



# Exodus

Management Consulting®  
Speaker/Workshop Offerings



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# 2023 Speaker Workshop Offerings

Below are 13 popular presentations and workshops based on our core service offerings. These topics can be customized to fit your needs.

## I. Business Growth & Development

### a. Beyond a Logo: Building and Protecting Your Brand

Building a brand without protecting it is like building a house without pouring a proper foundation. Did you know there are some inexpensive ways to protect your brand? This experience will cover how brand protection fits into your marketing efforts.

### b. Organize Your Organization

How productive are you during your workday, and what would make you MORE productive? There is no single way to keep your business organized, which is why we'll be covering a plethora of tips and tactics, from small details like the setup of your office space to more significant umbrella issues like your company's mission statement. This experience will help you understand and contemplate each roadblock to gain the confidence you need to take charge and make a change.

### c. The Value of Business Coaching

Building a business isn't an easy task. Whether you're already in the business arena, looking to take on a new project, or ready to start something from the ground up, the responsibility of running your business rests solely on your shoulders. The good news is you don't have to do it alone! This experience will demonstrate how a business coach can help support your business and become a successful business-minded professional.

### d. Building a Pipeline to Contracting Opportunities

Private and Public entities prefer to work with established reliable businesses. Do you have a track record of delivering quality goods and services on time and within budget? Is your reputation within your industry strong? This experience will provide insight into how to position your business to create a pipeline to contracting opportunities while establishing past performance.

## **II. People & Organizational Performance**

### **a. Is Your Team DISCconnected**

86% of employees cite ineffective communication for workplace issues. Every individual within an organization can learn to build more productive and effective relationships. This DISC training offers tools to help individuals learn the language of DISC styles and how to use them positively towards effective communication with others. In this experience, you will better understand yourself and others while learning to appreciate and adapt to the different communication styles and values each individual brings to the workplace.

### **b. Everyone Communicates, Few Connect**

Did you know that less than half of Americans say that they're engaged at work? While this might seem like dismal news, it also means that your business outcomes could dramatically improve with just a little bit of effort toward employee engagement! This experience will help participants discover strategies that they can immediately implement in order to better engage with their team.

### **c. Becoming a Person of Influence**

What Is The True Meaning Of Leadership? Just because you are in a position that allows you to manage or lead others doesn't mean that people will automatically listen to you! During this experience, you'll learn strategies and principles for becoming an influential leader that you'll be able to immediately implement into your life. Included in this experience, you'll discover how to properly tap into your emotions - as well as the emotions of those you are leading - in order to build the connection you need in order for everyone to thrive as a unit.

### **d. DEI: How to Effectively Implement a DEI Program**

Regardless of size, industry, or location, DEI initiatives apply to every company to help ensure an inclusive environment. It's not enough to say you are an inclusive workplace and shoot out a few emails about tolerance. In this experience, you'll learn why a DEI framework is such a valuable tool and how to present it as a way to structure a practical strategy for DEI growth.

### **e. Are You Driving Away Talent: Techniques to remove unconscious Biasness from job descriptions**

Are your job descriptions exuding sexism? Is it possible to choose job descriptors that send the wrong message to candidates? A language is a powerful tool; even when we are aware and cautious of that power, it's still possible to wield it incorrectly. This experience will provide techniques and tools to prevent unconscious bias from attracting the right talent for your organization.

### **III. Operations**

#### **a. Hiding in Plain Sight: 5 Inefficiencies Sapping Your Profits**

Your business processes are the lifeline of your organization – and how they perform is critical to your overall success. Inefficient processes can affect businesses, their employees, and their clients—ultimately slowing down production, decreasing morale, lowering profits, and reducing client satisfaction. This experience will bring awareness to the top five inefficient processes hiding in plain sight in your organization that is impacting your profits and how to optimize process inefficiencies for better business outcomes.

#### **b. Cleaning for Health: The Emerging Pathogen Threat**

This experience is based on the 2020 book written by Gloria Strauthers, which serves as a guide to adopting a Cleaning for Health mindset and how to understand better the pathogenic cycle and how you as an individual, a cleaning professional, or a business owner can break the chain of infection to minimize the impact of COVID-19 on the Health of your patrons, family, and employees.

#### **c. Cross Train Like A Pro: The Solution to Skills Gap**

The challenges of the skills gap and a shifting workforce are impacting businesses right now. Due to a shifting workforce and outdated training methods, many organizations fail to capitalize on their workforce capacity within current talent pools. Cross-training is an essential component of workforce development. The flexibility it creates enables your operations to continue regardless of absenteeism. Cross-training adds more skills and allows companies to leverage the skills of their workforce better. It also helps expert workers mentor new employees and pass along valuable knowledge. This experience will cause participants to reevaluate the training program to adapt to a workforce in transition.

#### **d. Want A Thriving Business? Focus On SOPs!**

Chances are that your existing work instructions are text-heavy, paragraph-driven documents that are notoriously tough to get through. It's time to rethink that. SOPs are used to outline the necessary steps to execute a new process or specify (and communicate) adjustments to an already existing process. In this experience, you will learn how Standard Operating Procedures, are a proactive practice for any business to establish adequate operational controls, accurate representations of their key measurables, streamline root cause analysis, and build an environment that lessens the likelihood of miscommunication. You will walk away with a blueprint to create simple, yet clear SOPs for your business or organization.