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# CRESTCOM®

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Interactive leadership development that produces real results.

35+ Years • 60+ Countries • 30K+ Clients

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# Leadership Development Proven to Create Lasting Changes



## Key Components of an Effective Leadership Development Program



### Subject Matter Experts

Crestcom partners with over 50 global experts to create our award-winning, proprietary leadership content.



### Program Flexibility

Managers can choose from various class dates to fit their busy schedules.



### Consistency

Develop your managers around the world with the same curriculum, at the same time.

## Crestcom's Faculty Continues to Grow with Top International Thought Leaders

Andy Bounds • Tamara Ghandour • Steve Shapiro  
Marilyn Sherman • Shep Hyken • Ted Ma  
Steve Farber • Dr. Tyrone Holmes • Sylvie di Giusto

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**We deliver live or  
virtually facilitated,  
interactive leadership  
development programs.**

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# 3 Key Questions

How do your managers become managers?

What skills do you expect from your managers?

How much development do your managers receive in these key areas?

## Crestcom L.E.A.D.R.

The Crestcom L.E.A.D.R. program adapts to your ever-changing business environment to ensure leaders develop the skills they need to lead effective, productive teams.

## 12 Fundamental Skills CEOs Expect From Their Leaders

1. Communication
2. Customer Focus
3. Decision Making
4. Delegation
5. Developing Productive Teams
6. Diversity and Inclusion
7. Emotional Intelligence
8. Innovation
9. Leading Through Change
10. Managing Energy and Time
11. Problem Solving and Strategic Thinking
12. Recruiting and Retention



**Productivity and performance are directly linked to how people are led.**

JANUARY

## Be the Coach They Need

Featuring **Steve Farber**

Are you guiding your team to achieve greater results through outstanding coaching?

## Deliver Results the First Time

Featuring **Andy Bounds**

How much is inefficient re-work costing you?

FEBRUARY

## Take Charge of Talent Management

Featuring **Kathleen Quinn Votaw**

Are you winning the best candidates based on skill and attitude?

## Mission: Inclusion

Featuring **LaTonya Wilkins**

Do you prioritize psychological safety and belonging as strategies to keep all employees engaged?

MARCH

## Mastering Negotiation

### Role Play Simulation

Are you able to show value by preparing for negotiations in advance?

## Change How You Manage Change

Featuring **L. Bonita Patterson**

What does resistance to change cost you? Time, resources, employees?

APRIL

## The DNA of Ethical Decision-Making

Featuring **Dr. Christopher Gilbert**

Do you make effective decisions – even under pressure or with limited information?

## Building Multigenerational Connections

Featuring **Mark Beal**

Does the multigenerational workforce today present new challenges or new opportunities?

MAY

## Leadership Presence

Featuring **Sylvie di Giusto**

What does your leadership brand say about you?

## Influence With Intention

Featuring **Andy Bounds**

Why do so many communications miss the mark?

JUNE

## Trust: The Leadership Differentiator

Featuring **Sylvie di Giusto**

How can you build, restore, and maintain trust?

## Captivate Your Customer

Featuring **Shep Hyken**

Are you able to secure loyal internal and external customers despite the fierce competition for resources and revenue?

JULY

## Strategic Foundations: 5 Steps to Success

Featuring **Tom Oser**

Do you see strategic growth opportunities and the steps needed to impact your organization's bottom line?

## Dialing Into Emotional Intelligence

Featuring **Ted Ma**

Do you know what healthy emotional intelligence looks and feels like?

AUGUST

## Ignite a Culture of Accountability

Featuring **Steve Farber**

Are you able to empower your employees and trust their decisions?

## Break Away From Bias

Featuring **Dr. Tyrone Holmes**

Is your team a well-oiled machine or are there glitches in the system?

SEPTEMBER

## Managing Personality Styles With Adaptive Leadership

Featuring **Steve Shapiro**

Are you creating an inclusive environment where all personalities can thrive?

## Stimulate Creative Perspectives

Featuring **Tamara Ghandour**

Are you developing solutions to today's problems that push beyond the status quo?

OCTOBER

## It Is Your Business Too

Featuring **Evan Roth**

Do you understand the significance of business drivers that could transform your organization's future?

## Shift: Into Mental Agility and Resilience

Featuring **Ted Ma**

Are you prepared to tackle the challenges of today and the unforeseeable obstacles of the future?

NOVEMBER

## The Focus Zone

Featuring **Paul Weston**

Do multitasking and managing distractions deplete your energy?

## Multiply Your Impact: The Delegation Advantage

Featuring **Marilyn Sherman**

Are you taking on too much and afraid to let go?

DECEMBER

## SYNC UP: The Conflict Mindset

Featuring **Marilyn Sherman**

Is conflict productive or destructive in your interactions?

## Team Fusion

Featuring **Tamara Ghandour**

Do you have a high performing team that is pure "magic"?

# The 3 Elements of Effective Behavioral Change

## 1) Measured Development

Your leadership team will master new skills and have an entire month between each workshop to make those skills part of their daily activity. They will also have 24/7 access to the online Learning Portal to ensure active learning.

## 2) Implementation Plan

Your leadership team will design their own action plans that specify WHAT they have learned, WHEN they are planning to implement it, and HOW they are planning to measure the results.

## 3) Accountability

Each month, participants will attend in-house meetings during which they will present the results they have achieved from the previous workshop. Your leadership team will use new skills and track results for a quantifiable return on investment and a noticeable change in behavior and thinking.

## It's a Process, Not a Single Event

- 24 leadership topics over 12 months
- Featuring a leading authority on each topic
- Interactive exercises to practice in class
- Discussions with participants from other industries
- Action plans and results tracked online
- Monthly coaching sessions to reinforce learning and to hold participants accountable
- Advance to group coaching opportunities in year 2+ for ongoing development



# The Crestcom Learning Portal

Our proprietary Learning Portal accelerates development through a unique online participant interface and personal learning dashboard. Action plans and results are visible to supervisors.

- Mobile App for easy submission of action plans and results
- Chart progress with real-time personal dashboard updates
- Gamification that drives engagement
- 24/7 access to course materials
- Automated process ensures skills learning and accountability



See the growth of your team and the impact of your investment.

## The Next Level of Leadership Development **Crestcom L.E.A.D.R.+ Program**



**Learning is never out for the PRO – quarterly sessions protect the investment.**



Keep skills sharp with facilitated group discussions on new leadership topics and trends



Solve today's most pressing challenges with an adaptive issue-processing framework



Diversify perspectives and see new opportunities with cross-industry peer insights



Connect with a community of purposeful leaders



# International Client Base

Our client base includes organizations from over 25 industry verticals, from multi-national organizations to small and medium-sized businesses.

The majority of *Fortune Magazine's 'Most Admired Companies'* are Crestcom clients.

AES	Maxim Integrated
ALPLA	Pilot Pen
ASSA ABLOY	Saudi Telecom
Coca-Cola	Sodexo
Cognizant Technology	Sony
Graybar Electric	Toyota
LafargeHolcim	Tuev Sued
Liebherr	Unilever
Maxxam Analytics Inc.	Volvo



## Accreditations and Awards

