



TTI SUCCESS INSIGHTS®

CONVERGE

On the Road

A Proven Roadmap for Creating a Scalable Leadership Development Business

Presented by: Amber and Adam Wong

Get To Know Us

FAMILY

Amber - Working out, reading, hiking, gardening, wake surfing

Adam - Working out, hiking, mountain biking, wake surfing

Hudson (5) - Jiu-Jitsu, Ninja Zone, Tball - Currently wants to be a ninja

Harper (3) - Dance, Gymnastics, Cheer - Boss

We all love to spend time outdoors and traveling!



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Get To Know Rockstar Workforce

EDUCATION

Amber - Associates from PVCC > Bachelors from ASU

Adam - Associates from PVCC > Bachelors from NAU > MBA from GCU

CAREER

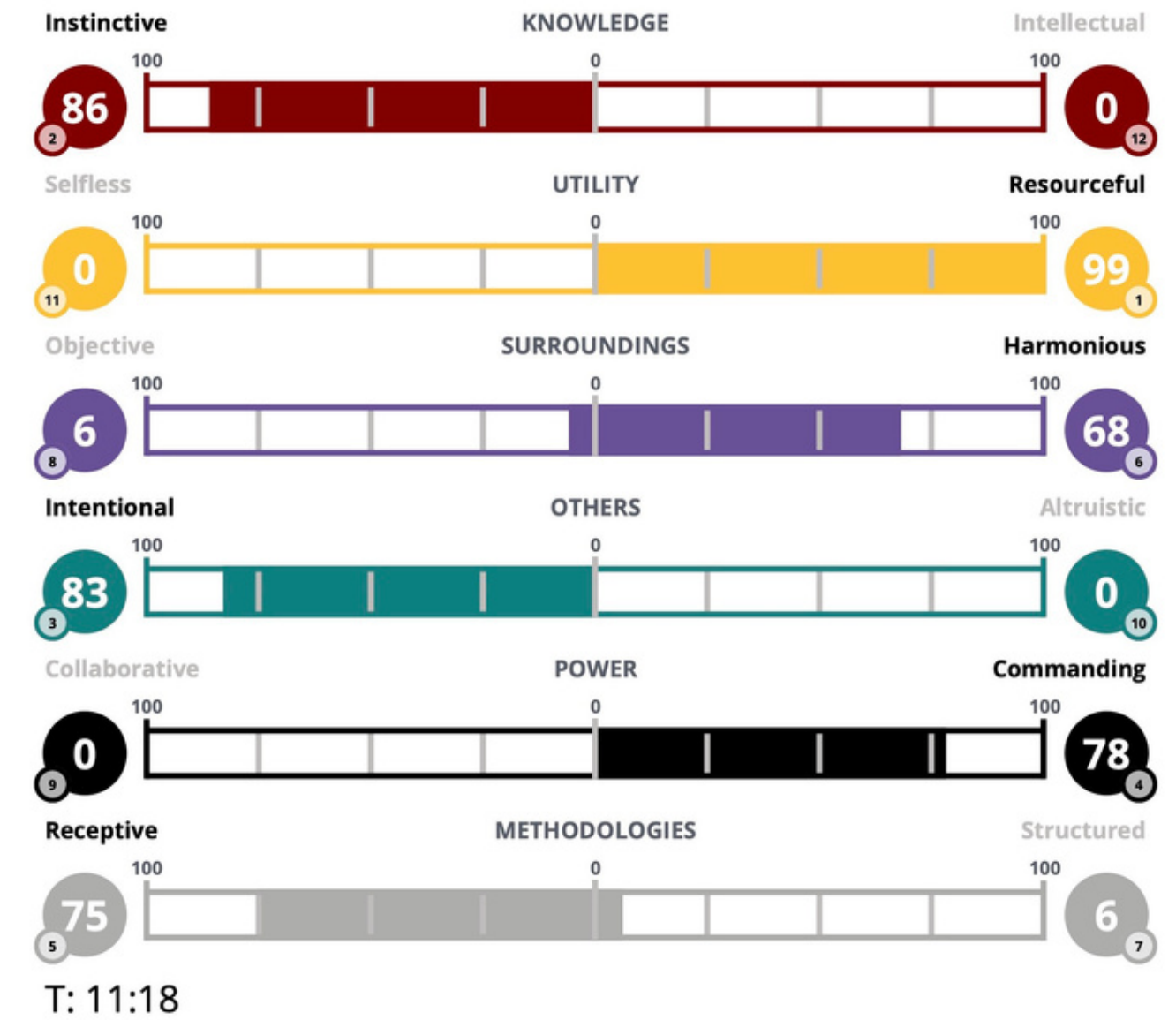
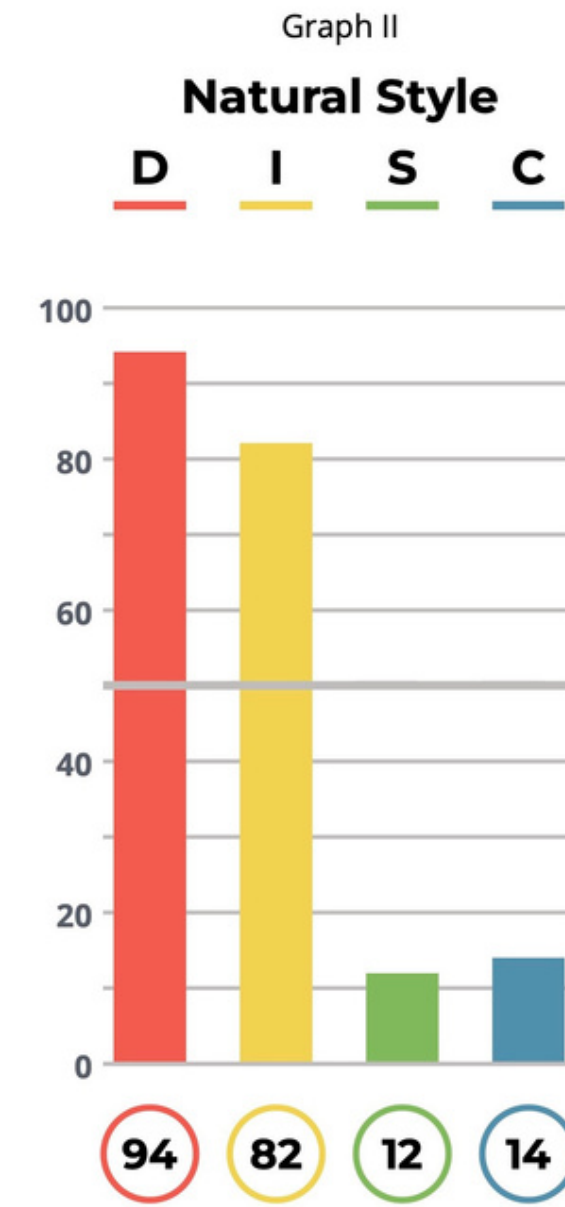
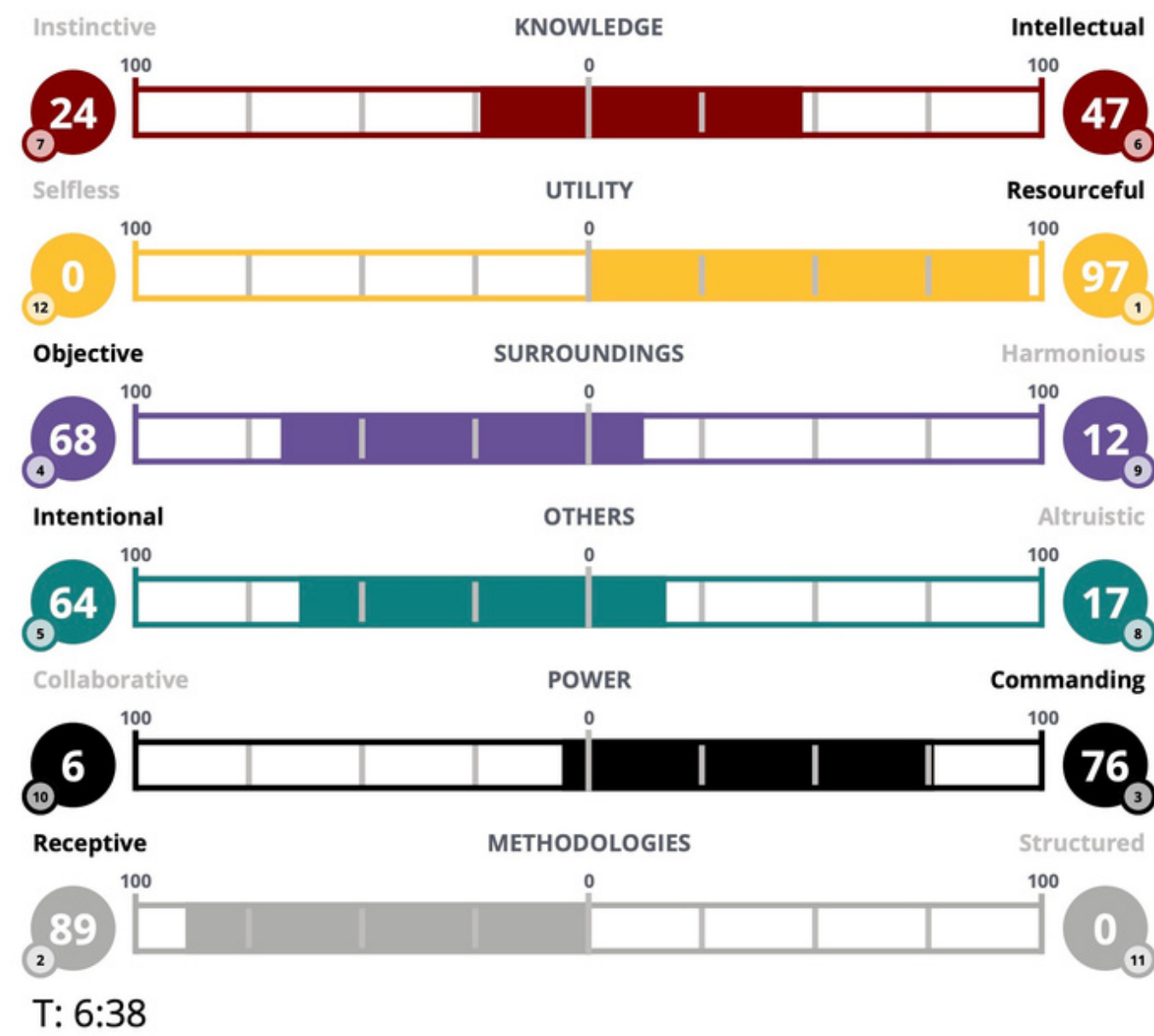
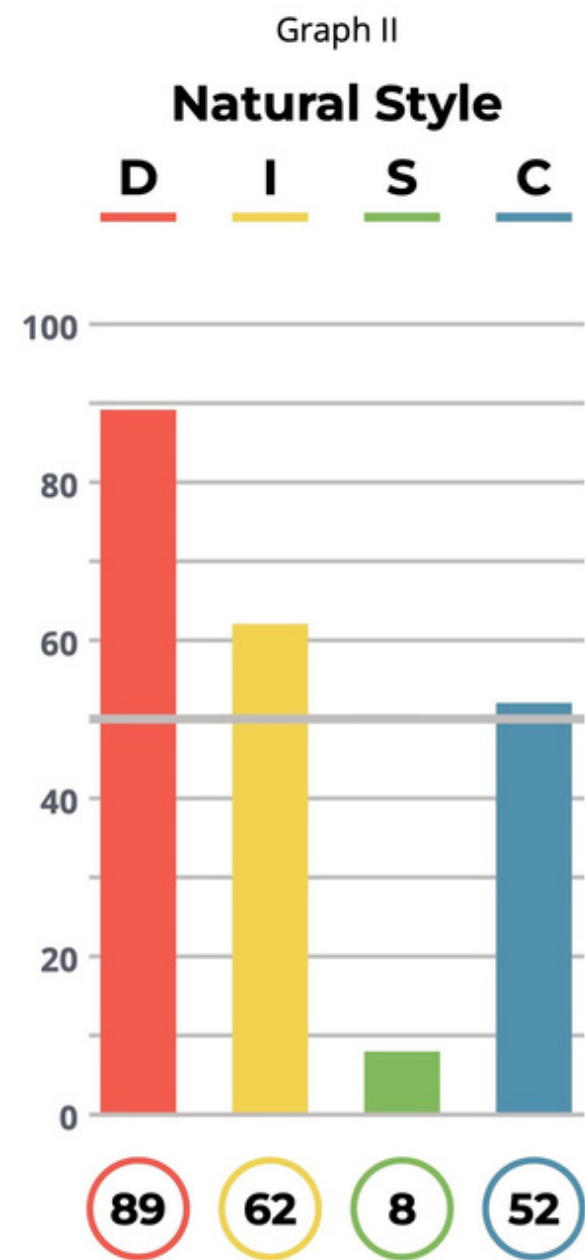
Working in the "people" and leadership industry since 2011

Founded Rockstar Workforce in 2017

We help people develop real-world leadership skills



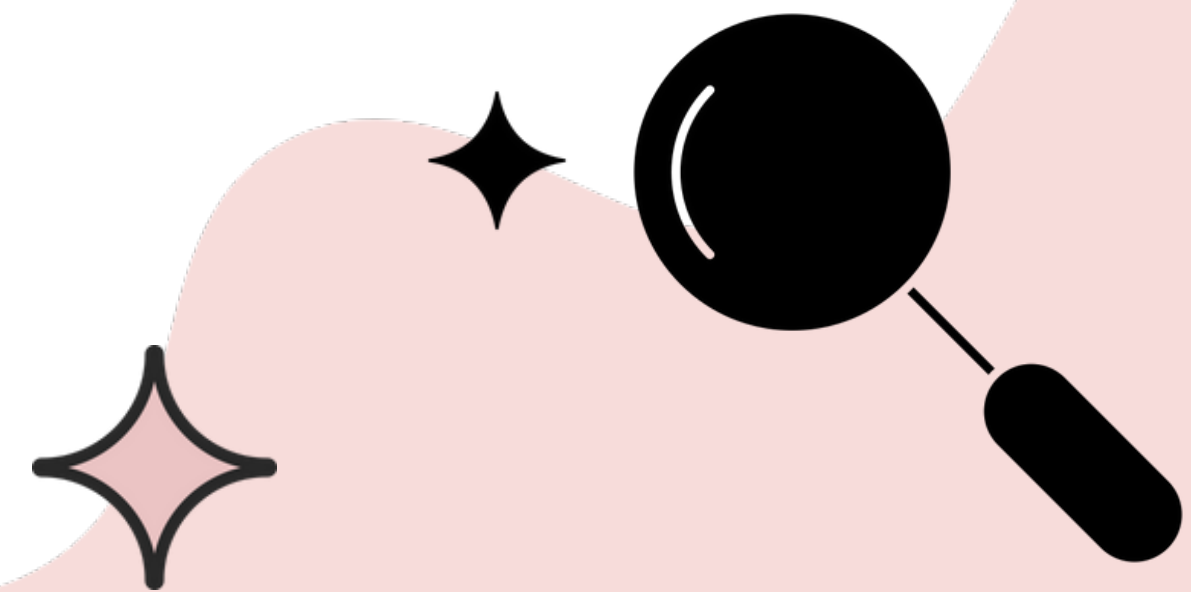
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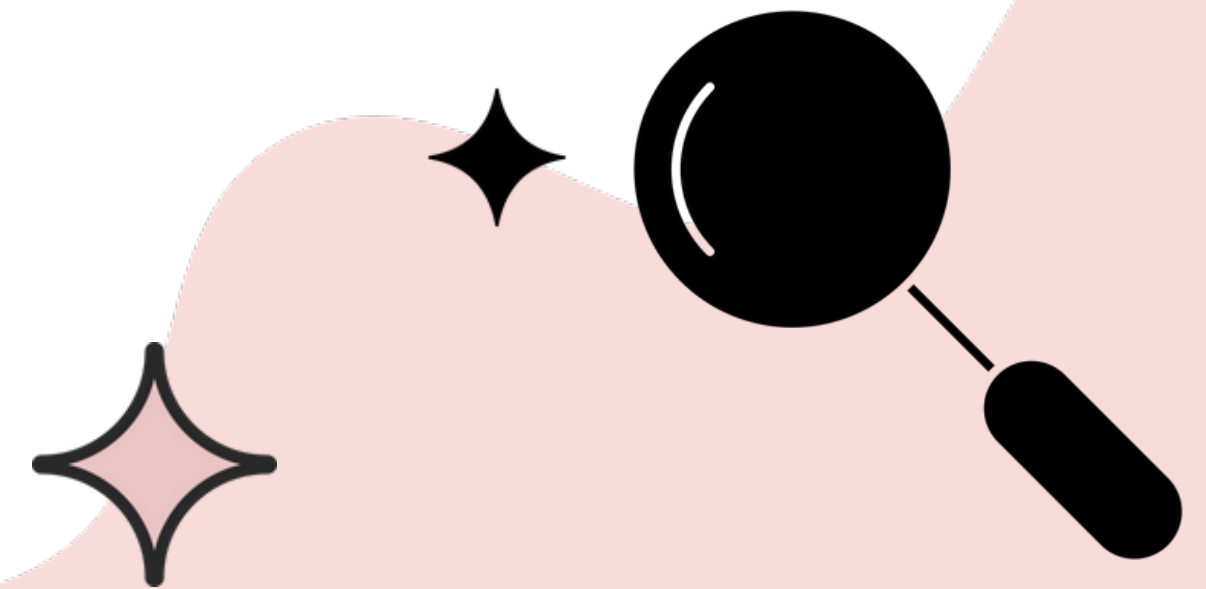



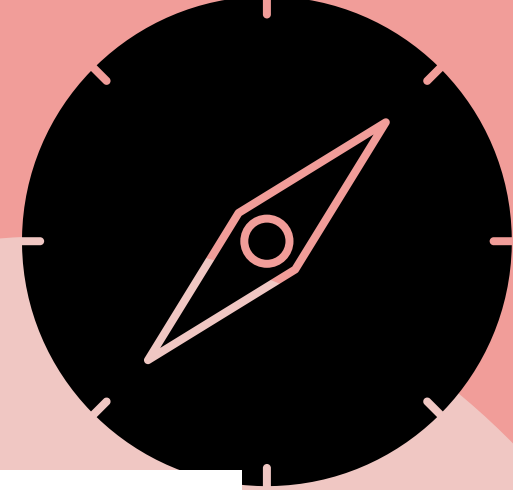

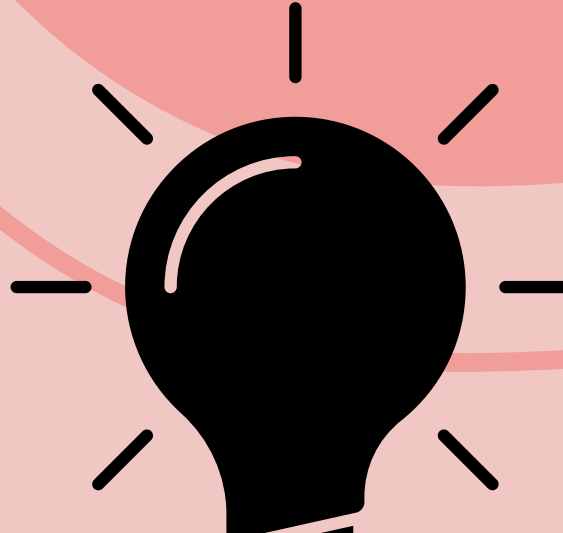
Talking Points

-  How to create multi-year development programs with your clients.
-  Learn our proven system for selling large strategic initiatives.
-  How to create a scalable program that you can put on repeat.
-  Our method for incorporating TTI's full suite of assessments.
-  The future of leadership programs.



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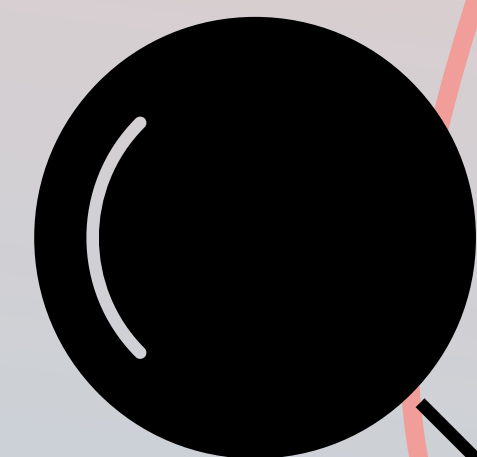




**It all starts with clarifying
where you're going -
YOUR VISION**



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Cast a Vision and Create a Strategy

Strategyzer, Business Model Canvas

Gravitas Impact, Growth Roadmap

EOS, Vision/Traction Organizer (VTO)



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Cast a Vision and Create a Strategy

Organization _____ Date _____

Rockstar
WORKFORCE
BUSINESS PLANNER

KNOW YOUR BUSINESS

Strengths	Weaknesses
Opportunities	Threats

Differentiators 1. 2. 3. 4. 5.	Strategic Partners
Customer Persona	Rockstar Customers 1. 2. 3. 4. 5.

METRICS

	Last Year	This Year	Next Year	KPI's
Revenue				
Profit				

INITIATIVES

Q1	Q2	Q3	Q4

Marketing

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Organization _____ Date _____

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BUSINESS PLANNER

KNOW YOUR CUSTOMERS

	Customer	Prev. Yr. Rev.	Products & Services	A/B/C	Goal	Rev. Goal	Action/Next Steps
1							
2							
3							
4							
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Create multi-year development programs



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Public & Private Programs

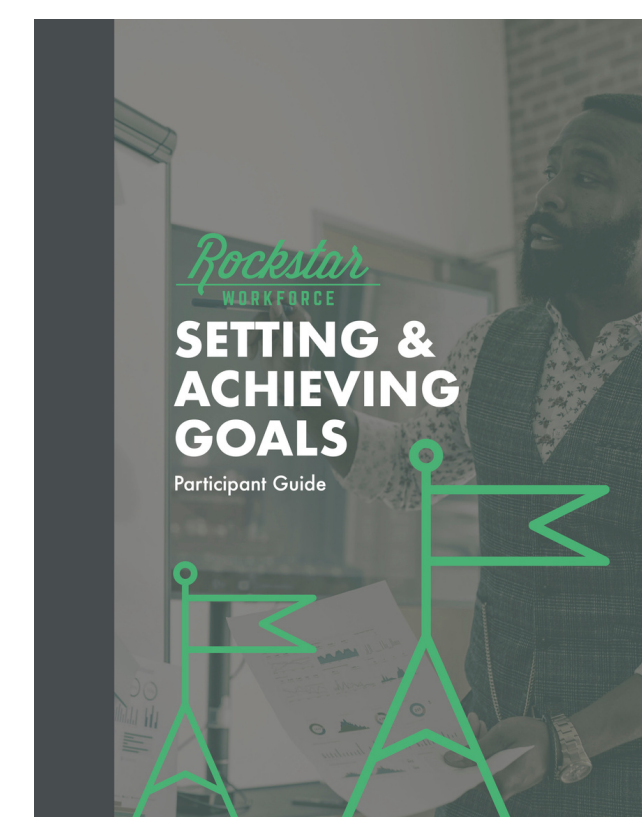
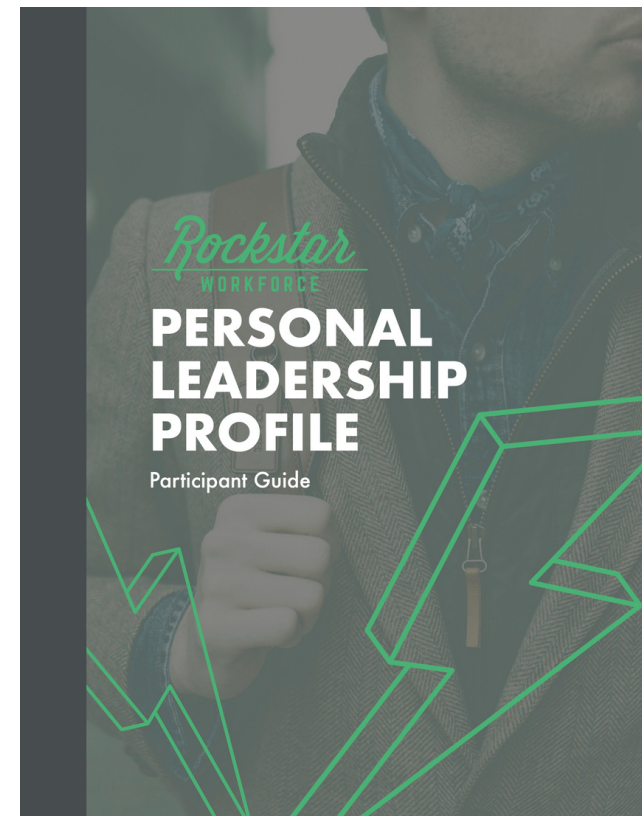
-  Monthly sessions
-  4hr sessions (sometimes 2 per day)
-  4mo, 6mo, 9mo, 12mo
-  In-person, virtual, hybrid
-  Reinforce the learning month-by-month



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Sell it, Create it!

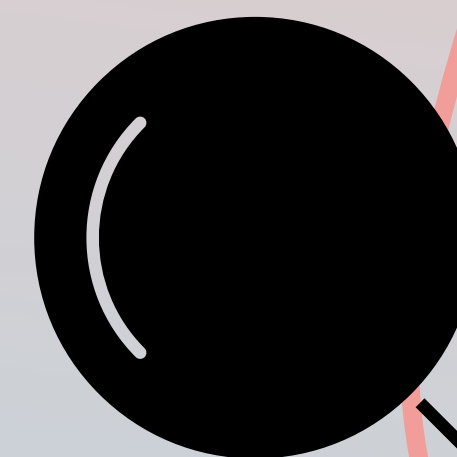


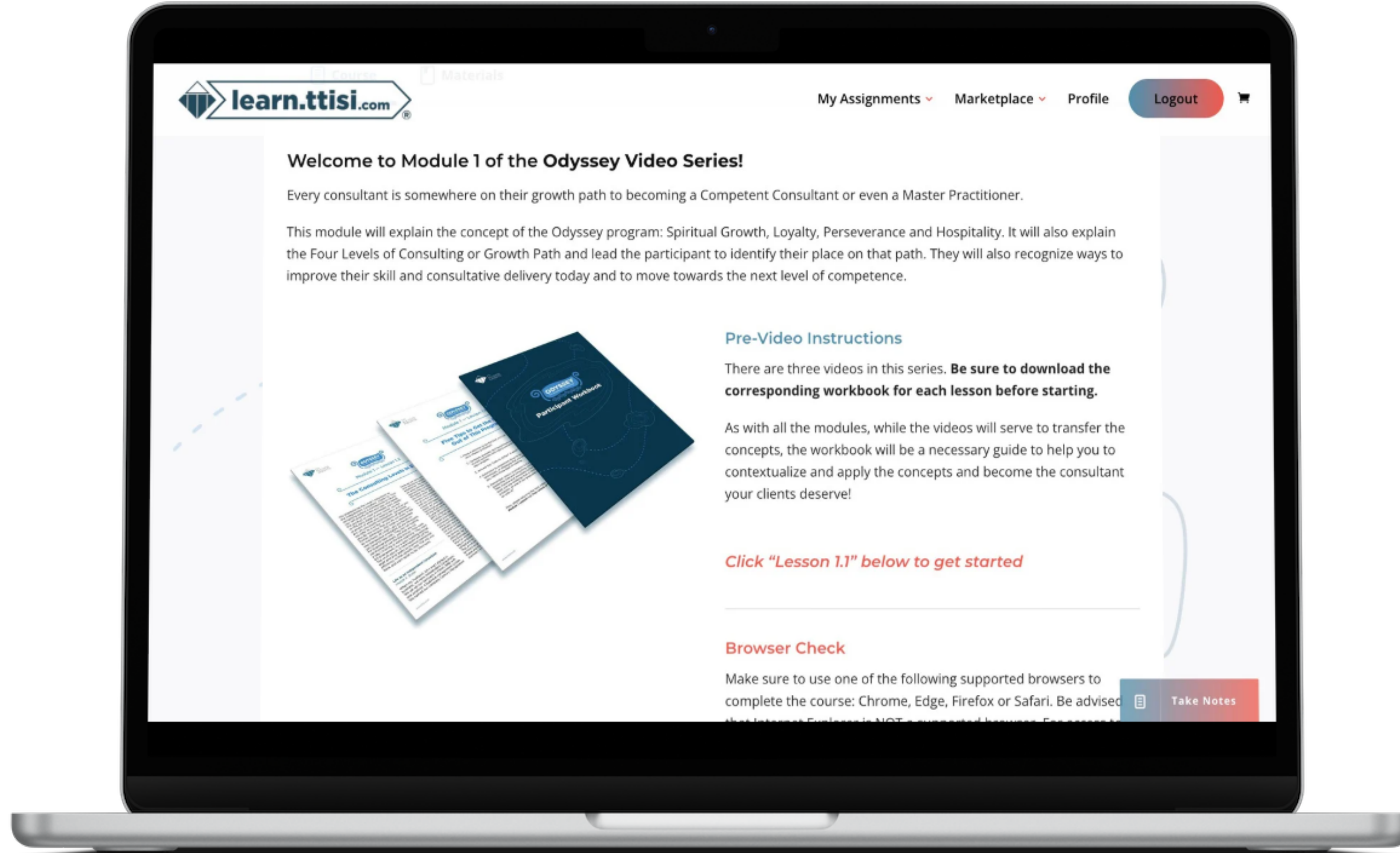


Proven system to sell large initiatives

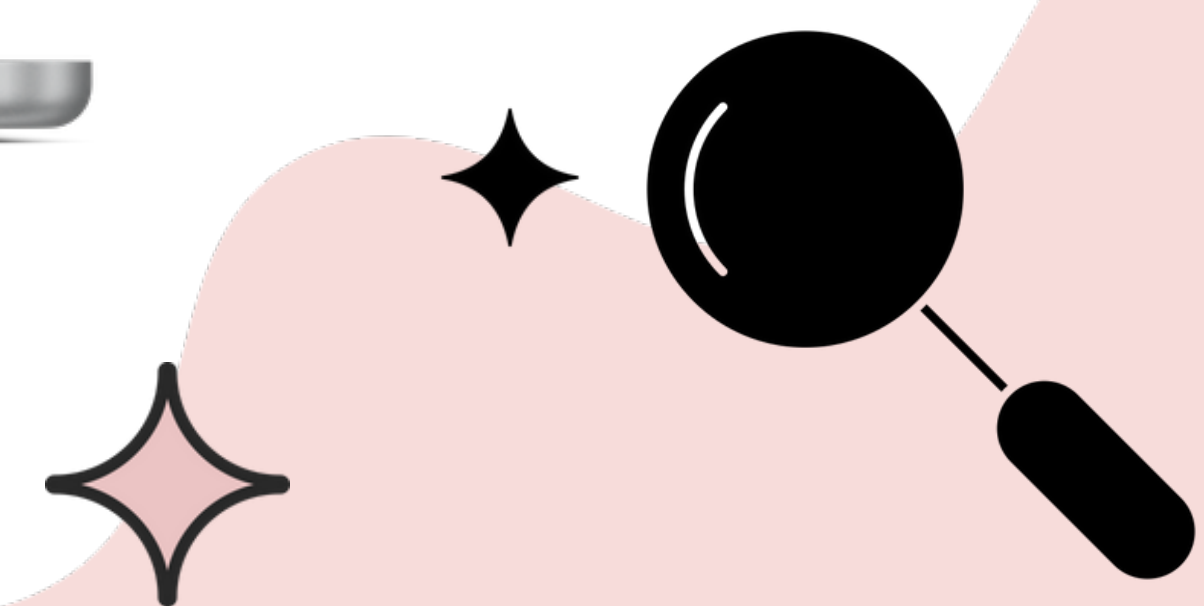


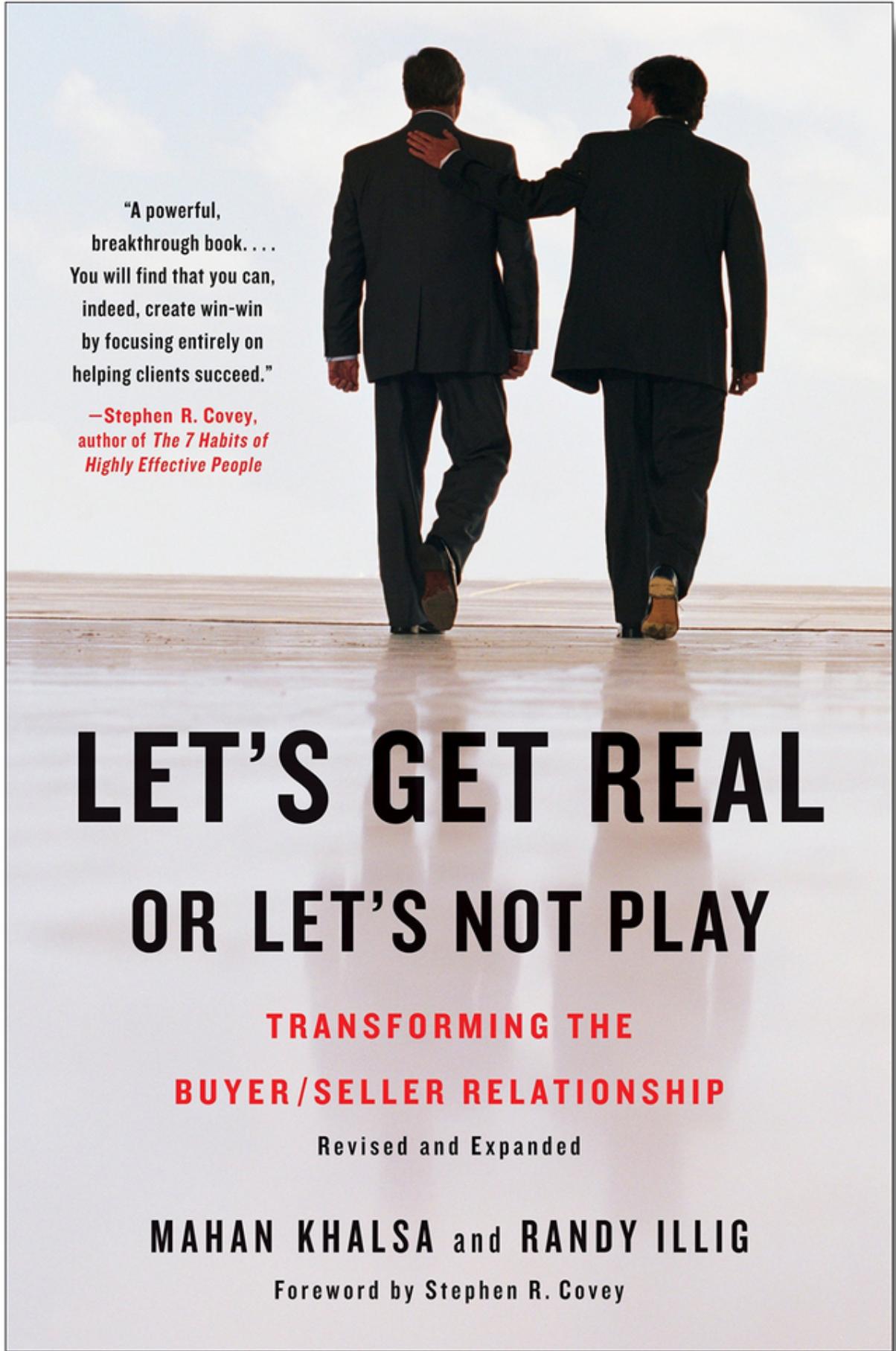
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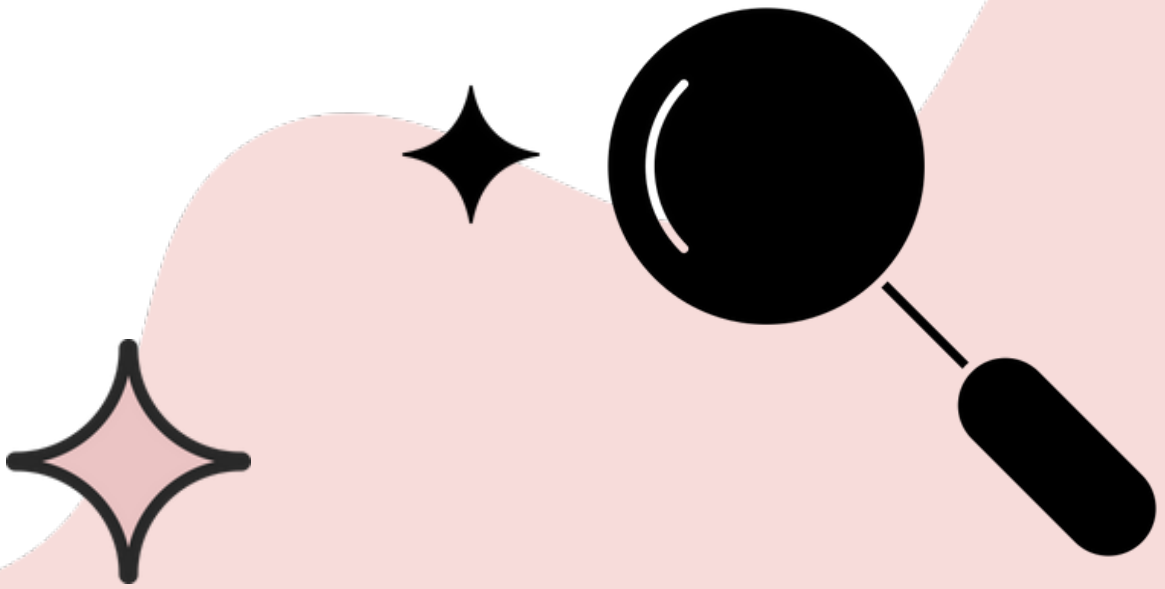


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It Starts With Knowing Your Who

-  Document your target persona
-  Identify who is NOT your who
-  The riches are in the niches
-  Get involved with industry associations



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Michael Freemont | Organization-centered Programs



BACKGROUND

Job Title

Chief Executive Officer

Career Path

With his company for 12 years and plans to retire there.

Family

Been happily married for 15 years and has 2 kids that are 10 and 13 years old.

Lifestyle

Values a family focused lifestyle but enjoys going out with his wife to go get drinks with friends, traveling, and seeks self improvement constantly.

Spending Habits

Michael is conscious about his spending habits and will only make a purchase if he knows it's the best financial decision.

BIO

Michael Freemont founded Titanic Construction 12 years ago. Michael worked in management at another construction company for more than a decade before founding his own company. Michael is very competitive and strives for greatness. He makes his personal development, and the development of others, a priority and wants to be seen as a leader at work. While he's casual in nature, he promotes and encourages a professional work environment.

DEMOGRAPHICS

Age
52

Location
Surprise, Arizona

Income
\$250k/year

COMMUNICATION/ SCHEDULE

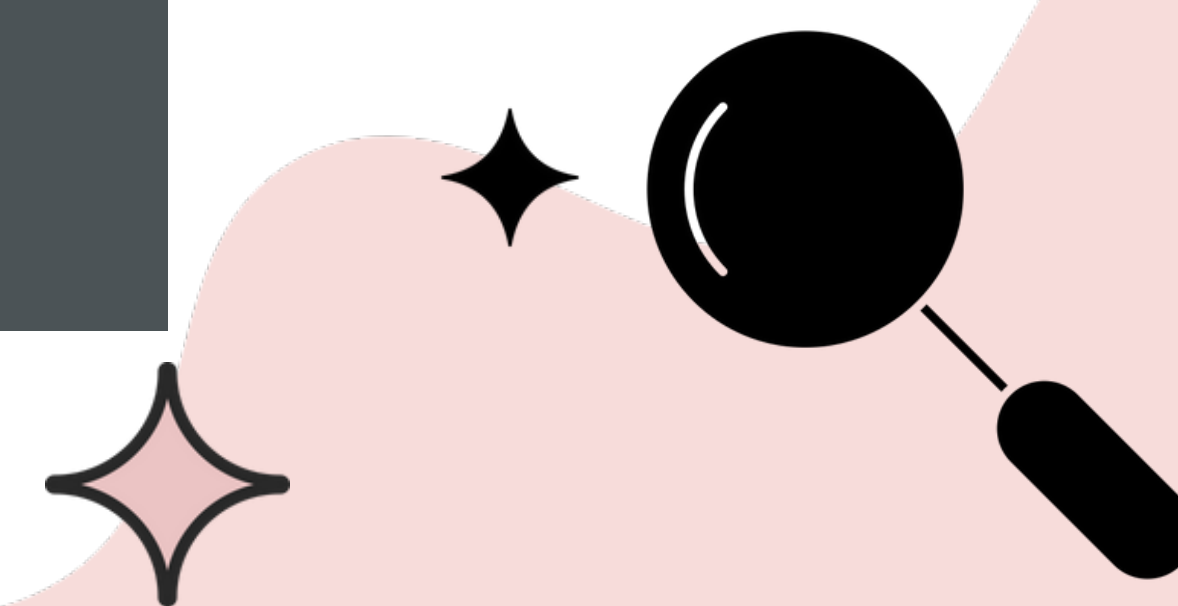
- Prefers direct communication styles
- Prefers to be communicated with via phone calls and emails.
- Preferred device is phone or laptop
- Working hours: 6am - 3pm

WHAT THEY WANT





Michael is proud of Titanic Construction and his employees, but has seen some ways that the leadership skills of some of the employees could use improvement. He is looking to develop his leaders to create a more cohesive work environment. As a result, Michael is searching for a leadership development program to make his goals come to fruition.

GOALS & MOTIVATORS

- Strives to build and improve professional relationships
- To be a leader to his employees and to see those traits from key personnel in his company
- To grow and develop those around him
- To be an inspiration and role model to those in his life, especially his kids.



Our Secret Sauce for Selling Large Initiatives

-  Create internal program advocacy
-  Implement a discovery process
-  Teach them how to manage change
-  Keep key people informed after launch



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BUILDING A HIGH PERFORMING TEAM

Participant Workbook

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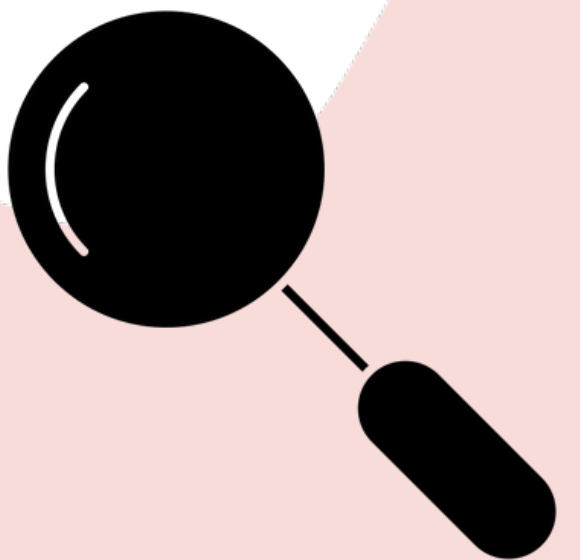
Rockstar
WORKFORCE

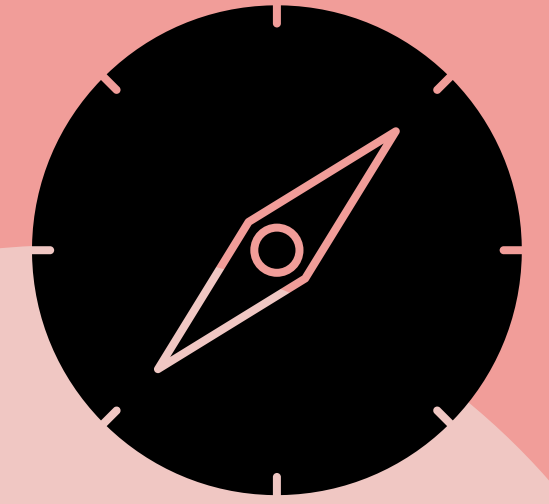
DEVELOPING & APPLYING EMOTIONAL INTELLIGENCE

Participant Guide



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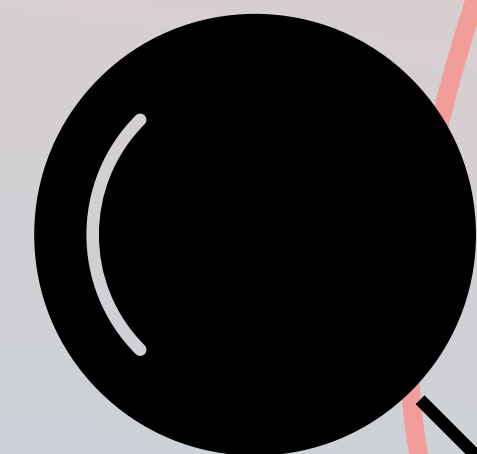




Create a scalable & repeatable program



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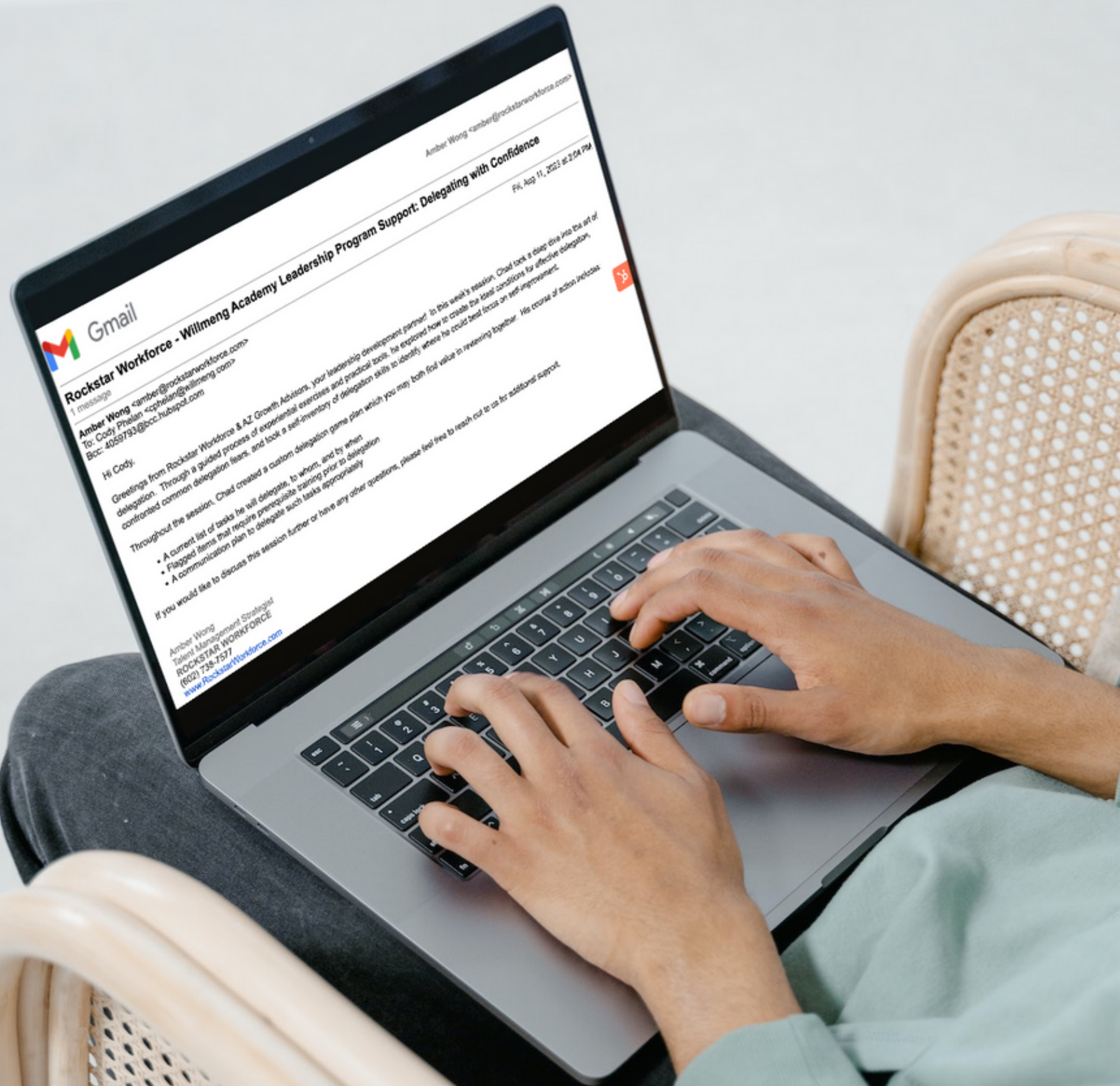
Keep the
learning sticky.



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Manager emails



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Constantly Invest in Internal Systems

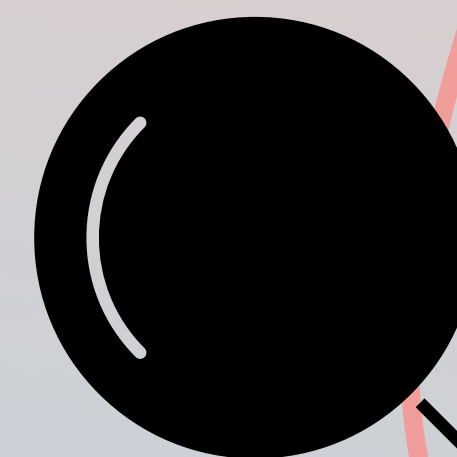








Pricing Leadership Programs

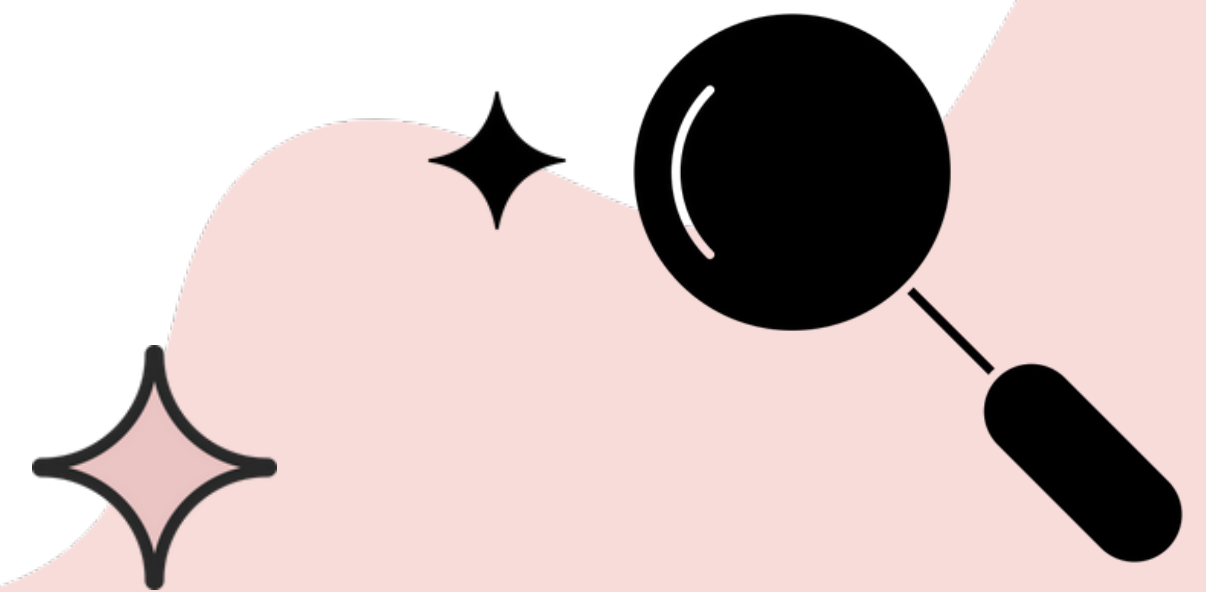


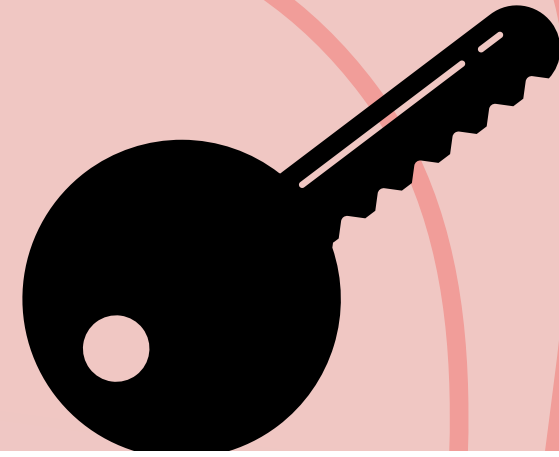
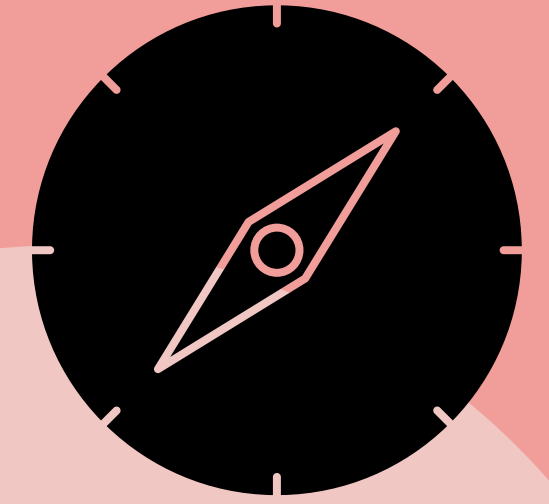
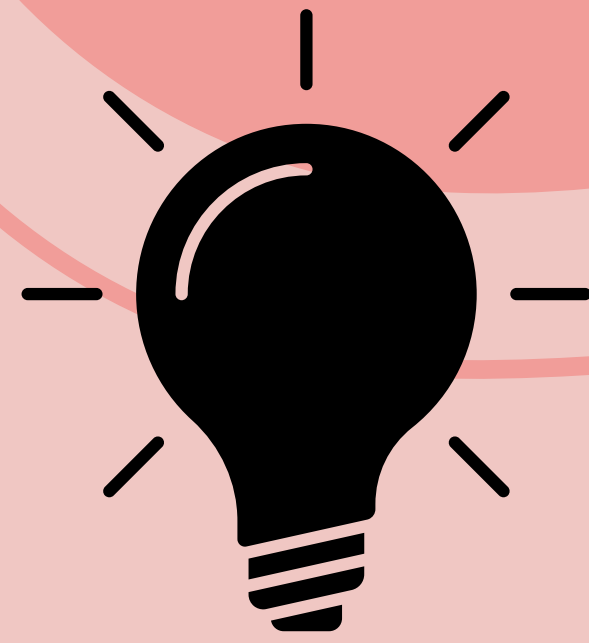
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Program Pricing - Real Examples

-  PUBLIC - 4 month..... \$1,600 per person
-  PUBLIC - 10 month..... \$4,750 per person
-  PRIVATE - 6 month, 200 people..... \$1,500 per person
-  PRIVATE - 12 month, 100 people..... \$4,250 per person

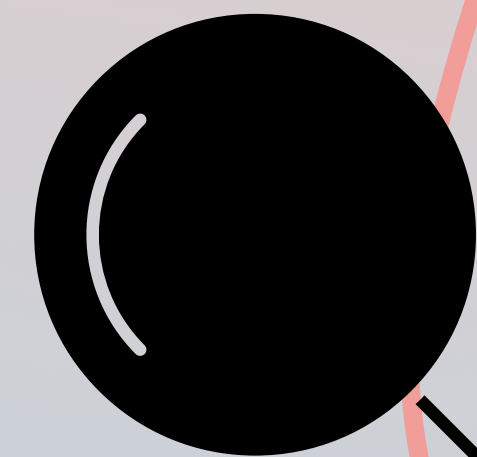








Incorporating Assessments



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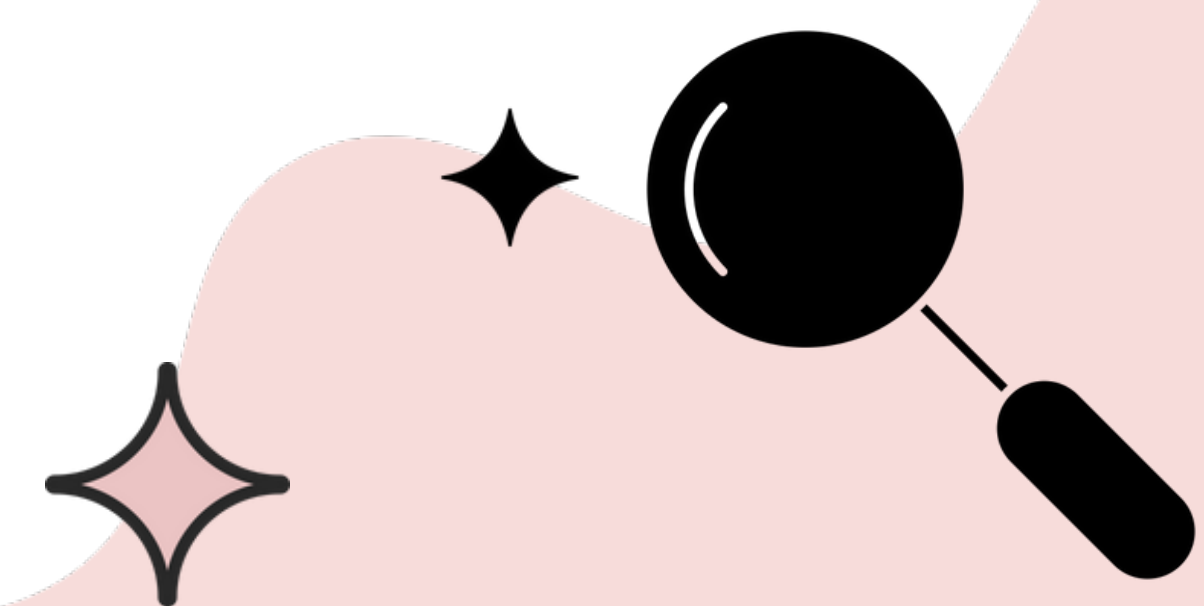



We Build IP Around Assessments

-  TriMetrix DNA or HD
-  Emotional Intelligence
-  Workplace Stress
-  360 Surveys



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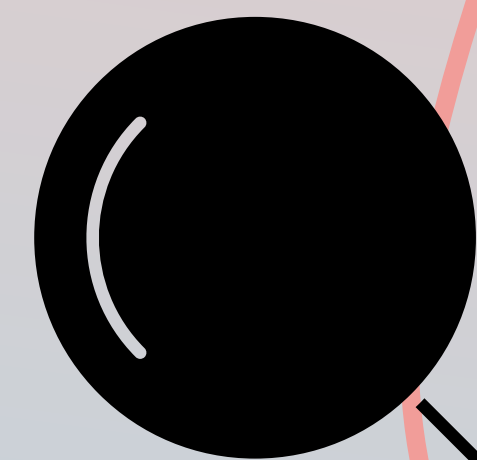








Future of Leadership Programs



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What leadership programs normally look like.

-  Reserved for senior managers
-  6-12 month commitment
-  Set curriculum
-  Once it's done it's done



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Let's Be Inclusive - NOT Exclusive

Imagine a workforce
dedicated to developing
the leader in everyone.



Our Evolution of Leadership Programs



Reserved for senior managers



6-12 month commitment



Set curriculum



Once it's done it's done



More inclusive, not exclusive - all people are leaders - let's develop them



More flexibility - shorter program durations, 4-5 months - shorter sessions, 2-3 hours



3 tracks offer more options to choose the right curriculum for the group



Progressive tracks provides a roadmap for development over time



3-Track Leadership Series

Rockstar Foundations

designed for all employees in the organization

Personal Leadership Profile

Dynamic Communication

Developing & Applying Emotional Intelligence

Managing Conflict

Rockstar Performance

must complete foundations, designed for all employees

Setting & Achieving Goals

Developing Strategic Thinking Skills

Maximize Your Time & Increase Productivity

Unlocking Your Creativity for Effective Problem Solving

Managing Workplace Stress

Rockstar Results

must complete foundations & only for people leaders

360 Feedback Survey

Creating a Culture of Accountability

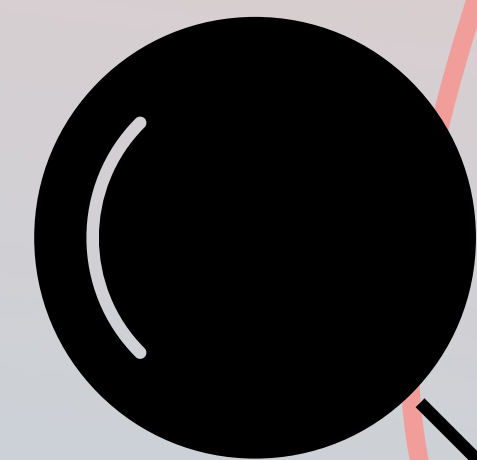
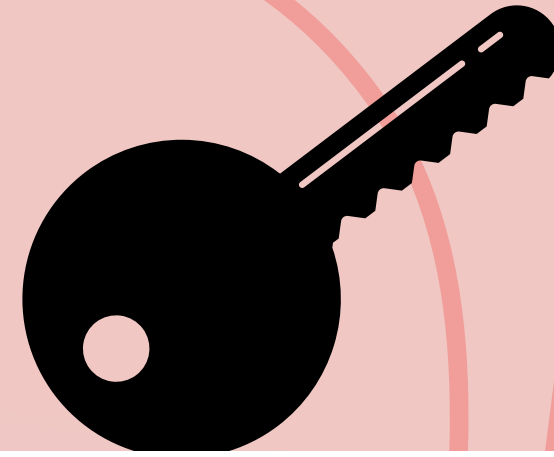
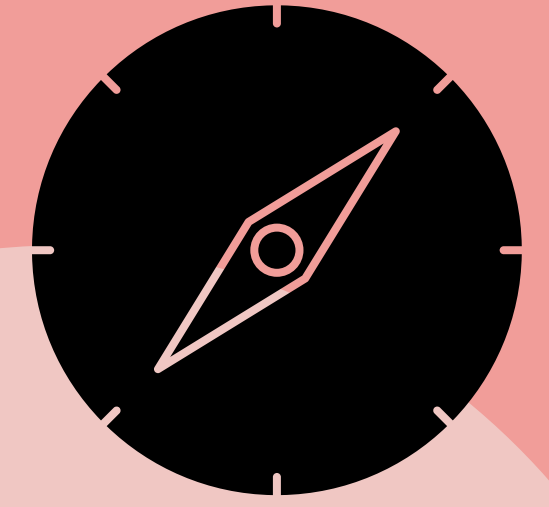
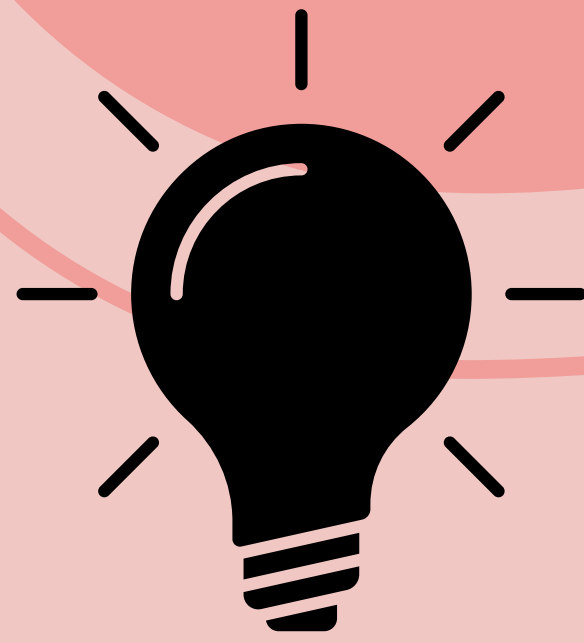
Analyzing and Developing Performance Gaps

Building a High Performing Team

Real Time Coaching

Delegating With Confidence

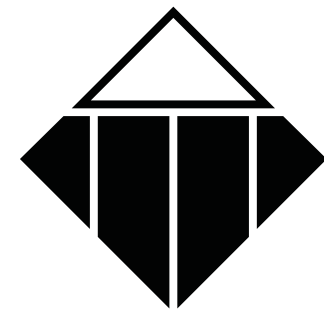




Q&A



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Thank you!