

CRESTCOM®



Interactive leadership development that produces real results.

30+ Years • 60+ Countries • 25K+ Clients

# Leadership Training Proven to Create Lasting Changes



## Key Components of an Effective Leadership Development Program



### Subject Matter Experts

Crestcom partners with over 50 global experts in the creation of our award-winning, proprietary leadership content.



### Consistency

Develop your managers around the world on the same curriculum, at the same time.



### Program Flexibility

Managers can choose from various class dates to fit their busy schedules.

## Crestcom's Faculty Continues to Grow with Top International Thought Leaders

Andy Bounds • Kelly Swanson • Mark Sanborn  
Steve Shapiro • Marilyn Sherman • Shep Hyken  
Colleen Stanley • Steve Farber • Amy Lynch  
Dr. Tyrone Holmes • Sylvie di Giusto • Thomas Frey

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We deliver live or virtual facilitated, interactive leadership development programs.

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# 3 Key Questions

How do your managers become managers?

What skills do you expect from your managers?

How much development do your managers receive in these key areas?

The Bullet Proof® Manager program adapts to your ever-changing business environment to ensure leaders develop the skills they need to lead effective, productive teams.

## 12 Fundamental Skills CEOs Expect From Their Leaders

- 1 Communication
- 2 Customer Focus
- 3 Decision Making
- 4 Delegation
- 5 Developing Productive Teams
- 6 Leading Through Change
- 7 Managing Energy & Time
- 8 Negotiation
- 9 Planning & Prioritizing
- 10 Problem Solving
- 11 Recruiting & Retention
- 12 Strategic Thinking



**Productivity and performance are directly linked to how people are led.**

JANUARY

## Be the Coach They Need

Featuring **Steve Farber**

Are you guiding your team to achieve greater results through outstanding coaching?

## Deliver Results the First Time

Featuring **Andy Bounds**

How much is inefficient re-work costing you?

FEBRUARY

## Take Charge of Talent Management

Featuring **Kathleen Quinn Votaw**

Are you winning the best candidates based on skill and attitude?

## Bridging the Multigenerational Gap in the Workplace

Featuring **Amy Lynch**

How well do you lead across the four diverse generations?

MARCH

## Mastering Negotiation

### Role Play Simulation

Are you able to show value by preparing for negotiations in advance?

## Change How You Manage Change

Featuring **L. Bonita Patterson**

What does resistance to change cost you? Time, resources, employees?

APRIL

## Accelerate the Way You Innovate

Featuring **Steve Shapiro**

What is stopping you from doing things better and how do you eliminate non-value actions?

## Strategic Storytelling to Influence and Inspire

Featuring **Kelly Swanson**

Can you motivate your team to do exactly what you want them to do – just by talking to them?

MAY

## Leadership Presence

Featuring **Sylvie di Giusto**

What does your leadership brand say about you?

## Influence With Intention

Featuring **Andy Bounds**

Why do so many communications miss the mark?

JUNE

## Trust: The Leadership Differentiator

Featuring **Sylvie di Giusto**

How can you build, restore, and maintain trust?

## Captivate Your Customer

Featuring **Shep Hyken**

Are you able to secure loyal internal and external customers despite the fierce competition for resources and revenue?

JULY

## Strategic Thinking for Future Success

Featuring **Prof. Dr. Leif Erik Wollenweber**

Is your future success in jeopardy because strategic planning doesn't fit into your daily activities?

## Leadership Influence Through Emotional Intelligence

Featuring **Colleen Stanley**

Are you able to see beyond the visible barriers to performance?

AUGUST

## Ignite a Culture of Accountability

Featuring **Steve Farber**

Are you able to empower your employees and trust their decisions?

## Break Away From Bias

Featuring **Dr. Tyrone Holmes**

Is your team a well-oiled machine or are there glitches in the system?

SEPTEMBER

## Managing Personality Styles With Adaptive Leadership

Featuring **Steve Shapiro**

Are you creating an inclusive environment where all personalities can thrive?

## How Leaders Shape Decisions

Featuring **Kyle Craig**

Are you able to evaluate outcomes and make informed decisions?

OCTOBER

## Communicate With Impact

Featuring **Andy Bounds**

Are your key messages memorable and making an impact?

## Building Your Business Is Everyone's Business

Featuring **Thomas Frey**

Are you able to understand and manage resources needed now and in the future?

NOVEMBER

## The Focus Zone

Featuring **Paul Weston**

Do multitasking and managing distractions deplete your energy?

## Multiply Your Impact: The Delegation Advantage

Featuring **Marilyn Sherman**

Are you taking on too much and afraid to let go?

DECEMBER

## SYNC UP: The Conflict Mindset

Featuring **Marilyn Sherman**

Is conflict productive or destructive in your interactions?

## Team Fusion

Featuring **Tamara Ghandour**

Do you have a high performing team that is pure "magic"?

# The 3 Elements of Effective Behavioral Change

## 1) Measured Development

Your leadership team will master new skills and have an entire month between each workshop to make those skills part of their daily activity. They will also have 24/7 access to the online Learning Portal to ensure active learning.

## 2) Implementation Plan

Your leadership team will design their own action plans that specify **WHAT** they have learned, **WHEN** they are planning to implement it, and **HOW** they are planning to measure the results.

## 3) Accountability

Each month, participants will attend in-house meetings during which they will present the results they have achieved from the previous workshop. Your leadership team will use new skills and track results for a quantifiable return on investment and a noticeable change in behavior and thinking.

## It's a Process, Not a Single Event

- 24 leadership topics over 12 months
- Featuring a leading authority on each topic
- Interactive exercises to practice in class
- Discussions with participants from other industries
- Online tracked Action Plans and Results
- Monthly coaching sessions to reinforce learning and to hold participants accountable
- Continue quarterly for ongoing development



# The Crestcom Learning Portal

The Crestcom Learning Portal accelerates development through a unique online participant interface and personal learning dashboard. Action Plans and Results are visible to supervisors.

- Mobile App - for easy submission of Action Plans and Results
- Chart progress with real-time personal dashboard updates
- Gamification that drives engagement
- 24/7 access to course materials
- Automated process ensuring skills learning and accountability



— **See the growth of your team and the impact of your investment.**

## Crestcom's Continuing Education Program



Quarterly sessions feature new leadership topics based on current business trends



Maintains a focus on continued development



Updates and refreshes leadership skill sets



Provides networking opportunities with other business leaders



# International Client Base

Our client base includes organizations from over 25 industry verticals, from multi-national organizations to small and medium-sized businesses.

The majority of *Fortune Magazine's 'Most Admired Companies'* are Crestcom clients.

|                       |                  |
|-----------------------|------------------|
| AES                   | Maxim Integrated |
| ALPLA                 | Pilot Pen        |
| ASSA ABLOY            | Saudi Telecom    |
| Coca-Cola             | Sodexo           |
| Cognizant Technology  | Sony             |
| Graybar Electric      | Toyota           |
| LafargeHolcim         | Tuev Sued        |
| Liebherr              | Unilever         |
| Maxxam Analytics Inc. | Volvo            |



## Awards



For the Bullet Proof Manager solution in Kenya, contact us on [info@raiser.co.ke](mailto:info@raiser.co.ke) or call +254 722 662 072

We deliver a full program required for sustained behavioral change.

CRESTCOM®

[www.crestcom.com](http://www.crestcom.com)