

*“...Teach a man to fish and you feed him for a lifetime.”*  
Chinese proverb

Having the right tools and knowing how to use them are two different things. Through our **Business Application** programs, we equip your people to do both. **JRS Learning Enterprises** works with your colleagues to improve their skills in critical business disciplines. We have partnered with top-notch training organizations who specialize in specific business application skills, such as financial literacy, generating new business opportunities, team building, behavioral interviewing, business writing, and formal presenting and facilitating.

*The following programs lead individuals and teams on their journey to realizing optimal success in maximizing operational impact.*

## **Financial Literacy® (FL)**

While all employees recognize that they impact revenues and costs on a daily basis, few understand the true magnitude of that impact on the company's bottom line. **FL** is an experiential workshop for non-financially oriented individuals that focuses on how everyone affects the profitability and overall health of an organization. This highly interactive, three-phased program engages participants in a realistic business simulation, an enlightening “1% Difference” discussion, and a customized application exercise.

**FL** clearly illustrates the importance of teamwork in generating results in a real and practical way by showing the impact of this cooperation on the company's financial health. After completing **FL**, participants will develop action plans to accomplish goals such as increasing margin, reducing expenses, growing revenues, improving customer retention, and improving asset utilization. As a result of participating in the **FL** program, employees will:

- Understand how money flows through your organization and how profits are derived.
- Realize the importance of cash flow, cost reduction, sales growth, and margin improvement.
- Appreciate how seemingly small decisions have a multiplier affect on the bottom line.
- See how all areas of an organization – sales, service, production, distribution, purchasing, or accounting – can affect the company's bottom line.
- Identify specific actions they can take to improve the profitability of your company.
- Be able to analyze the outcomes of various risk and reward decisions.
- Understand basic financial principles and their ability to affect them.

## **Go Team!® (GT)**

As leaders, one of the biggest challenges is to manage the emotions, ambitions, and activities of various people all striving for some level of professional excellence. Often times the right players are in place, but they aren't quite working from the same play-book. That may be because they have never received a copy; or they've gotten it, but they've never read it; or they just don't relate well to the other members of the team. **GT** will help teams open the lines of communication, make sure the goals are clear, and get everyone working together for greater productivity and profitability.

The program begins with an exciting simulation experience. Participants engage in a survival situation where they have to work together to achieve a common goal. This fun exercise breaks down barriers while showing everyone the value and importance of teamwork. A classroom discussion follows where participants explore various communication dynamics, and learn useful behavioral skills. They then create strategies and action plans to effectively transition from the workshop experience back to the work environment. As a result of participating in **GT**, employees will:

- Appreciate the value and importance of working together as a team.
- Develop a big picture view of your organization's goals and operational capabilities.
- Explore the many ways in which they can contribute to the profitability and productivity of your organization.
- Improve their communication skills, from the perspective of both sending and receiving messages.
- Clearly understand the nuances and impact that each team member has on the synergy and overall success of the organization.
- Find ways to positively contribute to the operational and psychological well-being of your organization.
- Discover positive, tangible ways to be accountable and hold others accountable.

## Behavioral Interviewing® (BI)

One of the most expensive aspects of employee-dependent businesses is turnover. Consider the amount of time, money, and resources invested in finding and training people before they become a profitable investment, and you quickly realize how important it is to find the right people as quickly and efficiently as possible. Compound that situation with the multitude of placement agencies, internet resources, and professional coaches all focused on helping prospective employees find and secure “the right job.” We know as well as you do how challenging it is to sift through the multitude of people and data available to find the candidates who will best complement your team.

Past performance predicts future behavior better than anything. In fact, studies show that behavioral interviewing techniques are five times more reliable at determining quality employees than old-fashioned interviewing techniques. With **BI**, we make the process of evaluating candidates and their capabilities more quantifiable, and therefore more cost effective and reliable. Based on developing in-depth, purposeful questions and following a scientific process, **BI** will help participants:

- Sift through the mass of candidates and information to determine potential winners.
- Develop quality questions that will reveal critical data about past performance and give insight to probable future behavior.
- Better utilize their time interviewing only those candidates who demonstrate high potential.
- Create a process that will not only screen for quality employees, but will begin a chain of desired behavior and understood expectations for those new employees.

## The Write Start™ (TWS)

Good business correspondence needs to be clear and concise. But clarity and brevity alone won't sell your ideas, your products, or your services. **TWS** goes one step beyond basic business writing. Participants learn how to write with power, professionalism and impact. Executives, managers, sales people, and anyone who relies on written words to communicate effectively will benefit from **TWS**. This engaging and practical workshop will help participants understand:

- Why an academic writing style does not work for business.
- How to sound professional and interesting.
- How to be persuasive.
- Where to incorporate visual elements such as headings, bullets, and white space.
- How to organize complex information.
- Why tone is so important.
- What to do to take less time to write.
- Which techniques to use to stand out in the crowd.
- How to stop being wordy.

## Prospecting and Demand Creation® (PDC)

In today's competitive business environment, few organizations are able to maintain or grow their business by simply fulfilling the

demand that comes to them. Proactive demand creation is a survival issue for sales organizations. **PDC** provides sellers of complex solutions with a proven process, tools, and tactics for developing revenue from new sources.

**PDC** shows sales professionals how to be successful at growing their customer base without resorting to cold calling or slick and manipulative techniques that often erode customer confidence and seller credibility. As a result of participating in this exciting program, employees will:

- Embrace a simple process by which they recognize the most productive measures and avenues for demand creation for their product, service, or client base.
- Create a compelling message that will garner interest and involvement.
- Learn how to create “Demand Goals” and follow a process to achieve those goals.
- Discover resources for creating target lists and managing those contacts effectively.
- Develop “Demand Process Milestones” that will keep them energized and focused on pursuing and closing new opportunities.
- Understand the keys to gaining access to prospective decision-makers.
- Utilize a customized scorecard to track their progress and share it with key personnel.

## Professional Presenting and Facilitating® (PPF)

Many people approach formal group presentations the same way they approach making one-on-one presentations – which is a dangerous strategy. Group dynamics and audience diversity require heightened attention to detail and precision choreography to make the best possible impression. The packaging and delivery of your message are critical. If these two areas are flawed, it won't matter how good the content of your message is. Attention to detail and thorough preparation are a must.

**PPF** addresses all of the critical components necessary to ensure a professional presentation. Topics covered range from managing attention distracters, to how to transition between presenters and topics, to where to seat participants. **PPF** will provide participants with the critical strategies and practical feedback to become top-notch presenters. **PPF** also deals with the significant differences between presenting and facilitating for those organizations involved with conducting professional learning experiences for employees or constituents. As a result of participating in the **PPF** program, participants will:

- Become highly skilled at the critical elements required for making impactful professional presentations.
- Embrace the importance of how to organize, prepare, and execute the various elements of a successful group presentation.
- Utilize a templated, concrete process to follow when presenting or facilitating.
- Acquire the knowledge and skills to be most productive when in front of important decision-making groups.
- Discover how to engage all participants in the experience by considering individual needs.