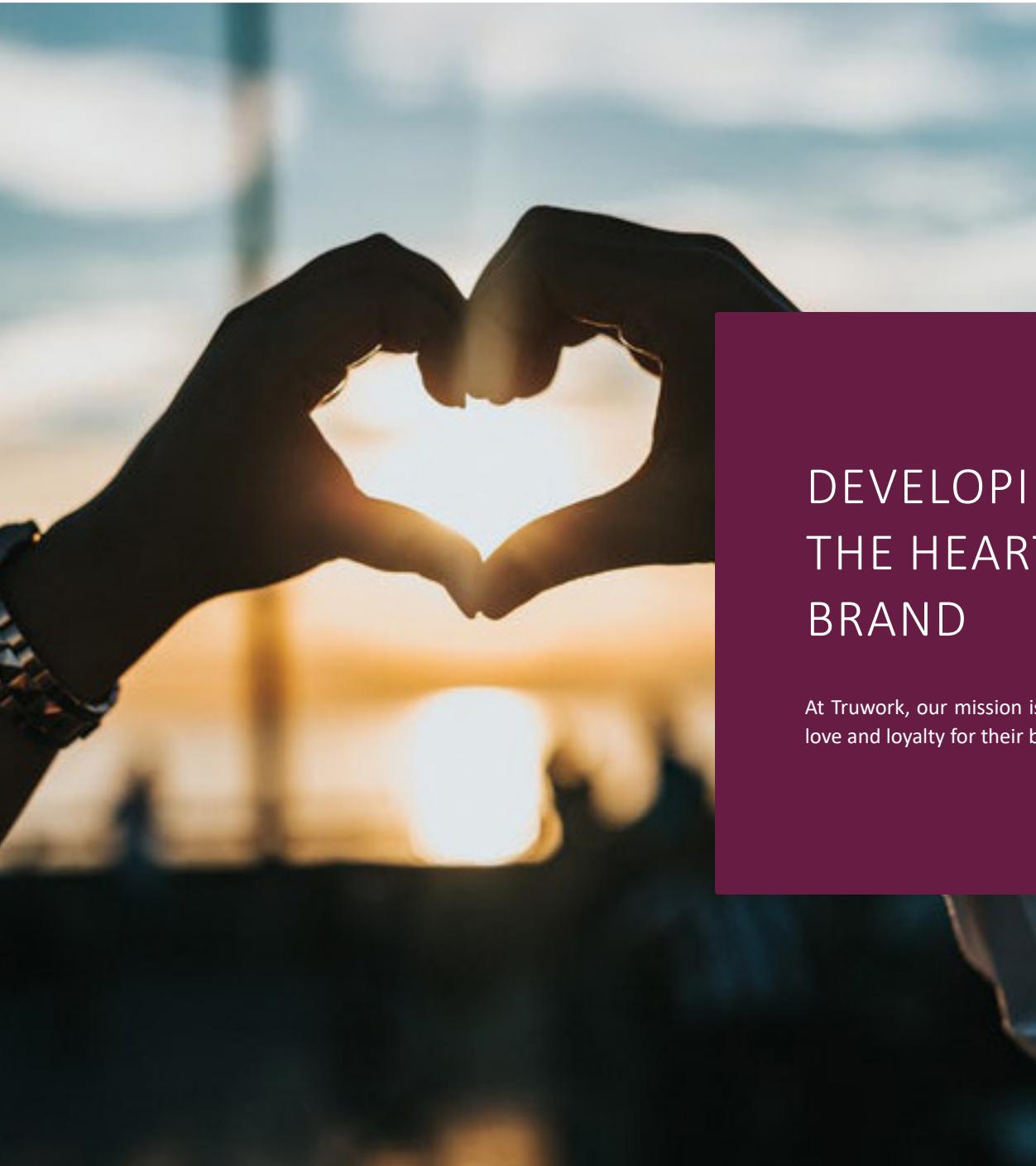


TRUWORKINC.COM



INTRODUCING TRUWORK, INC.

TruWork
Developing People, The Heart Of Your Brand



DEVELOPING PEOPLE, THE HEART OF YOUR BRAND

At Truwork, our mission is to help companies cultivate love and loyalty for their brand, from the inside out.

LET US GUIDE YOU

People are the heart of your brand. A company's bottom line reflects the daily decisions and actions of leaders, employees, and customers. But what drives their decisions and actions? The simple yet powerful truth is that the key to your company's success lies in the hearts of your employees and customers. Truwork's mission is to help companies cultivate love and loyalty for their brand, from the inside out.

THE CUSTOMER EXPERIENCE

Most companies invest heavily in creating product offerings that customers want. But have they focused the same attention on creating a customer experience- at wholesale and retail- that leverages the power of their brand?

While facts about your product line may win a customer's consideration, how they feel about their experience will determine their loyalty. Truwork excels in translating the magic of your brand into a unique and relevant customer experience that cultivates emotional brand loyalty.

THE EMPLOYEE EXPERIENCE

The secret to a high quality customer experience is a high quality employee experience. We help leaders learn how to create the right emotional chain reaction within their walls – a company culture where employees believe in a clear vision, feel ownership and excitement in their role, and give their uncompromising commitment to results—not because they have to, but because they want to.

Truwork specializes in elevating the quality of leadership, management, and business practices to enhance company culture. A positive employee experience promotes a positive customer experience.

OUR METHOD

People are your competitive edge. Success depends on having the right business strategy and people with the skill and will to bring it to life. At Truwork, we take a "whole person" approach to learning, engaging the heart, mind and physical skills for lasting results. We believe in fostering a partnership with our clients to help them achieve their development goals. Our methodology involves four phases:

① CONSULTATION

We learn about your business, culture and brand. We collaborate with you to define the specific outcomes that the development will target, and help to ensure that your company's infrastructure will support the success of your development goals.

② CUSTOMIZATION

The development is customized to reflect your company's business and brand, ensuring that the materials and content will resonate as business-relevant and brand-appropriate. We recommend specific measures to test the effect on your people and business.

③ FACILITATION

We provide expert facilitation of highly-engaging, results-oriented, customized learning events.

④ FOLLOW UP

In order to support accountability and results, we offer comprehensive individual and group follow up. Follow up is essential in providing lasting results.

OUR SOLUTIONS

At Truwork, we work with our clients to create bespoke learning and development solutions that are as unique and individual as their business and brand. Effective and impactful, we provide three primary services: Group Learning, Team Building and Executive Coaching.



GROUP LEARNING

We design innovative learning experiences that engage the heart, mind, and physical skills for development with lasting results. All programs can be tailored to reflect your business and brand, and customized to meet the unique development needs of your organization.



EXECUTIVE COACHING

Coaching is a highly customized, interactive, and convenient form of development where goals are achieved through insight and action. Clients grow through thought-provoking and results-focused dialogue combined with interactive skill practice.



TEAM BUILDING

Our uniquely-designed and highly-engaging experiences introduce and reinforce the behaviors of high performing teams. These experiences can be incorporated into an executive team offsite, a company outing, or delivered as a stand alone event.



AREAS OF EXPERTISE

We are not one size fits all. With more than twenty-five years of experience in developing executives and professionals in leading wholesale and retail businesses, we specialize in designing and implementing customized development solutions that enhance competencies and standards in:

Leadership
Performance Management
Change Management
Selling Skills
Client Service
Communication
Coaching Skills

Presentation Skills
Train the Trainer
Emotional Effectiveness
Peak Performance and Productivity
Corporate and Retail Culture
Strategic Planning
Team Building

GROUP LEARNING

Whether you need a little or a lot, all of our learning experiences can be tailored to reflect your business and brand, and customized to meet the unique development needs of your organization.

With our modular approach, we weave together the topics you need into succinct, engaging, results-focused sessions. Formats include:

- Full or half day programs
- 60 or 90 minute workshops
- Lunch and learn sessions
- Live, interactive webinars



GROUP LEARNING PROGRAMS

THE MANAGER'S MIRROR

Through self-discovery, skill models, and practice, managers of all levels will master skills for positive, productive and results-focused communication, resulting in enhanced performance, accountability and employee engagement. Skills include communication, delegation, feedback, development, motivation, and how to partner with Human Resources for performance improvement.

THE PERFECT FIT: SOURCING AND INTERVIEWING SKILLS

Hiring managers will learn a strategic approach to sourcing and staffing that is aligned with your company's talent management strategy. They'll master practical skills for screening resumes, sourcing candidates, and conducting interviews that better predict a candidate's ability and fit.

LEADING EMOTIONAL ENGAGEMENT

Social intelligence and interpersonal influence are widely recognized as essential ingredients to leadership success. In this program, managers of all levels will learn what emotional intelligence is, why it is essential, and how to leverage these skills to increase influence and leadership effectiveness.

WORKFORCE 5.0

The face of the workplace is changing. Baby boomers are retiring. Gen Xers are moving through their career lifecycles. Millennials continue to enter the workplace in significant numbers and grow into leadership roles, while also growing in influence as consumers. In this interactive program, employees and leaders of all levels will explore the dynamics and expectations of each generation, and learn how to better understand, appreciate, and work effectively across generations in the workplace.

COMPELLING PRESENTATION SKILLS

Professionals and leaders of all levels will learn how to prepare and deliver presentations that are clear, concise, compelling, connected, and confident. Skills are relevant to all communication situations, whether speaking to an audience of 1 or 100.

GROUP LEARNING PROGRAMS

LATERAL LEADERSHIP

Mid-level managers without direct reports have to get work done with and through others, without direct authority. But how does one drive results through influence, not authority? In this workshop, managers will learn the key conversations that drive results: how to request support from others, delegate laterally, reinforce or redirect others' behavior, and manage up.

NAVIGATING CHANGE

The manager's version of this workshop focuses on how to plan, communicate, and manage organizational change, to maximize the speed and success of any initiative. The employee's version focuses on how to anticipate and work through typical responses to change, and build positive and productive participation and support.

MEETINGS THAT MATTER

Meetings are rising in number and falling in results. According to widely-cited statistics, there are an estimated 11 million meetings a day in the US alone, we waste \$37 Billion annually in unnecessary meetings, and "too many meetings" is officially considered the most significant time waster at work. Despite these numbers, with effective planning and skilled facilitation, meetings can be an enormously productive tool for achieving business goals. In this half-day workshop, participants will gain the methodology, tools, and skills to plan and run highly efficient and productive meetings.

THE HEART OF SERVICE

Sales and service professionals will master the keys to customer loyalty through a service mindset, clienteling strategies, communication, empathy, and rapport building skills.

SECRETS OF SUCCESSFUL SELLING

Sales professionals will learn how to unlock new levels of productivity and success. They will learn secrets of top sellers and entrepreneurs, and master the mindset, confidence, skills, and tools for closing more sales.

THE ART OF CLIENT COMMUNICATION

Today's retail environment requires new skills in communication and client development. This program for sales professionals combines concise, interactive webinars or workshops (tailored to reflect your brand standards) with individual one-on-one coaching. Sales professionals enhance their ability to write clear and compelling electronic messages, connect across cultures, and more successfully capture interest and sales.

GROUP LEARNING PROGRAMS

STEER YOUR CAREER: A PERSONAL ROADMAP TO PROFESSIONAL SUCCESS

When it comes to career development in today's business world, each individual must be their own agent and advocate. Long gone are the days when we would climb a corporate ladder of rigidly defined career steps. Today, organizations are agile and ever-changing. As a result, career growth resembles more of a jungle gym than a ladder. Career paths are unique to each individual and can involve a combination of vertical and lateral steps toward an ultimate goal. In this empowering workshop, gain clarity on what you want in your career, why you want it, and how you can achieve it.

BUILD A POWERFUL PERSONAL B.R.A.N.D.- YOUR MOST VALUABLE ASSET

What links successful professionals at all levels across organizations? They take a proactive approach to managing their careers. That begins with knowing themselves and adopting a career distinction mindset. An essential element of a career distinction mindset is a powerful personal brand. Your brand is what you communicate to the outside world about who you are and how you see yourself. Whether you are just getting started in your career or have been working for several years, you can benefit from developing your personal brand. This half-day workshop focuses around a simple way to think about B.R.A.N.D.-- Business Acumen, Reputation, Self-Awareness, Network and Develop.

LEARNING AGILITY

Learning Agility is the ability to learn from experience, perform successfully under new or first time conditions, and work through ambiguous situations. The need to acquire new skills is never-ending, particularly skills for a future reality where markets, competition, technology, and business strategies evolve organically and disruptively. Leaders and professionals faced with new situations, assignments, and challenges will struggle if not prepared. Learning Agility begins with a solid self-awareness and includes these competencies: Mental Agility (curiosity and creatively solving complex problems), People Agility (reading, valuing, and adapting to others), Change Agility (embracing insights and questions that drive change), and Results Agility (getting things done against the odds).

"STEPS TO SUCCESS" SERIES

Focused and concise workshop or webinars, offered on topics such as: Introduction to Performance Management, Communication and Influence, Manage Your Time and Priorities, Delegation that Builds Clarity and Commitment, Monitoring and Tracking Performance, Guiding Performance through Feedback and Coaching, Creating Individual Development Plans, Writing a Performance Review, Motivate and Engage Your Team, Career Development, Managing Change, Secrets of Successful Selling, Clienteling Strategies, and Generations in the Workplace.

ADDITIONAL PROGRAMS AND CUSTOM-DEVELOPED PROGRAM ARE AVAILABLE - PLEASE CONTACT US TO EXPLORE.

EXECUTIVE COACHING

Coaching is a highly customized, interactive, and convenient form of development. During the coaching period, development goals are achieved through insight and action. Clients gain insight through thought-provoking, confidential, and results-focused dialogue. Skills models and best practices are introduced, and in between coaching sessions, action assignments support immediate application and results.

Results of Coaching:

- A clear understanding of strengths and development goals.
- Awareness of behavioral patterns or beliefs that may limit success.
- Mastery of skills, knowledge, behaviors and beliefs that promote new levels of success.
- Powerful professional and organizational outcomes.



We offer executive coaching for senior leaders, as well as high-potential professionals who are your next generation of leaders. We also facilitate group coaching programs for high potential professionals, aimed at solving real business issues while cultivating collaboration, community, and leadership development.

INNOVATIVE TEAM BUILDING IDEAS

Successful navigation through today's business landscape requires effective teamwork and communication. Innovation, collaboration, synergy, and peak performance all depend upon strong team relationships. Teams get to be teams by learning to be teams. That is, all teams go through predictable stages of development. Any change in the team's goals, members, leaders, roles, systems, or processes can cause a team to fall back to an earlier developmental stage.



Truwork designs and facilitates highly-engaging teambuilding experiences that introduce and reinforce the behaviors of high performing teams. These experiences can be incorporated into an executive team offsite, a company outing, or delivered as standalone events. Areas of focus for team building include: identity, challenge, creativity and fun. Some popular team building events are:

Visual Arts	Paper Skyscraper Contest
Wine Tastings	Low Ropes
Sailing	Problem Solving
Go Carting	Team Karaoke
Pictionary	Improv Comedy
Relay Races	Appreciation Circle
Charity and Fundraising	Culinary Art

PARTIAL CLIENT LIST

Repeat business and referrals are the highest compliment a company can receive, as well as the most compelling evidence of the value of their products and services. Truwork, Inc. is fortunate to have an extremely high rate of repeat business with clients, and nearly 100% of our business comes through recommendations and referrals.



Alexis Bittar	Diane von Furstenberg	Joe's Jeans
Bulgari	Diesel	Louis Vuitton
Calvin Klein Collection	DKNY	LVMH
Carolina Herrera	Elie Tahari	Montblanc
Cartier	Emilio Pucci	Moët Hennessy USA
Chanel and Chanel Beauty	Fendi	Piaget
Chloé	Ferragamo	PVH
Christian Dior	Fresh	Shiseido
Coach	Global Brands Group	TAG Heuer
David Yurman	Gucci	Vacheron Constantin
DFS	Hermès of Paris	Van Cleef & Arpels

CLIENT TESTIMONIALS

DIRECTOR OF HUMAN RESOURCES · LUXURY FASHION BRAND

"Truwork is amazing, to say the least. I strongly recommend their facilitators to anyone looking for customized development from an expert. They come from a high-end apparel background and have been embraced by our entire population. As an HR Director or Manager, you will impress your executives by discovering this valuable resource. We are in the process of evaluating our ROI...seems it will be substantial."

DIRECTOR OF HR & TRAINING · LUXURY WOMEN'S AND CHILDREN'S APPAREL BRAND

"Truwork had an intuitive and immediate understanding of our global needs and was able to design training tailored to the personality of our unique brand and employees. They assisted us in opening new channels of communication between our boutiques and our corporate office in a positive and safe learning environment. The training sessions have resulted in a positive and universal vocabulary that has become an important part of our company's landscape. Not only did they provide us with very necessary tools for our current needs, but provided a framework for being solution-oriented in future times of change and evolution."

SVP HUMAN RESOURCES · LUXURY FASHION BRAND

"The programs have all exceeded our expectations. They are always masterfully and sensibly tailored to meet our needs as a company. Skeptical participants enter a program thinking about all of the work they need to get done at their desk, and within 5 minutes, they leave all of that behind and embark upon a journey toward self development. The programs are interactive, fun, informative, and illuminating. Most importantly, participants walk away with tools to keep the training alive after they finish the program."

DIRECTOR OF STORES · WOMEN'S FASHION BRAND

"Truwork has the ability to quickly assess my division's specific challenges and needs, and then turn that around into an incredibly on-target, customized workshop, which is invaluable."

BOUTIQUE DIRECTOR · JEWELRY BRAND

"I wanted to thank you for such a motivating and inspiring seminar. You have definitely expanded my commitment to the brand. I came back to my store with such a great feeling and much excitement to share what I had learned from you. I truly cannot wait to recap the 'Spirit of Success' with my sales team. Also, the day I came back to work from New York I had a 9 unit sale (8 gold items and 1 silver) for \$38,700. Then the following week they came back and spent another \$32,000. Needless to say your seminar was very impactful and has already improved the energy and vibes at our store!"

A close-up photograph showing a hand cradling a glowing incandescent lightbulb. The bulb is encased in a clear, spherical crystal ball. The warm glow of the bulb illuminates the surrounding area, casting soft shadows and highlights on the fingers and the crystal. The background is dark, making the warm light stand out.

OUR TEAM

Truwork's consultants are qualified development professionals with more than twenty years of experience in helping people achieve development goals in areas such as leadership, management, communication skills, sales, customer service, team dynamics, and company culture.

Let our experience help you to spark ideas and ignite passion and loyalty in your company and clients.

LAURIE SIMONEAU

FOUNDER & PRINCIPAL CONSULTANT



As founder and President of Truwork, Inc., Laurie has been enhancing individual and organizational performance since 1990. With a creative and customized approach, Laurie provides training, coaching, and consulting services for US and international clients, with specialized experience in fashion and luxury. She is an external HR partner and service provider for major luxury and fashion industry groups.

Before founding a successful boutique consulting firm in 2003, Laurie was Vice President of Training and Development for an international fashion design house and an internal Organizational Development Consultant for a leading athletic footwear and apparel company.

As an active member of the human resources development community, Laurie has presented at international conferences for the Association for Talent Development (ATD) and the Society for Human Resource Management (SHRM). She holds leadership and performance coaching credentials from Brown University and the ICF (International Coach Federation). Laurie is published in the Corporate University Review and was quoted as a subject matter expert in a training article published in Workforce Magazine. She holds a BA in Communication from the University of Massachusetts Dartmouth and completed graduate studies in psychology at Harvard University and Pepperdine University.

JILL MILLER

PRINCIPAL CONSULTANT



Jill Miller has nearly 25 years of experience in executive and consulting positions with national and multi-national Fortune 100 companies. Jill has led innovative change management initiatives and provided training, coaching and consulting services for world class brands and fashion and luxury groups. Her expertise is in understanding and delivering messages tailored to specific business needs and multiple audiences.

As a learning and development expert, Jill served on the proposal evaluation board for the American Society for Training and Development (ASTD) to support content selection for their International Conference. She chaired a session on corporate coaching at Coach University's National Conference in Dallas, a session on "Making Training Stick" for the National Society of Pharmaceutical Sales Trainers, and has been a regularly featured presenter at the Mid-America Human Resources Symposium. Her approach to change management has been highlighted at best practice conferences worldwide.

Over the years, Jill has worked closely and consulted with notable authors such as Jack Canfield (Chicken Soup for the Soul series) and Pat Heim (Smashing the Glass Ceiling), and studied extensively with Marshall Rosenberg PhD, creator of Non-Violent Communication (NVC).

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TRUWORK, INC.
18 Maple Avenue, Suite 212
Barrington, RI 02806

Phone 805-807-3508
Email info@truworkinc.com



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