

# Leadership and Sales Training

*Your Link to Reaching Peak Potential*

Training that delivers results: improves employee productivity, retains top performers, increases employee engagement, and improves the bottom line. Challenge the status quo. Experience training based upon proven practices and delivered by practitioners, not philosophers. For information on how Alpine Link delivers results, visit [www.AlpineLink.com](http://www.AlpineLink.com), email [Linda@AlpineLink.com](mailto:Linda@AlpineLink.com), or call 303-748-7081.



**SCOPE OF LEADERSHIP™ DEVELOPMENT PROGRAM:** Leadership is multi-dimensional. There are many ways to succeed as well as fail when in the position of leading an organization. Participants in this year-long program participate in a variety of assessments, coaching sessions, and training workshops that develop a broad-base of leadership skills. They learn advanced leadership competencies related to leading themselves, communicating effectively, developing others, leveraging partnerships and teamwork, and delivering results.

**COACHING LEADERS TO LEAD AS COACHES:** Great coaches motivate, inspire, encourage, exhort, and develop people to become the best they can be. In this workshop, managers learn the principles and best practices of leading as coaches. They learn how to facilitate change in people's mindset, attitudes, and behaviors. They learn the psychology of leadership along with coaching essentials and how to avoid the typical mistakes that many managers make. They learn how to address underperformance and create individual development plans that facilitate ongoing accountability.



**SHAPING CULTURE:** Culture is “how we do things around here” and by many measures nothing is more important to an organization’s success. In this workshop, managers learn how to facilitate the shaping of their organization’s culture. They learn how to craft a vision, values, and guiding principles that drive desired behaviors rather than create the stereotypical generic platitudes that merely adorn the lobby wall. They learn how to create traditions, symbols, and activities that create and sustain desired behaviors. They learn how to build a common identity and spirit of community that gives employees a sense of belonging and pride. They learn how to put the fun back into work.

**FOSTERING INNOVATION:** The only constant in business is change. Organizations who don’t continually improve their offerings and methods find themselves falling backwards and losing relevance in their market. In this workshop, participants learn how to promote and foster innovation that keeps their organizations moving forward. They learn how to apply frameworks and approaches that guide thinking “outside the box.” They learn how to take action while mitigating risks. They learn how to make creative ideas practical and implementable.

**LEVERAGING TEAMWORK & COLLABORATION:**

Organizations perform well below their peak potential when teams and individuals work in silos, or worse—they compete with each other. In this workshop, teams learn about their personalities, similarities, and differences. They learn a collaborative mindset and the best practices of highly collaborative teams. They learn how to become trustworthy and proactively help each other to leverage each other’s strengths and offset each other’s weaknesses. They learn how to ask for help, offer help, create alignment, and work together. They learn how to share differing opinions, engage in constructive debate, and manage conflict.



## **INFLUENCING OTHERS & IMPLEMENTING CHANGE:**

Whether gaining buy-in for a new initiative, closing a sale, or implementing change, a critical skill for leaders is their ability to influence others. In this workshop, managers at all levels, as well as sales teams, learn how to influence people through uplifting and trustworthy interpersonal communications. Participants learn how to structure their messages and content into a framework that ensures audience engagement. Using contemporary neuroscience, they learn how to capture the minds and hearts of those they communicate with. They learn how to lead as well as facilitate highly productive conversations.



**WORKING PRODUCTIVELY:** Studies find that many employees are only 25 percent as productive as they could be. In this workshop, participants learn how to be more productive. They learn how to manage their time and inbound correspondence. They learn how to manage their workflow, to-dos, and schedule. They learn how to balance tactical demands with strategic activity. They learn how to resist the tyranny of the urgent and convenient. They learn how to prioritize, get ahead of issues instead of constantly trying to catch up, and gain back control of their workday. They learn how to manage procrastination, get more done in less time, and get off the treadmill of *busyness as usual*.

**SELLING AS TRUSTED ADVISORS:** Great sales people are considered trusted advisors by their clients and prospects. In this workshop, sales people learn how to become trusted advisors in their market. They learn how to differentiate themselves, offerings, and organization based on increasing value, not reducing price. They learn how to build relationships as well as be viewed as highly valued consultants. They learn how to rise above their competitors and change the nature of the sales process to their benefit as well as the client's.

**ENABLING SPEED & QUALITY:** There was a time when organizations had to pick between quality and speed. No more. Successful organizations execute with speed while maintaining excellence. In this workshop, participants learn best practices and tools that increase efficiency and quality simultaneously. They learn how to streamline processes, overcome obstacles, and maintain operational excellence. They learn how to align processes and systems so that systems enable best practices, not make them more difficult.

**BUSINESS PLANNING FOR RESULTS:** Organizations spend a significant amount of time in planning. Yet, many plans sit on the proverbial shelf and collect dust. So many organizations have all but abandoned planning –both strategic and tactical. In this workshop, participants learn how to create plans that are strategic and well thought out, yet practical and implementable. They learn best practices in gaining buy-in and participation. They learn how to create plans that include ownership, accountability, and manageability.

**MAKING GREAT DECISIONS:** Organizations are the sum total of their decisions. Many organizational successes as well as failures can be traced back to how a problem was solved or a decision was made. In this workshop, participants learn how to make great decisions. They learn a structured approach to framing problems and opportunities in a way that makes solving them straightforward. They learn tools and frameworks that help isolate root causes, evaluate alternatives, gain consensus, and craft implementation plans that ensure solutions are properly implemented. Participants learn about decision making biases and balancing instinct with logical analysis.



Customized training also available. Contact [info@alpinelink.com](mailto:info@alpinelink.com).

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