

TRUWORKINC.COM



TRUWORK, INC.

2020 PROGRAMS FOR
"THE NEW NOW"

TruWork
Developing People, The Heart of Your Brand

SKILLS FOR SUCCESS IN THE “NEW NOW”

2020 is a year of rapid and dramatic change. This unprecedented era has provided a rare opportunity for our collective reflection and growth. Everything has changed, and so must we. The way we work, the challenges we face, and the opportunities that lie ahead of us are all new. Are we ready?

All change happens from the inside out. Truwork’s approach begins with expanding personal potential through self-awareness and a growth mindset. Truwork has designed new learning solutions to help you navigate an increasingly complex and uncertain world. In this era of uncertainty, of one thing we are certain – leadership, connection, and communication are more important than ever. We help leaders and teams develop the skills to acknowledge emotion and move boldly forward with clarity, confidence, and creativity.

Our NEW NOW learning series is offered online, with Truwork’s signature style of creative, engaging, and interactive design.

EMERGE: LEADING IN THE NEW NOW

How to light the path forward in an uncertain world

As a leader in your company, there are heavy demands for you to illuminate the path forward – to be a “Lamplighter” and show your team how to navigate current realities and challenges with clarity and hope. This program shines a light on three core facets of leadership that are vital during crisis for helping your team move forward with creativity and courage: Emotion, Mindset, and Communication.

A STRATEGY FOR SUCCESS IN THE NEW NOW

How to craft a plan that drives focus and results

Now more than ever, organizations need to align behind a focused strategy that delivers results. There are new challenges in 2020 when it comes to defining and executing a strategy. Teams are working more independently and remotely, which can lead to a fragmented focus, and business conditions are serving up a constant barrage of challenges and change. What is needed is a strategic planning process that strengthens alignment, focus and success in your organization’s top priorities. This workshop incorporates a blend of best practices in strategic planning, execution, and leading for results.

CHANGE READINESS IN THE NEW NOW

How to evolve, adapt, and engage others in a complex and changing world

In the past, corporate change referred to a project or initiative with a finite beginning and end. Today's pandemic era continues to be fraught with uncertainty, and change is turbulent and constant, and yet challenge and chaos creates the potential for innovation and growth. To stay relevant and successful, businesses must constantly scan the environment for emerging change – and evolve and adapt to rapid and complex disruptions taking place in the market, industry, technology, workforce, and world. Thriving in change first requires the inner work of understanding change and processing emotions that come up. It also requires the outer work of clear and candid two-way communication, between managers and the individuals they lead, and between transversal teams. In this workshop, learn how to communicate about change constructively and in a way that builds alignment and support.

A MANAGER'S MIRROR FOR THE NEW NOW

How to talk about performance with clarity, candor, and care

Management is like a two-way mirror – how we see ourselves and how we see others influences the quality of a team member's performance. Success in getting results through others depends on high-quality communication and a relationship based on trust, especially when so many performance conversations are taking place in a virtual setting. The most successful leaders, research shows, are those who are perceived to hold results and relationships in equal importance – which requires great self-awareness, social-awareness, and communication skills. In this program, managers will master the ability to lead conversations about performance with clarity, candor, and care.

COURAGEOUS CONVERSATIONS IN THE NEW NOW

How to talk to anyone, at any time, about anything

Business growth is fueled by relationships, and relationships are created one conversation at a time. On the other side of an unspoken or challenging conversation is GOLD. When approached with clarity, confidence and compassion, conversational breakthroughs transform relationships to achieve better results. Yet, we all have situations where a conversation may feel sensitive, challenging, difficult, and emotional. Imagine if you could have confident, safe and open conversations about any topic, with anyone, at any time. In this workshop you'll learn the fine art of creating psychological safety for yourself and others. You'll learn how to leverage a growth mindset and successfully navigate difficult conversations such as Checking In, Clearing Conflict, and Giving Feedback.

COMPELLING ONLINE PRESENTATIONS IN THE NEW NOW

How to give a clear, concise, and compelling online presentation

Every conversation is a presentation – whether you are pitching an idea, leading a

brainstorming session, or introducing change. Each time we communicate, we influence others' perceptions about our ideas and abilities. In the "new now" of social distancing, we are communicating in a virtual world. Learn how to create and communicate online business presentations that are clear, concise, and compelling and gain tools and techniques for presence and influence in a virtual setting.

WINNING NEGOTIATIONS IN THE NEW NOW

How to achieve powerful outcomes and trusting relationships

In a world where everything is changing from one moment to the next, we are having to re-negotiate virtually every aspect of doing business. Yet many people feel apprehensive about how to be clear and bold in negotiating for what they need – with people in their company, outside of their company, and even in personal life situations. This highly interactive and empowering online workshop introduces a new and intuitive process for achieving win-win agreements that produce powerful outcomes and trusting relationships.

EMPOWER YOUR PRODUCTIVITY IN THE NEW NOW

How to prioritize, plan, and sustain productivity

Productivity requires a new mindset and skillset for teams that are fragmented in a work-from-home setting, a safely distanced office setting, and anywhere in between. Gain skills, strategies, and technology tips for prioritizing, planning, and sustaining productivity in a more remote and autonomous world.

THE ART OF CLIENT COMMUNICATION IN THE NEW NOW

How to stay connected through sincerity and extraordinary service

Communication and relationships are the cornerstone of success in service and sales. In our new age of social distancing, now more than ever sales professionals need to rely upon virtual, digital, and written communication. To enhance the quality and consistency of correspondence between sales professionals and the clients they serve, Truwork is excited to offer a customized learning experience focused on written correspondence, communication, and relationship building. Participants will learn how to create rapport, use positive language, format a message, capture interest, represent your brand, and keep the connection current.

THE HEART OF SERVICE IN THE NEW NOW

How to provide heartfelt Customer Service through phone and email

With decreased foot traffic in boutiques and increased online sales due to COVID-19, many retail sales professionals are being asked to take on the additional role of supporting online and phone customers. Considering the growing trend towards omnichannel retail, a smart solution is to help retail sales professionals acquire new skills for supporting online and phone customers with order inquiries, returns, and problem solving. Truwork has more than a decade of experience in developing customer service skills for call center professionals, including three award-winning call centers. In this program, participants will learn technical

standards and skills for defusing emotions, creating rapport, active listening, confident problem-solving, and how to surprise and delight.

COURAGEOUS CONVERSATIONS THAT FOSTER DIVERSITY, EQUITY, INCLUSION & BELONGING

Truwork's mission has always been to support the evolving conscious practice of leadership at all levels. Success today means creating the capability to deliver what matters most. In our increasingly complex world, relationships are vital. Getting relationships right means that our collective awareness is rising, and our collective commitment to diversity, equity, inclusion, and belonging is demonstrated in every facet of workplaces and communities. This workshop teaches leaders and managers how to create safe and open conversations on topics related to diversity, equity, inclusion and belonging. Learn what to say when you don't know what to say. Learn how to check in with employees, how to speak up in the moment to mitigate bias, and how to provide feedback after observing biased or exclusionary behavior.

DESIGNING TEAMS WITH DIVERSITY, INCLUSION & BELONGING

Your goal is to attract, hire and retain a diverse team of talented individuals who have passion for your business and brand. This engaging workshop promotes a consistent and creative approach to finding diverse talent, and introduces best practices to neutralize bias, make hiring decisions that focus on facts, facilitate thoughtful and inclusive onboarding, and create a true culture of belonging.