

WILD BLUE YONDER

BUSINESS AS UNUSUAL

Talent Development Programs for a Changing World | 2021 Edition



WHAT CAN WE EXPECT IN 2021?

HA! HELL IF WE KNOW. We certainly learned our lesson about making predictions when the pandemic rolled in.

One thing we're sure of, though, is that "business as usual" evaporated the moment we walked out of our company offices last March and into a new work-from-home reality. Forrester predicts that remote work will permanently rise to at least 300% of pre-pandemic levels once quarantines are in the rear view mirror. Fifty three percent of employees say they want to work from home more often, even after we exit the pandemic.* Far from being a fleeting response to the events of 2020, the work-from-anywhere movement will continue to build momentum in 2021.

As a result, successful companies will have to embrace a work-from-anywhere leadership strategy in order to attract and retain the best talent. So, exactly how do we effectively manage dispersed team members? What's the right mix of communication between supervisors and direct reports? How do we balance the needs of hybrid teams working in the office and from home? And how do we measure success?

That's where we come in: we help your team members find the right answers by developing and recalibrating their skills to meet the ongoing challenges of our "business as unusual" world.

*Forrester Predictions 2021 Report

PROGRAMS THAT WORK FOR TODAY'S WORKFORCE

Live virtual training sessions for a richer learning experience

Engaging content via exercises, breakout discussions and peer-to-peer learning

Access to live one-on-one instructor support throughout program

Everyone on your team is stretched thin. Too much to do and not enough time to get it all done.

Still, your staff is looking to you for professional development. In fact, the **number one reason today's generation of workers leave their current positions is to take advantage of more consistent learning opportunities from their new employer.***

We can help you retain and develop your staff members with our flexible learning formats, designed with proven learning methods for today's over-scheduled workers.

To ensure the content is relevant, we continually update our material to reflect the latest thinking on evolving topics. And every program includes access to realtime instructor support for an individualized learning experience.

*Millennials At Work study, PwC



THE TOP 3 REASONS OUR CLIENTS HIRE US



1 We Bring "Street Cred"

We have 25+ years of front-line experience managing clients and leading teams. We infuse our sessions with direct experience examples to reinforce learning takeaways and engage participants in "real-world" dialogue.

2 We Customize Our Content

The most-effective training sessions are delivered within the context of your company's unique business model and corporate culture. We customize our sessions to support your culture and meet your training objectives.

3 We Engage Learners

Given the realities of shrinking attention spans and a need for more active learning approaches, we use experiential learning formats and active participation exercises throughout our training programs.



PUBLICIS

OmnicomGroup



Ogilvy



“Gary and Sheila’s passion for the business and history of working in the advertising trenches made them instantly credible. Our people believed in the workshops, looked forward to them, and are putting the lessons learned into practice with great success.”



Gary Duke & Sheila Campbell

**Chris Laughlin
President & CEO
LMO Advertising**

71% of managers with remote teams say the pandemic has added a great deal of stress to their lives.

– Center for Creative Leadership

LEADERSHIP DEVELOPMENT

LEADING TEAMS FROM ANYWHERE

Whether your employees are working side by side, working remotely or a hybrid of both, leading a team today requires a special set of managerial skills. This management training program is designed for anyone new to supervising others or who leads a team that now includes remote-based workers.

The multi-session structure of this intensive management training program offers managers an opportunity to practice new skills and techniques between workshops, and then regroup to debrief on their individual experiences.

Topic areas include:

- ▶ Communicating more effectively, whether working remotely or in a hybrid environment
- ▶ Inspiring initiative in others
- ▶ Delegating to and mentoring team members
- ▶ Giving feedback to direct reports, both positive and corrective
- ▶ Helping team members identify their unique strengths and build their skills
- ▶ Leading team-based decision making discussions
- ▶ Improving time management in the dual role of leader and "doer"
- ▶ Working more effectively with direct reports and peers
- ▶ Managing stress levels and improving resilience

Format:

- ▶ Eight (8) 60-minute live virtual sessions facilitated via Zoom
- ▶ Includes homework assignments, self-assessment surveys and ongoing instructor support throughout program
- ▶ Maximum 24 participants per group to optimize learner experience

“Gary made the training sessions easily digestible, detailed, attentive and valuable. I believe what I learned from Gary will actually aid me in the day-to-day management of my peers.”

**Eric Jensen
Global Account Supervisor
TracyLocke**

LEADING TEAMS FROM ANYWHERE 2.0

Designed specifically for managers who have completed the Leading Teams From Anywhere base program, this advanced workshop builds on the concepts and management techniques introduced in the original training series. It's both a refresher – reinforcing key management concepts – and a deeper dive into several topics introduced in the first sessions. In addition, the program includes the latest techniques on leading remote/hybrid teams and managing up.

Topic areas include:

- ▶ How our biases get in the way of our leadership
- ▶ Remote and hybrid team leadership techniques
- ▶ Why being a great coach to direct reports matters today
- ▶ How to improve teamwork within and across teams, whether remote-based or in-person
- ▶ How our Emotional and Behavioral Intelligence influences our ability to lead and what we can do to improve our own Emotional and Behavioral EQ
- ▶ An introduction to adaptive leadership skills and how to embrace constant change in the workplace
- ▶ Why managing up matters to your career success and how to be better at it

Format:

- ▶ Eight (8) 60-minute live virtual sessions facilitated via Zoom
- ▶ Includes homework assignments between sessions, self-assessment surveys and ongoing instructor support throughout program
- ▶ Maximum 24 participants per group to optimize learner experience

“When the course moved online I figured it would be silly and a bad use of my time. I ended up loving the course and it was the highlight of my work week, every week. Gary was an amazing teacher and I truly loved attending class every week.”

**Group Director
Mindshare**

CLIENT LEADERSHIP

Cited by the 4A's as one of its Top 3 most popular agency training seminars.

Account managers must lead their clients, not merely service them. This workshop helps client relationship managers and other client-facing specialists spend their time more effectively and productively as account leaders, and can be tailored for junior staff or for more seasoned client relationship managers.

Key Takeaways:

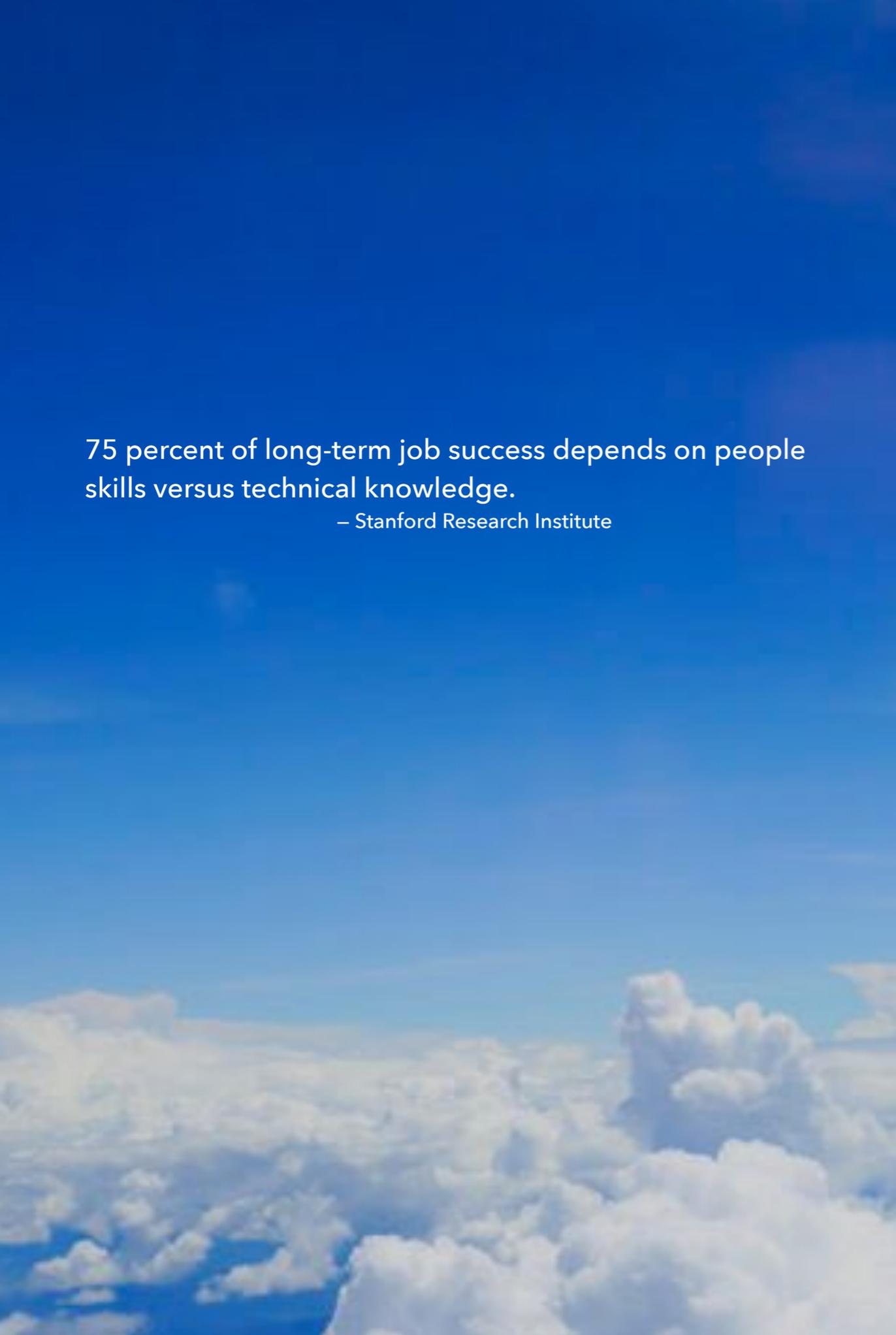
- ▶ The difference between “servicing” and leading client relationships
- ▶ How to earn credibility and trust with clients
- ▶ Recognizing and adapting individual communication styles for more effective client communication
- ▶ Improving listening skills and leading more productive client conversations
- ▶ Strategies for working with difficult clients
- ▶ How to develop a Client Leadership Plan for stronger relationships and organic account growth

Format:

- ▶ Three (3) 60-minute live virtual sessions facilitated via Zoom
- ▶ Includes interactive group exercises, Communication Styles assessment survey, homework assignments between sessions and a Client Leadership Plan template
- ▶ Maximum of 24 participants per group to optimize learner experience

“Gary is GREAT! Possibly the best person to lead a training. He listens, makes the environment very comfortable, and offers constructive feedback..”

**Associate Director
GroupM**



75 percent of long-term job success depends on people skills versus technical knowledge.

– Stanford Research Institute

COMMUNICATION & CRITICAL THINKING

DELIVERING GREAT VIRTUAL PRESENTATIONS

Even if you're a good presenter in person, giving a virtual presentation brings its own set of challenges. You have to contend with a distracted – or worse, multitasking – audience, technical glitches, potentially awkward handoffs to co-presenters or, if working from home, having your cat jump into frame while you're presenting.

In our Delivering Great Virtual Presentations workshop participants get a chance to try out what they're learning in front of the group, with live feedback, in a supportive environment. At the end of the program, participants have learned specific techniques to make their virtual presentations easier to prepare and more compelling. They've developed a style that translates well on video, so they are more credible and highly persuasive.

Key Takeaways:

- Finding an intrinsic on-camera presentation style that radiates your unique personality
- Understanding and leveraging the power of your voice
- Organizing your presentation for a virtual delivery using the ACTION format
- Mastering the art of concise business storytelling to sell key ideas and overcome potential objections
- How and when to incorporate decks into your presentation and when NOT to
- Tips for team presentations, including how to plan for seamless handoffs

DELIVERING GREAT VIRTUAL PRESENTATIONS (CONT'D)

The program is presented as a three-part interactive workshop so that participants can apply the techniques they're learning by preparing several mini presentations between sessions. We recommend that no more than ten people participate in each session, so that everyone has a chance to practice and get feedback from both the facilitator as well as their colleagues.

Format:

- ▶ Three (3) 60- to 75-minute live virtual sessions facilitated via Zoom
- ▶ Includes presentation homework assignments between sessions
- ▶ Maximum ten participants per group to allow for in-session presentation practice

Session #1: 60 minutes	Session #2: 75 minutes	Session #3: 75 minutes
Organizing your presentation with the ACTION format	Practice Round #1 and feedback: Mini Presentations (3-5 volunteers)	Using the technique of business storytelling to persuade your audience
Tapping into your intrinsic style and the power of voice	When/how to incorporate graphics, PowerPoint/Keynote	Practice Round #2 and feedback: Team Presentations
Assignment: Prepare 3-min Mini Presentation	Techniques for presenting as a team	Q&A
	Assignment: Team Presentation	

“I've been to presentation skills training before and this experience really exceeded my expectations. The program was very hands on which is really the only way to truly learn and apply the skills we were discussing.”

**4A's Workshop Participant
Post-Attendee Survey**

STRATEGIC THINKING & CREATIVE BRIEF WRITING

The Strategic Thinking & Creative Brief Writing workshop teaches participants the importance of well-written creative briefs through case study examples and hands-on learning. It also teaches a methodology for developing and evaluating ideas that deliver specific business goals. It defines a process for how to think strategically about the client's objectives, devise and evaluate alternatives, make hard choices, and align tactics.

Key Takeaways:

- ▶ The differences between business, marketing and creative strategies
- ▶ Helpful models and frameworks to use when developing a communications strategy
- ▶ Fuel for thought: case studies in great brief design and their inspired outcomes
- ▶ Quick and easy methods for getting your brain into a strategic state of mind
- ▶ The real purpose of a brief and your role in championing it through the creative process
- ▶ The good, the bad and the ugly: the right and wrong ways to write a brief
- ▶ Hands-on experience writing a creative brief

Format:

- ▶ Three (3) 60-minute live virtual sessions facilitated via Zoom
- ▶ Includes creative brief homework assignments between sessions
- ▶ Maximum 24 participants per group to optimize learner experience

BUSINESS WRITING SKILLS

We write proposals, reports, plans, creative briefs, emails and PowerPoint presentations every day. Almost every one of these messages is intended – directly or indirectly – to persuade someone to move toward “yes.” The style of our writing nudges readers toward or away from that goal, no matter how good the content.

Effective writing doesn’t come naturally to everyone. But everyone can follow simple guidelines to make their writing more persuasive. In this workshop, participants will practice what they’re learning with short writing exercises in between sessions.

Key Takeaways:

- ▶ The five biggest mistakes that occur in business writing
- ▶ How to organize any piece of writing for greatest impact
- ▶ How to compose the most influential parts of any writing: the beginning and the end
- ▶ How to tailor writing for the audience who will read it
- ▶ The uses and mis-uses of presentation decks
- ▶ Writing errors that irritate clients and the importance of proofreading

Format:

- ▶ Three (3) 60-minute live virtual sessions facilitated via Zoom
- ▶ Includes business writing homework assignments between sessions
- ▶ Maximum 24 participants per group to optimize learner experience

“Gary was an amazing instructor who made all of us feel extremely comfortable, which was super beneficial for learning and sharing with the class. I would definitely recommend this course!”

**Associate Director
Neo Media World**

ARE YOU READY FOR BUSINESS AS UNUSUAL?

Contact Gary to discuss how we can help your team members rise to the challenges of a “business as unusual” world.



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