaders and Teams Continued

"Overcome Unconscious Bias to Improve Diversity & Inclusion in the Workplace" (Full Day Workshop)

- Understand how prejudice and discriminatory beliefs and perceptions are learned and acquired.
- Understand unconscious biases and how they impact personnel actions (hiring, promotions and developmental opportunities) in the workplace.
- Assess unconscious biases to discover level of personal susceptibility to unconscious biases.
- Learn methods to decrease the negative impact of unconscious biases in personnel actions and decision making.
- Identify methods to increase diversity and inclusion in the workplace.

"Conquer Stress - Increasing Effectiveness & Resiliency" (4-Hour Workshop)

- Understand the costs of stress to organizations and individuals (financial, psychological, physiological, performance and health costs).
- Understand the symptoms of stress and what happens physiologically under chronic stress.
- Identify top stressors at home and in the workplace and identify solutions for stress reduction.
- Learn effective techniques to increase productivity, focus and resiliency in order to sustain high performance under chronic stress.
- Practice utilizing stress reduction exercises and models.
- Complete a stress assessment to identify stress level in 10 different areas and create a customized action plan to reduce stress in highest areas.

"Building Trust" – *Ken Blanchard Companies* (4-hour Workshop)

- Understand the impact of trust within the workplace and learn a language to enhance and sustain trusting relationships.
- Learn behaviors that erode trust and behaviors that build and sustain trust.
- Learn and apply the ABCD (Able, Believable, Connected, and Dependable) Trust Model™ to build trusting relationships.
- Examine relationships and focus on the aspects of those relationships that need repair or need to be further nurtured in order to build and maintain trust.

"Understanding Preferences to Leverage Teamwork" (Full Day Workshop)

- Understand Myers-Briggs Type Indicator® (MBTI®) Step II personality type and its relationship to performance, team dynamics, and communication.
- Understand Fundamental Interpersonal Relations Orientation–Behavior™ (FIRO-B®) in interpersonal situations and the impact it has on other individuals and in team settings.
- Understand preferred conflict mode (Thomas Kilmann Conflict Mode Instrument™ (TKI)) and how different conflict-handling styles affect interpersonal and group dynamics.
- Create an action plan for utilizing preferences to improve team work and communication.

*All three assessments must be completed by participants two weeks prior to workshop