



Profitability soars when your team works together well, cross-sells other firm services as a matter of course, and values the contributions of others. We have created several team-building programs that fit perfectly into a world where knowledge and relationships are power.

In a professional service firm and most other businesses, you have to sell yourself and your services. You need to understand the marketing cycle and learn how to craft and deliver powerful, persuasive messages. You need to market effectively and close the sale.

We can help.

Explore the workshops offered within this catalog – or contact us to create a custom workshop – and let's get started.

## DRIVING RAIN™ LEARNING SERIES

*from*

INGENUITY  
Marketing Group LLC

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

*ingenuity**introduction*

While you are welcome to purchase one program, these seminars are designed to be given in groups of three or more. As people hear new ideas, build new skills, and try new behaviors, they have a much greater opportunity to make real changes and influence their firm culture.

The Driving Rain Series™ is designed to both build skills and change culture. If a few people attend one of these workshops, they build skills. But if a group that works together attends several sessions regularly they will:

- Discuss the ideas
- Be more likely to practice
- Understand that practice development is important to getting ahead
- Develop more understanding and respect within the group
- Become enthusiastic about marketing and selling

In other words, a series given over time to a group will help change the culture and push it into a higher practice development and leadership mode.

These **sessions can range in length** from one and a half hours to four hours, depending on the depth of practice and skill development you require and the time you have. If there is a particular need to address issues within your firm, other workshops can be developed, although the pricing will be adjusted.

These workshops are **tailor made to your needs**. With each purchase of three or more workshops, we will do email and telephone surveys to determine the needs of your staff and tailor each workshop to meet your specific needs.

**Workshops are designed for all levels.** We have had enthusiastic partners attend alongside brand new recruits. The mentoring goes both ways and the process is designed so that participants learn from one another.

*“The information that Ingenuity Marketing Group shared held so many truths and positive suggestions. Implementing some of their best practices will really help employees stand out and exceed expectations in today’s professional environment.”*

*– Mary Dignard, Learning and Professional Development Manager,  
Ehrhardt Keefe Steiner & Hottman*



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## *what to expect*

### **The Process**

Our process is simple and flexible, but works best if we are able to:

- Meet with the management team to choose workshops, establish goals for the training program, and define measures for success.
- Interview by telephone at least five members of staff and others by email to find out more about the culture, understand the reward system, and develop ways to make examples and exercises close to actual firm culture and work.
- Develop a workbook for all participants to hold their materials during the actual workshops. Handouts are an important part of the program. Homework is given to all participants.
- Establish a system for ongoing skill development and make recommendations for a rewards system.
- Purchase resource materials for your firm library.

### **The Results**

Our programs are designed to be **hands-on and interactive** so that adult learners practice skills as they go and are ready to implement some of these skills right away. At the very least, your staff will acquire new skills, enthusiasm, and energy for practice development. The more you put into it, the more you should expect. Expect better results if:

- Your management team attends and actively participates and your marketing partners kick off the program by talking about marketing expectations for all professionals who want to succeed at your firm.
- You let us design a fairly aggressive homework program.
- You hold these seminars either every week or every other week to reinforce the learning and you continue the learning with coaching circles, Young Rainmaker Groups™, or other ongoing skill builders.
- You put a strong marketing rewards system into place.



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costs

The following prices are for the Minneapolis–St. Paul metro area. An additional day rate of \$1500–2500, plus travel expenses, will be charged for engagements outside the Minneapolis–St. Paul metro area.

### 1.5 Hour Workshops

- One or two workshops of your choice, meeting with management team, email survey, workbooks and materials:  
\$3000 per program / \$25 per participant materials
- Three to five workshops of your choice, meeting with management team, surveys and interviews of staff, workbooks, homework assignments, recommendations, and resource recommendations:  
\$2500 per program / \$30 per participant materials
- Six or more workshops of your choice, meeting with management team, surveys and interviews of staff, workbooks, homework assignments, rewards and systems recommendations, resource recommendations:  
\$2000 per program / \$40 per participant materials

*These can be back to backed, in other words, two of the same workshops in one day at one location for a different audience, for an additional \$500.*

### 3 to 4 Hour Workshops

- One or two workshops of your choice, meeting with management team, email survey, workbook and materials:  
\$3500 per program / \$25 per participant materials
- Three to five workshops of your choice, meeting with management team, surveys and interviews of staff, workbooks, homework assignments, recommendations, resource recommendations:  
\$3000 per program / \$30 per participant materials
- Six or more workshops of your choice, meeting with management team, surveys and interviews of staff, workbooks, homework assignments, rewards and systems recommendations, resource recommendations:  
\$2500 per program / \$40 per participant materials

*ingenuity**costs*

### **Strengths-Based Workshops**

- Our introductory workshop to the StrengthsFinder usually lasts three hours (depending on the group size). It requires each participant to take the assessment on the Internet (about 30 minutes and \$20 per person) prior to the training: \$5000 per program / expenses and assessments extra
- There is an afternoon workshop that can accompany the introductory workshop that matches strengths with particular challenges and opportunities your firm is facing. Individual coaching sessions based on an individual's strengths and goals are also an option for an afternoon session. Cost for the afternoon session is estimated after we identify your firm's needs.

*ingenuity**about us / instructors*

### **About Ingenuity**

Ingenuity Marketing Group is a firm focused on helping professional service providers market and sell their services better. Since 1992, Ingenuity has been helping CPAs, attorneys, consultants, and other people who sell what they know develop their practices by:

- Developing marketing strategy, positioning, and branding
- Researching market opportunities and recommending new lines of business
- Creating and implementing marketing and selling tactics such as websites, print materials, networking programs, and sales support programs
- Training and coaching professional service providers in practice development, effectiveness, leadership, and sales skills

### **Wendy Nemitz**

Wendy has worked in sales and service marketing since 1984. In 1987, she was the first marketing professional at Olsen Thielen, a large CPA firm in Minnesota. She went on to be the Director of Marketing for Rasmussen Colleges, Minnesota's largest and oldest private two-year college system, before founding Ingenuity Marketing.

Wendy has a Bachelor of Science Degree in Communications from the College of St. Catherine in Saint Paul and a Master of Arts in Leadership from Augsburg College in Minneapolis. She serves as a board member for the West Side Safe, West Side Citizens Council and the Society for Marketing Professional Services.

### **Dawn Wagenaar**

Dawn has worked in professional service marketing since 1993 when she began coordinating marketing programs for a regional office of a large national insurance and financial services company. Since then she has directed the marketing efforts of a small local and a large regional CPA firm.

Dawn has a Bachelor of Arts degree from Augsburg College in Minneapolis as well as a Master of Arts in Educational Leadership from the University of St. Thomas in St. Paul, Minnesota. She is a member of the Edina Chamber of Commerce, member of the Legal Marketing Association, Past Chair of the AAM Conference Committee of the Association for Accounting Marketing (AAM), current Member-At-Large for AAM National Affinity Program Task Force for AAM National, Vice President/President-elect for AAM Minnesota. She is also co-founder of a woman's networking group called Women In Networking.

*ingenuity**about us / instructors*

### **Kristy Gusick**

Kristy Gusick is a Growth Consultant for Ingenuity Marketing Group LLC, a marketing, training and PR firm for professional service providers. From the starting gate, her emphasis on networking and helping people has resulted in successful inroads to our strategic niche markets. But she doesn't stop there. Learning everything she can about a company's people and believing strongly in our service promise provides clear motivation for Kristy to close the deal. A life-long equestrian and fox hunter who still rides, Kristy loves the chase.

### **Rachel Gold**

Rachel Gold is a communications consultant with Ingenuity Marketing Group. She has worked in communications since 1994, including seven years as a newspaper reporter and eight years in public relations and marketing for high tech companies. Rachel's background in high tech puts her on the cutting edge of new communications. She currently trains people to use social networking tools including LinkedIn and Facebook and advises marketers on creating integrated strategies for Web 2.0.

Rachel has a B.A. in English and Religious Studies from Macalester College in St. Paul and an M.F.A. in Writing from Hamline University in St. Paul.

### **Liz Kuntz**

In three years, Liz Kuntz was promoted from editor of a magazine to company president within the same association management company. With her in-depth knowledge of how association's work, Liz has helped several of Ingenuity's clients grow practice areas through effective association involvement. Her skills vary from public relations and niche market development to coaching and corporate management. Well traveled and worldly wise, Liz has a background in business journalism and is a jane-of-all-trades.

Liz has a Bachelor of Arts in Journalism from the University of Wisconsin-Eau Claire. She is currently serving as president-elect for the Minnesota Chapter of the Legal Marketing Association and is co-chairing the 2010 LMA Midwest Regional Conference. She has served as the secretary for the Minnesota Chapter of the Association for Accounting Marketing. Liz has also traveled to more countries than she has to U.S. states. Her passion for travel was heightened after living in Galway, Ireland for three months and working for an international finance magazine in London.

*For more information about Ingenuity Marketing Group or the instructors, please visit our web site at [www.ingenuitymarketing.com](http://www.ingenuitymarketing.com).*



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*ingenuity**leadership & succession*

### **Board Service: Gaining While You Give**

- Understand roles and responsibilities that come along with being a board member
- Create a personal plan for identifying board opportunities in organizations that match your interests

**Outcome:** Pursuing personal passions in the capacity of serving on a not-for-profit board of directors can be a very rewarding experience. This training explains the responsibilities and liabilities of board members and outlines strategies for researching and discovering the right volunteer venues for you.

### **Body Impact**

- Myths about body language
- Turn people off without saying a word
- Assessing and controlling your nonverbal messages
- Interpreting the messages of others
- Know when someone is lying or hiding the truth
- Techniques to appear more open and persuasive, confident, and powerful

**Outcome:** Many people are unaware that they look bored, mean or even stupid to others. Many of us struggle to interpret the body language signals of others and miss significant cues. This fun seminar teaches people to monitor their own body language and to correctly interpret the messages others send.

### **Building Influence Inside and Outside the Firm**

- What is influence and why do I want it?
- Influence is earned
- How to project confidence
- Body cues of the influential
- 6 Ways to Build Power
- Powerful Image Choices

**Outcome:** Good professionals become the “go to” person for their clients and their colleagues. By learning how to gain influence you learn how to talk to people in ways they will listen, project a confident image and be seen as a connected person with pull.

*ingenuity**leadership & succession***Effective, Focused and Efficient Marketing**

- Learn the four types of leadership
- Discover how you can leverage your natural strengths to engage ideal clients and referral sources
- Find out how to improve marketing ROI without saying a word

**Outcome:** Think you're not good at marketing? Think again. In this session, you'll answer critical questions about yourself and your firm in order to support effective and efficient marketing. This 90 minute workshop will be limited to 15 participants and each participant will be required to take the Strengths Finder which is a 30 minute online assessment. Based on each individual's strengths we will have a 30 minute coaching session to focus their marketing.

**Four Paths to Law Firm Leadership**

- Learn four ways attorneys make a leadership contribution to their firms: as Rainmakers, as Technical Experts, as Client Service Masters and as Firm Foundation Builders
- Specific ways to engage all four types of leaders

**Outcome:** In the current frenzy for hiring or developing Rainmakers, some of the most important parts of law firm leadership are being ignored. As a result, productive associates who do not see themselves making rain are more likely to leave or "check out" from contributing in other ways. Learn how you can help partners respect the contributions of others and retain associates to become committed partners.

**Herding Geese: The Art of Group Dynamics**

- First Among Equals and other systems that move slowly
- How to work in groups
- How to kill any group you belong to
- Groupthink and the Challenger Disaster
- Creating teams that work

**Outcome:** You spend way too much time in meetings to ignore group dynamics. Make sure your groups are set up to function well!

*ingenuity**leadership & succession***If You Can't Say Something Nice...**

- The research on optimism and success
- Thinking six ways to failure or success
- All new endeavors start in the mind
- Communicating enthusiasm as a key to client relationships

**Outcome:** Research shows that optimism is one of the keys to successful relationships and practice building. How you think about problems and possibilities limits your leadership and effectiveness. This workshop will help you uncover how you think about setbacks and what you can do to change your brain.

**Leading Effectively**

- Understand your leadership style
- Follow, lead, or get out of the way
- Learn new ways of leading that may be more effective
- How to set a vision and hold people accountable
- Understand what types of leadership to use in different situations
- Know the difference between leading and managing

**Outcome:** Most of us lead by shooting from the hip. Yet we see the results of strong leadership: great clients, cohesive teams, and profitable firms. Leadership is too important to “do later.” Start with this workshop now.

**Listening Leverage**

- Listening speaks loudly about you
- What you learn by listening
- Active listening, body language, questions
- Listening to learn, to serve, to win
- Listening for repeat business and referrals
- Listening for key issues

**Outcome:** The most important communication skill a leader can develop is better listening. Listening is a key skill to client service, team building, and creating the kind of relationships that grow and last.

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### **Marketing Impact: Practice Building in a Demanding World**

- Understand the variety of marketing opportunities that result in brand strength, professional credibility and increased sales
- Learn how to build a Personal Influence Map
- Identify Mist Makers who can offer you or your clients high value and more business

**Outcome:** In professional services firms, everyone must market firm services and find business. This training will help you determine the most important marketing steps to take right now to build your career and practice.

### **Playing Well with Others**

- Working toward a common goal, conflict all the way
- Emotional intelligence and how it affects your work
- Step right up and get it over with
- Introverts, extroverts, and other kinds of “verts”
- Understanding self as a key to understanding others
- The basics of conflict at work

**Outcome:** Work means conflict. Having excellent emotional intelligence and being able to work through conflict productively builds trust in work teams. Avoiding conflict or handling it badly ensures that trust is lost. This workshop helps participants examine their conflict management skills and try out some new ones.

### **Presentation You**

- The power of authenticity: Being yourself, only bigger
- A case of the jitters: Nerves only mean you care
- Using tools: How PowerPoint ruined connection
- Adult learning: It does not matter what you teach, it matters what they learn
- Structuring presentations that win

**Outcome:** Nothing creates a connection with a group more than a polished and persuasive speaker. Whether you are persuading people to get behind your ideas, persuading prospects to buy your services or persuading clients to heed your advice, who you are as a presenter matters.

*ingenuity**leadership & succession***Relationship Skills*****The Art of Business Friendships***

- The SPARK that can help you hit it off quickly
- How to gauge the strength of your connection
- Common places to increase business friendships
- Get your friends to value you
- Turn business friends into loyal clients and lead nurturers

**Outcome:** Decisively select people who could be good clients and referral sources now or later, develop relationships with many different individuals and leverage those relationships into business development success. It all starts with a spark of the right conversation and common interest. This lively workshop demonstrates how positive exposure to the right people over time is the most significant factor in professional success.

**Servant Leadership: Choosing How to Lead**

- Define the ideal servant leader
- Understand the welfare and needs of the group above the individual leader
- Discuss how to apply this leadership style within your organization as well as with clients and others you encounter.

**Outcome:** You do have a choice in how to lead people. You can choose a traditional pyramid style leadership model in which your decisions and goals hold more weight than anyone else in the organization. You can also choose the equally effective servant leadership approach that many of the great business management and leadership minds of our time consider the best model to lead for long-term success.

*“When dealing with introverted accountants, training can be a challenge. Ingenuity Marketing Group does a good job of getting people involved. Their programs offer relevant activities and exercises that reinforce concepts while drawing in the participants.”*

*– Alan Holz, HR Manager for Olsen Thielen*

*ingenuity**leadership & succession***Stepping Up**

Everyone recognizes the people who step up. They are willing to take responsibility for projects, speak up and be heard, be innovative, and be the cause of change. There are some basic ways of thinking and acting that earn you a place at the table – whether it is with clients, with colleagues, or in other groups. People who are willing to step up are known for:

- Listening
- Communicating
- Keeping projects and people on task
- Creating outstanding results
- Their willingness to serve
- Integrity

**Outcome:** Your team will discuss how to assume leadership, communicate well and work with integrity.

**Strengths-based Workshops: Practice Development, Team-Building and Leadership**

- Use a simple assessment to discover your top five strengths
- Discuss your strengths with others who are similar
- Define how these strengths work to build your firm
- Make a plan

**Outcome:** This is our most popular workshop – using individual talents as a way to open conversations leads to much higher buy-in and plans that actually work. You can tailor your workshop toward leadership, practice development or teambuilding, but this powerful program gives your team a whole new way to work together.

*ingenuity**leadership & succession*

### **Stress Builders and Busters**

- Understanding common reactions to stress
- Rewiring your brain for problem solving
- How to deal with “crazymakers” at work
- Ask for what you want to be more productive
- Draw out the true feelings of team members

**Outcome:** An enhancement to Playing Well with Others, this workshop explains the consequences of living our lives in “fight or flight” beta mode and why this leads to conflict and stress. Leaders at all levels will learn techniques for slowing down their brain to problem-solving alpha mode in order to work more effectively with difficult employees, clients, and challenging deadlines.

### **Top Dog Body Language**

- Dominant and submissive body language systems
- Sending an “I am in charge” message
- Disarming dominators who try to wrest control away from you
- Verbal hedges and tags that keep you out of the driver’s seat
- Uncovering the messages others send
- Masking your feelings and signals

**Outcome:** Body language sets up about 85% of the context of how people receive your communications. If you work with dominating people or want to be perceived as more powerful, find out about Top Dog body language and verbal skills.

### **Working in Teams: The Art of Teambuilding**

- Learn about obstacles that result in ineffective teams
- Build trust, accountability and engaged participation by all members
- The art of group discussion
- Head off conflict before it starts with ready-to-use communication strategies

**Outcome:** Before you can create a successful team, you need to know how to avoid or overcome the obstacles that hold you back. In this training you will learn how to lay the groundwork for effective teams.



## *ingenuity* team-building/interpersonal

### **Association Impact**

- Effective strategies for increasing referrals, influence and credibility from association membership
- Understand how to maximize participation and public relations

**Outcome:** Lots of firms say they are members of trade and industry associations, but membership alone rarely makes an impact on the bottom line. In this training, learn some effective strategies for leveraging association memberships into powerful referrals, influence and credibility within a target niche or industry. Understand how following a progressive roadmap of participation and public relations in the right association circles can lead to more business success.

### **Behind Closed Doors: Why Most Professionals Fail the Prospect Meeting**

- Our “secret shopping” research says...
- The shocker in meeting professionals
- How to fail to connect with prospects
- Golden questions to ask prospects to open them up
- How to build “best person to choose” energy
- How to ask for the business

**Outcome:** Most smart, educated and experienced professionals have no clue how to run a prospect meeting. This workshop will help you set up a system for your prospect meetings that build rapport, uncover needs, and turn prospects into clients.

*“I have been in the accounting marketing business for 20 years and Wendy brought me new ideas and fresh angles to new ideas. She knows what it’s like to work in our shoes and she offered practical ideas, not just philosophy.”*

*– Jill Lock, Association for Accounting Marketing, Philadelphia*



## *ingenuity* team-building/interpersonal

### **Beyond Dress for Success: A Professional Image**

- Look like a lump; be seen as a lump
- Image and your P.I.E.
- What do you want to project? What are you aiming for?
- The right image on a budget
- Image is in the details
- Etiquette 101

**Outcome:** Image is second only to exposure in terms of how successful a person is in business. This quick program helps participants assess how they come across to others and how to improve their image to move up in the business world.

### **Board Service: Gaining While You Give**

- Understand roles and responsibilities that come along with being a board member
- Create a personal plan for identifying board opportunities in organizations that match your interests

**Outcome:** Pursuing personal passions in the capacity of serving on a not-for-profit board of directors can be a very rewarding experience. This training explains the responsibilities and liabilities of board members and outlines strategies for researching and discovering the right volunteer venues for you.

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## *ingenuity* team-building/interpersonal

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### **Building Self Confidence**

- Cockiness is not confidence
- How to take up space – come across as confident and trustworthy
- External confidence boosts
- Internal risk taking
- Confidence radiance

**Outcome:** The most important difference between people who go for what they want and people who hide from what they want is self-confidence. Learn about how you can build up your confidence and be more willing to take risks and earn rewards.

### **Herding Geese: The Art of Group Dynamics**

- First Among Equals and other systems that move slowly
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- How to kill any group you belong to
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## *ingenuity* team-building/interpersonal

### **How to Eat with Three Forks**

- How to eat with three forks and drink out of four glasses
- How to eat spaghetti, lobster, and other tie-stainers
- What to drink and how much
- How to make people comfortable
- Host and guest behavior
- Imposter syndrome: make it work for you

**Outcome:** We all want to feel relaxed and confident in professional social situations. If we don't we can drink too much, talk too much, sweat profusely, or withdraw. This workshop is about feeling like an insider so that you can relax and enjoy doing business in a social atmosphere.

### **If You Can't Say Something Nice...**

- The research on optimism and success
- Thinking six ways to failure or success
- All new endeavors start in the mind
- Communicating enthusiasm as a key to client relationships

**Outcome:** Research shows that optimism is one of the keys to successful relationships and practice building. How you think about problems and possibilities limits your leadership and effectiveness. This workshop will help you uncover how you think about setbacks and what you can do to change your brain.

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## *ingenuity* team-building/interpersonal

### **Market Yourself Online: LinkedIn and Other Social Networks**

- Become familiar with online social networking sites
- Leverage online social networking resources
- Best practices for posting information

**Outcome:** Learn about the most popular networking sites such as LinkedIn and Facebook and what sets online social networking sites apart. Attendees will learn what they should expect from online communities, why they are useful and best practices in getting the most out of their membership. Help coach your attorneys to effectively use these sites as powerful networking tools.

### **Media Primer**

When you talk with the media, know what to expect. In this session you will learn how to:

- Prepare for an interview
- Clearly and concisely answer questions, even when they are highly technical
- Convey your key messages no matter what they ask
- Avoid pitfalls such as “no comment,” that make your look bad
- Become a great source who is often called upon
- Feel more comfortable, even on radio or TV

**Outcome:** Before your put your message out there to the media, make sure you understand how the game is played. Don't take the step into the limelight without solid guidance on doing it right.

### **Networking 202 Advanced**

- What's all this about lunch?
- Penetrating a niche market through trade association networking
- Avoid huge groups: the power of committees
- Turn a networking contact into a productive relationship
- How to ask for referrals
- How to talk about yourself in the ways that work
- Have lunch with your friends

**Outcome:** This workshop has everything you need to build a referral base for your practice.



## *ingenuity* team-building/interpersonal

### **Networking Works**

- Networking starts NOW and lasts a lifetime
- Stop random networking!
- Working a room is dumb: find a few good people
- Network to fit your talents
- Easy small talk and rapport building
- Turn a networking contact into a productive relationship
- How to select productive networking groups
- How to smoothly exchange business cards and introduce yourself

**Outcome:** Almost every professional takes a stab at networking and most do not succeed. Before you waste tons of billable hours on networking groups that don't work, this thought-provoking seminar will tell you what works and what doesn't in the world of networking.

### **Never Bore an Audience Again!**

Even if your subject is technical, who you are – your credibility, personality, and speaking ability – make a huge impression on your audience. We will help you:

- Leave a confident, credible impression with the right body language
- Assess the speaking opportunity and present the right messages
- Persuade while you inform
- Use PowerPoint as a tool, not a crutch
- Open powerfully and close memorably
- Feel comfortable with questions and less than ideal situations
- Structure a cohesive session
- Teach how adults learn

**Outcome:** This funny program helps speakers at every level assess their speeches and styles and make their points more poignant, interesting, and memorable. You will be a better speaker!

*“Ingenuity Marketing Group began to meet with us once a month and provided accountability to our directors and partners. They gave us a sales mindset. They don't let people fall back on old traits. They are creative and effective for leadership training as well as business development.”*

*– Sean Boland, Director for DS&B*



## *ingenuity* team-building/interpersonal

### **Playing Well with Others**

- Working toward a common goal, conflict all the way
- Emotional intelligence and how it affects your work
- Step right up and get it over with
- Introverts, extroverts, and other kinds of “verts”
- Understanding self as a key to understanding others
- The basics of conflict at work

**Outcome:** Work means conflict. Having excellent emotional intelligence and being able to work through conflict productively builds trust in work teams. Avoiding conflict or handling it badly ensures that trust is lost. This workshop helps participants examine their conflict management skills and try out some new ones.

### **Presentation You**

- The power of authenticity: Being yourself, only bigger
- A case of the jitters: Nerves only mean you care
- Using tools: How PowerPoint ruined connection
- Adult learning: It does not matter what you teach, it matters what they learn
- Structuring presentations that win

**Outcome:** Nothing creates a connection with a group more than a polished and persuasive speaker. Whether you are persuading people to get behind your ideas, persuading prospects to buy your services or persuading clients to heed your advice, who you are as a presenter matters.



# ingenuity team-building/interpersonal

## Relationship Skills

### *The Art of Business Friendships*

- The SPARK that can help you hit it off quickly
- How to gauge the strength of your connection
- Common places to increase business friendships
- Get your friends to value you
- Turn business friends into loyal clients and lead nurturers

**Outcome:** Decisively select people who could be good clients and referral sources now or later, develop relationships with many different individuals and leverage those relationships into business development success. It all starts with a spark of the right conversation and common interest. This lively workshop demonstrates how positive exposure to the right people over time is the most significant factor in professional success.

## Small Talk

- The fine art of conversation
- Great topics of conversation
- Build interest and rapport
- Great questions to ask
- Listening like a pro
- Leave a lasting impression

**Outcome:** Never feel stupid at a big meeting again. You can strike up a conversation with strangers and leave a lasting impression.



## *ingenuity* team-building/interpersonal

### **Stepping Up**

Everyone recognizes the people who step up. They are willing to take responsibility for projects, speak up and be heard, be innovative, and be the cause of change. There are some basic ways of thinking and acting that earn you a place at the table – whether it is with clients, with colleagues, or in other groups. People who are willing to step up are known for:

- Listening
- Communicating
- Keeping projects and people on task
- Creating outstanding results
- Their willingness to serve
- Integrity

**Outcome:** Your team will discuss how to assume leadership, communicate well and work with integrity.

### **Strengths-based Workshops: Practice Development, Team-Building and Leadership**

- Use a simple assessment to discover your top five strengths
- Discuss your strengths with others who are similar
- Define how these strengths work to build your firm
- Make a plan

**Outcome:** This is our most popular workshop – using individual talents as a way to open conversations leads to much higher buy-in and plans that actually work. You can tailor your workshop toward leadership, practice development or teambuilding, but this powerful program gives your team a whole new way to work together.



## *ingenuity* team-building/interpersonal

### **Stress Builders and Busters**

- Understanding common reactions to stress
- Rewiring your brain for problem solving
- How to deal with “crazymakers” at work
- Ask for what you want to be more productive
- Draw out the true feelings of team members

**Outcome:** An enhancement to Playing Well with Others, this workshop explains the consequences of living our lives in “fight or flight” beta mode and why this leads to conflict and stress. Leaders at all levels will learn techniques for slowing down their brain to problem-solving alpha mode in order to work more effectively with difficult employees, clients, and challenging deadlines.

### **Telling the Firm Story**

- How to persuade without being a jerk
- Working from facts to emotions and back to facts
- Elements of good stories
- How I saved my client \$1,000,000
- Developing the firm story
- Where you fit in: creating your own story

**Outcome:** This workshop allows you to develop stories as a way of persuading people who are not technical to use expanded and new services. It demonstrates how stories can be more persuasive than facts and how to use stories to persuade and sell.

### **Top Dog Body Language**

- Dominant and submissive body language systems
- Sending an “I am in charge” message
- Disarming dominators who try to wrest control away from you
- Verbal hedges and tags that keep you out of the driver’s seat
- Uncovering the messages others send
- Masking your feelings and signals

**Outcome:** Body language sets up about 85% of the context of how people receive your communications. If you work with dominating people or want to be perceived as more powerful, find out about Top Dog body language and verbal skills.



*ingenuity* team-building/interpersonal

**Working in Teams: The Art of Teambuilding**

- Learn about obstacles that result in ineffective teams
- Build trust, accountability and engaged participation by all members
- The art of group discussion
- Head off conflict before it starts with ready-to-use communication strategies

**Outcome:** Before you can create a successful team, you need to know how to avoid or overcome the obstacles that hold you back. In this training you will learn how to lay the groundwork for effective teams.

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### **Association Impact**

- Effective strategies for increasing referrals, influence and credibility from association membership
- Understand how to maximize participation and public relations

**Outcome:** Lots of firms say they are members of trade and industry associations, but membership alone rarely makes an impact on the bottom line. In this training, learn some effective strategies for leveraging association memberships into powerful referrals, influence and credibility within a target niche or industry. Understand how following a progressive roadmap of participation and public relations in the right association circles can lead to more business success.

### **Behind Closed Doors: Firm Image**

- Our “secret shopping” research says...
- 10 ways to make your reception more welcoming
- The things you need to have for prospects
- Set up your professionals to succeed or fail
- “Postal” staff and other body language in firms
- The materials your prospects want to see
- Running a client-friendly firm

**Outcome:** Our secret shopping uncovered some major gaffs in the staffing and layout of how clients and prospects are welcome. The image of your firm and the outcome of your prospect meetings lies in setting up a background that is warm, inviting and effective.

### **Behind Closed Doors: Why Most Professionals Fail the Prospect Meeting**

- Our “secret shopping” research says...
- The shocker in meeting professionals
- How to fail to connect with prospects
- Golden questions to ask prospects to open them up
- How to build “best person to choose” energy
- How to ask for the business

**Outcome:** Most smart, educated and experienced professionals have no clue how to run a prospect meeting. This workshop will help you set up a system for your prospect meetings that build rapport, uncover needs, and turn prospects into clients.

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### **Body Impact**

- Myths about body language
- Turn people off without saying a word
- Assessing and controlling your nonverbal messages
- Interpreting the messages of others
- Know when someone is lying or hiding the truth
- Techniques to appear more open and persuasive, confident, and powerful

**Outcome:** Many people are unaware that they look bored, mean or even stupid to others. Many of us struggle to interpret the body language signals of others and miss significant cues. This fun seminar teaches people to monitor their own body language and to correctly interpret the messages others send.

### **Cross-Servicing Clients – Your Highest ROI Marketing**

- Why aren't you doing it now?
- The costs of acquiring a new client vs. expanding services to a current one
- When NOT to cross-sell a new service or product
- CRMs vs. Technicians
- Connecting INSIDE the firm
- Selling yourself to the gatekeepers
- Connecting OUTSIDE the firm
- Protecting the relationships you have

**Outcome:** Clients are increasingly loyal in relation to the number of services they purchase from your firm. For this reason, they are your hottest prospects for business development. In this training, learn why cross-servicing clients vs. cross-selling them is a more effective method for increasing your ratio of services per client while simultaneously supporting their business goals. Learn the value of highlighter meetings to gauge your clients' most pressing concerns as well as how to educate clients on the other services your firm can deliver.

### **Developing a Consulting Mindset**

Many firms talk of being a trusted advisor to their clients. What does this really mean? Wendy Nemitz of Ingenuity Marketing Group outlines the different levels that professionals can obtain on their way to becoming a trusted advisor. You will learn the unique contributions that can be made and appreciated by clients along the way — and what it takes to truly gain their confidence and trust. Find out why not all professionals can achieve trusted advisor status, but how each can contribute to client loyalty and development.

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### **Developing Visibility and Credibility**

Becoming a Rainmaker and center of influence is easy when you master the arts of being both visible and credible. Visibility means making sure you are seen in the right circles. It can include a wide variety of tactics such as working with the media, giving speeches or plain old-fashioned networking. Building credibility relies on knowing your stuff, but it also involves the more subtle art of getting people to trust you and rely on you for information. Learn how to build both in this interactive workshop.

**Outcome:** This workshop can explore either tactics for individuals or tactics for the whole firm.

### **Effective, Focused and Efficient Marketing**

- Learn the four types of leadership
- Discover how you can leverage your natural strengths to engage ideal clients and referral sources
- Find out how to improve marketing ROI without saying a word

**Outcome:** Think you're not good at marketing? Think again. In this session, you'll answer critical questions about yourself and your firm in order to support effective and efficient marketing. This 90 minute workshop will be limited to 15 participants and each participant will be required to take the Strengths Finder which is a 30 minute online assessment. Based on each individual's strengths we will have a 30 minute coaching session to focus their marketing.

### **Extraordinary Service I and II**

- Set up a service environment
- Simple golden rules of service
- Know what your clients REALLY want
- Rewarding golden service
- Creating client service standards and champions
- Developing a client-centered culture

**Outcome:** Your team will move forward and provide the service your clients want.

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### **I Hate to Sell**

- So you want to wear the plaid suit? How not to sell.
- 7 Steps to Consultative Sales Success
  1. Plan & prepare
  2. Visualize success
  3. Build rapport
  4. Understand their business and needs, uncover dreams
  5. Show them how you can help
  6. Close (this is the easy part)
  7. Follow-up

**Outcome:** This seminar outlines a simple and very successful formula for consultative selling. It leads you step-by-step through a process that leads people to WANT to buy from you.

### **Listening Leverage**

- Listening speaks loudly about you
- What you learn by listening
- Active listening, body language, questions
- Listening to learn, to serve, to win
- Listening for repeat business and referrals
- Listening for key issues

**Outcome:** The most important communication skill a leader can develop is better listening. Listening is a key skill to client service, team building, and creating the kind of relationships that grow and last.

### **Market Yourself Online: LinkedIn and Other Social Networks**

- Become familiar with online social networking sites
- Leverage online social networking resources
- Best practices for posting information

**Outcome:** Learn about the most popular networking sites such as LinkedIn and Facebook and what sets online social networking sites apart. Attendees will learn what they should expect from online communities, why they are useful and best practices in getting the most out of their membership. Help coach your attorneys to effectively use these sites as powerful networking tools.

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### **Marketing 202 Advanced**

- Understand the research on why people choose their professional services and why they leave
- Consider what it is like to be a decision-maker and how you earn and keep the trusted advisor space
- Brand is more than a logo: how to use your brand to increase market penetration
- Consistent key messages
- Niche marketing
- Developing a circle of influence

**Outcome:** Armed with an understanding of how to build a marketing base, each participant will develop their own personal marketing plan.

### **Marketing Impact: Practice Building in a Demanding World**

- Understand the variety of marketing opportunities that result in brand strength, professional credibility and increased sales
- Learn how to build a Personal Influence Map
- Identify Mist Makers who can offer you or your clients high value and more business

**Outcome:** In professional services firms, everyone must market firm services and find business. This training will help you determine the most important marketing steps to take right now to build your career and practice.

### **Marketing Primer: Professional Service Marketing**

- Myths about marketing services
- How to spend tons of money and create almost no results
- Thinking strategically, acting tactically
- The part each staff person plays in marketing a firm
- Expectations by staff level – marketing is a lifelong learning program
- Clients: The great, the good, the bad, and the ugly
- HOT, WARM, COLD marketing
- What you can do today to market the firm

**Outcome:** Throw out your college marketing textbooks because they won't help you! This simple workshop explains how marketing really works in a professional service firm and how the whole firm must work together to adopt a client-centered way of providing service.

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### Media Primer

When you talk with the media, know what to expect. In this session you will learn how to:

- Prepare for an interview
- Clearly and concisely answer questions, even when they are highly technical
- Convey your key messages no matter what they ask
- Avoid pitfalls such as “no comment,” that make you look bad
- Become a great source who is often called upon
- Feel more comfortable, even on radio or TV

**Outcome:** Before you put your message out there to the media, make sure you understand how the game is played. Don't take the step into the limelight without solid guidance on doing it right.

### Networking 202 Advanced

- What's all this about lunch?
- Penetrating a niche market through trade association networking
- Avoid huge groups: the power of committees
- Turn a networking contact into a productive relationship
- How to ask for referrals
- How to talk about yourself in the ways that work
- Have lunch with your friends

**Outcome:** This workshop has everything you need to build a referral base for your practice.

### Networking Works

- Networking starts NOW and lasts a lifetime
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### **Referrals – The Transfer of Trust**

- Identify your referral intensity
- Explore potential referral sources
- Learn how to ask for the referral
- Give something in return that builds trust and confidence among the people in your referral network

**Outcome:** What is your referral intensity? Do you avoid the phone at all costs or chase people down the street to tell them about your business? Somewhere in between those extremes lies the key to generating strong referral sources. In this training, you will learn how to maximize and enhance your referral relationships and abilities.

### **Relationship Skills**

#### *The Art of Business Friendships*

- The SPARK that can help you hit it off quickly
- How to gauge the strength of your connection
- Common places to increase business friendships
- Get your friends to value you
- Turn business friends into loyal clients and lead nurturers

**Outcome:** Decisively select people who could be good clients and referral sources now or later, develop relationships with many different individuals and leverage those relationships into business development success. It all starts with a spark of the right conversation and common interest. This lively workshop demonstrates how positive exposure to the right people over time is the most significant factor in professional success.

*“Wendy Nemitz was one of our best speakers. I wouldn’t change a thing. I would definitely have Wendy back to speak or find ways to work with her in the future.”*

*– Jill Lock, Association for Accounting Marketing, Philadelphia*

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### **Sales Skills Intermediate**

- Bring the right team to the selling process
- Get the inside edge on the bidding process
- Find out what potential clients really want
- Talk about your firm and team in a way people listen
- Practice some key phrases and improve your selling process

**Outcome:** This session will help you practice the most important parts of selling professional services, extend your basic selling knowledge and give you the confidence you need to go out and sell.

### **Sales Skills Advanced**

This session will explore more advanced techniques in service and sales:

- Whole brain sales
- The questions behind the questions and the answers behind the answers
- How to ask hard questions well
- Effective listening for what really matters
- Emotional vs. logical selling
- Creating an unforgettable experience

**Outcome:** This session will help you understand how you sell and how you should adapt your selling style based on what your prospect's brain dominance is.

### **Small Talk**

- The fine art of conversation
- Great topics of conversation
- Build interest and rapport
- Great questions to ask
- Listening like a pro
- Leave a lasting impression

**Outcome:** Never feel stupid at a big meeting again. You can strike up a conversation with strangers and leave a lasting impression.

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### **Strengths-based Workshops: Practice Development, Team-Building and Leadership**

- Use a simple assessment to discover your top five strengths
- Discuss your strengths with others who are similar
- Define how these strengths work to build your firm
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**Outcome:** This is our most popular workshop – using individual talents as a way to open conversations leads to much higher buy-in and plans that actually work. You can tailor your workshop toward leadership, practice development or teambuilding, but this powerful program gives your team a whole new way to work together.

### **Telling the Firm Story**

- How to persuade without being a jerk
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**Outcome:** This workshop allows you to develop stories as a way of persuading people who are not technical to use expanded and new services. It demonstrates how stories can be more persuasive than facts and how to use stories to persuade and sell.

### **Thinking the Big Picture**

- How to be a valuable asset to the client
- How do build the relationship with the client
- What questions should you be asking
- What every good consultant knows and does not know
- The magic of good questions
- SWOT and other simple tools to bring the conversation to the level of strategy

**Outcome:** We will focus on the client, the ultimate goal in building that relationship and the resources to make you a better advisor. Get the big picture of what you need to know to advise your clients and help them succeed.



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### **Working in Teams: The Art of Teambuilding**

- Learn about obstacles that result in ineffective teams
- Build trust, accountability and engaged participation by all members
- The art of group discussion
- Head off conflict before it starts with ready-to-use communication strategies

**Outcome:** Before you can create a successful team, you need to know how to avoid or overcome the obstacles that hold you back. In this training you will learn how to lay the groundwork for effective teams.

*“Driving Rain offers young professionals tool, ideas, and phrases to use in marketing and business development settings. I recommend it to any accounting firm.”*

*– Alan Holz, HR Manager for Olsen Thielen*

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### **Beyond Dress for Success: A Professional Image**

- Look like a lump; be seen as a lump
- Image and your P.I.E.
- What do you want to project? What are you aiming for?
- The right image on a budget
- Image is in the details
- Etiquette 101

**Outcome:** Image is second only to exposure in terms of how successful a person is in business. This quick program helps participants assess how they come across to others and how to improve their image to move up in the business world.

### **Body Impact**

- Myths about body language
- Turn people off without saying a word
- Assessing and controlling your nonverbal messages
- Interpreting the messages of others
- Know when someone is lying or hiding the truth
- Techniques to appear more open and persuasive, confident, and powerful

**Outcome:** Many people are unaware that they look bored, mean or even stupid to others. Many of us struggle to interpret the body language signals of others and miss significant cues. This fun seminar teaches people to monitor their own body language and to correctly interpret the messages others send.

### **How to Eat with Three Forks**

- How to eat with three forks and drink out of four glasses
- How to eat spaghetti, lobster, and other tie-stainers
- What to drink and how much
- How to make people comfortable
- Host and guest behavior
- Imposter syndrome: make it work for you

**Outcome:** We all want to feel relaxed and confident in professional social situations. If we don't we can drink too much, talk too much, sweat profusely, or withdraw. This workshop is about feeling like an insider so that you can relax and enjoy doing business in a social atmosphere.

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*we also recommend*

While our Driving Rain™ seminars help participants develop the skills they need to be successful, our Personal Marketing Coaching helps keep them focused and accountable for their results.

### **Personal Marketing Coaching**

Success in sales and marketing can be taught, yet most professionals do not learn these vital skills in school. Building a lucrative and rewarding book of business will directly impact a professional's ability to grow within their firm, so getting extra support and coaching in this career-defining area can make a difference.

Ingenuity offers a personal marketing coaching process that is tailored, focused and measurable. We get to the heart of the participant's unique skill set and work diligently to develop and implement creative, results-oriented marketing strategies. We know they have a busy career and life, so we also help them preserve and leverage their precious time.

Personal Marketing Coaching will help participants:

- **Think Strategically** – adopt a strategic marketing plan for the growth of their practice
- **Increase Confidence** – gain influence in a variety of situations
- **Know your Strengths** – learn what uniquely differentiates them and lead with those strengths
- **Create Focus** – take action on the most effective marketing efforts
- **Maximize your Time** – integrate marketing with their daily work
- **Build Relationships** – create a system to nurture and develop their best contacts
- **Market More Effectively** – access marketing tools that are customized to their unique needs
- **Stay Motivated** – receive ongoing encouragement, inspiration and support from their coach
- **Be Accountable** – stay on track through regular meetings with their personal marketing coach
- **Measure and Evaluate Your Success** – quantifiably measure the ROI of the participant's marketing efforts and results

In addition, participants can leverage unique Web-based tools to plan and track your progress. Created by our Director of Coaching, Terrie S. Wheeler, these tools are highly effective for measurement and accountability.

#### **Cost:**

*\$14,000 per year, per individual. This includes an assessment and initial intake meeting.*

*We can also customize coaching programs for firms. Be sure to ask us about our partnership with [www.MarketYourLawPractice.com](http://www.MarketYourLawPractice.com) and [www.MarketYourAdvisoryPractice.com](http://www.MarketYourAdvisoryPractice.com).*

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### **Young Leadership Groups**

These are formed of six to 12 emerging leaders in one firm. This small group program focuses on effective business development and leadership for new partners and senior managers or associates as well as high potential younger people for 12 months. Focus on current client opportunities, targeted prospects, current and new referral sources and relationships that could lead to new business as well as leadership and communication skills.

This program will include accountability-based individual and small group business development coaching and training for 12 months. At the end of this program, participants will be able to:

- Increase their books of business through increased activities with current clients and with new clients
- Increase their confidence in bringing in new business
- Focus their personal marketing strategies on the activities that work for them
- Hold each other accountable for business development opportunities and follow-up
- Significantly increase their skills and comfort level in developing new relationships, nurturing current relationships, closing a deal, asking for referrals and setting and achieving their own marketing goals
- Increase the leadership and teamwork within the group
- Develop business opportunities for other group members

#### ***Outcomes in the Forums we have run in CPA and Law Firms:***

- Outstanding retention in your most trained and highly recruited staff – please ask for the current statistics
- Acquisition of at least one new client by almost every participant
- Significant increases in cross-service of clients within the group
- Sharing prospect and referral relationships with other group members
- Accountability to professional and marketing goals
- Community building and peer coaching for problem solving
- Increased skill, knowledge and confidence
- Significant increases in leadership and loyalty building