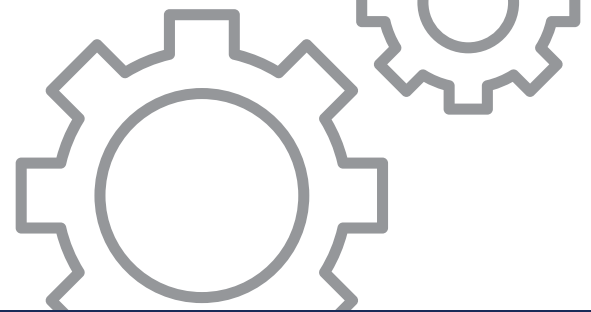


Custom Training Concepts
Designs Group Consulting



BUSINESS WORKSHOPS 2022

VOL. 1



C.W. Miller



Dannet Botkin



- Organizational Culture
- Hiring the Right Person
- Diversity, Equity, and Inclusion
- Customer Service & Sales
- Leadership Training
- Marketing & Technology

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CTC-DGC Individual & Organizational Coaching Service

Your personal coach will provide instruction and structure to help you stay focused on the future—your future. Together you will custom design the right success program for you, wherever you are on your personal or professional journey.



Request Remote Coaching via Zoom
 call **501.815.4282** for C.W. Miller and
501.209.2806 for Dannel Botkin.





Custom Training Concepts

Custom Training Concepts (CTC) is dedicated to helping individuals and organizations reach their full potential by providing insightful coaching as well as thought-provoking training programs. Our goal is to propel individuals and organizations to exceptional results.

Each member of your organizational team brings value. At CTC, we believe that human capital is the single most valuable resource of any organization, but reaching full potential requires a commitment. The employees must pursue personal improvement, and the employer must be willing to invest and believe in their employees.

The CTC focus is always on the creation of positive impact, which flows through each member of the organization to increase trust, respect, and mutual aspirations, maximizing energy, creativity, and talent. **CustomTrainingConcepts.com**



Designs Group Consulting
International

Designs Group Consulting When you succeed, we succeed.

Our extraordinary team of caring and seasoned professionals are eager to provide you with a fresh perspective, strategic direction, and guidance to accomplish your goals.

We're individuals with different passions and strengths who take as much joy in the work we do as the people and companies we work with. At DGC, we're truly invested in helping you launch, tune-up, or fine-tune your business overall as well as marketing campaigns. **DGCFirm.Agency**



Your needs met.

Need an exciting, new website? A fantastic marketing plan to increase sales and leads? Strategies to set your business up for long-term success?



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International

We are here for you!

Call Dannel at
501-209-2806 for your
FREE 1-hour consult.



DGCFirm.Agency & DGCMagazines.com



Organizational Culture

Custom Training Concepts

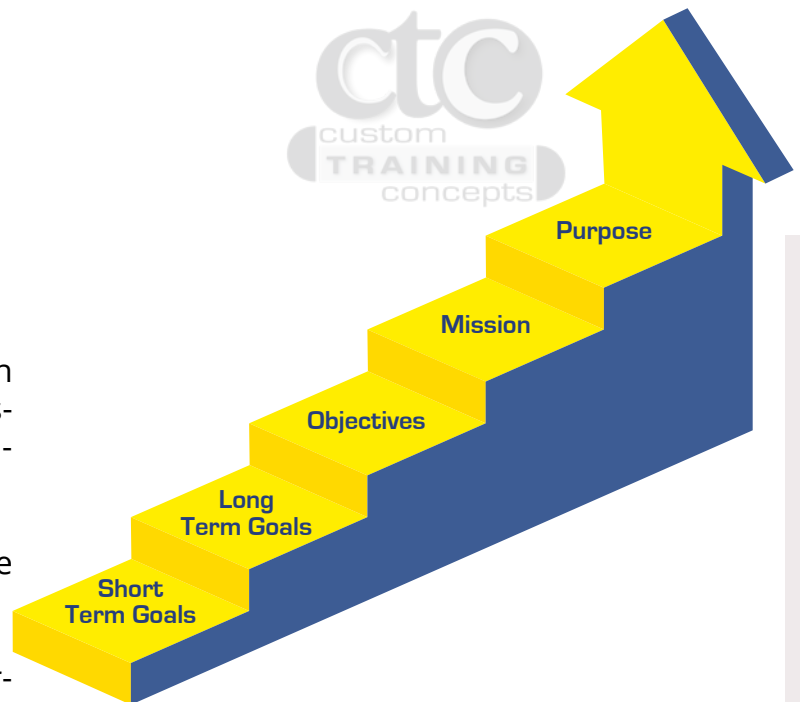
This workshop/retreat will lead you through the process of building a shared culture using basic building blocks to form the foundation for future planning. They include:

Purpose – why we exist. What are we here for?

Mission – how we plan to fulfill our purpose (can vary with time and specific area).

Vision – the picture of what our desired future would look like.

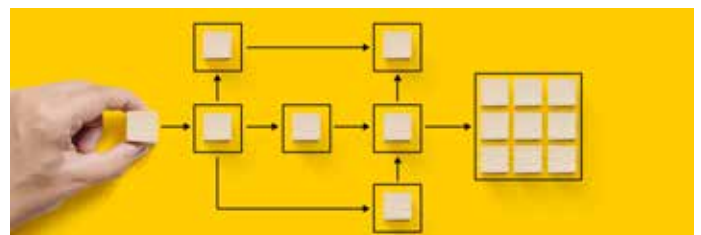
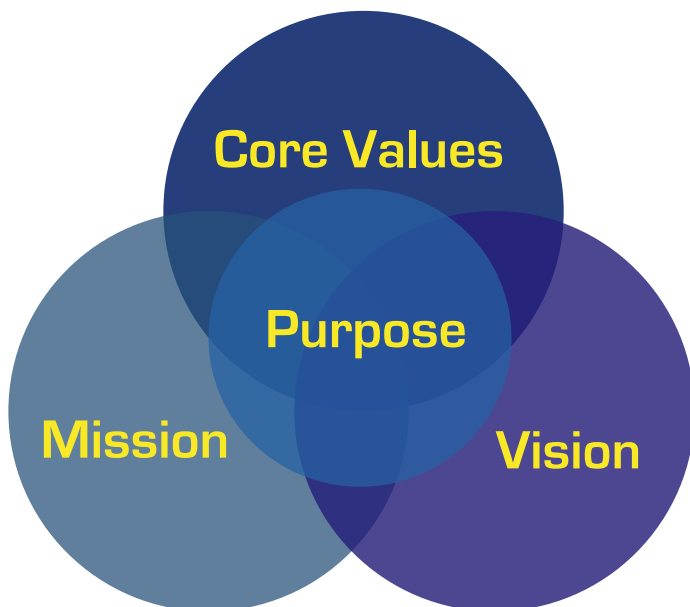
Core Values – the culture of an organization, including behavioral parameters we agree to follow in carrying out our mission and trying to reach our vision.



After these are affirmed, the workshop will focus on the planning process itself, including the development of objectives with long and short term goals to chart a strategic plan for the future. The clarity and consensus-building of this approach will be invaluable in setting your organization on a path to success.

Designs Group Consulting

DGC will build on the vision and core values by teaching you how to correctly brand the business; how to incorporate sales; and marketing the brand through all aspects of the business: departments, services, products, staff, public relations, budgeting, development, etc.





Hire the Right One, Not the Next One

Custom Training Concepts

Discover the person you really want through effective interviews.

Learn new techniques that will dramatically improve your interviewing skills so you can hire the right person the first time and avoid the pitfalls that lead to costly employee turnover. In this highly interactive two-hour workshop, you'll discover:

- The top three reasons why people don't work out;
- Seven deadly sins in the hiring process;
- Questions you need not ask in the interview;

- How to get the information you really need to know;
- Four simple keys to discovering the heart of the candidate.

You'll have time to practice the skills you need to put what you've learned into action, so you can avoid future hiring mistakes that decrease productivity, erode profits, and discourage the good workers you appreciate.

Designs Group Consulting

DGC will provide a high-level overview of the current trends and technologies used in the hiring process.

- Learn the six-step process of conducting technology-driven interviews;
- Discover how to market your job openings to the right people.



Ask about our group discounts & Zoom capabilities.

Diversity, Equity, Inclusion Workshop



Custom Training Concepts

Identify the hidden strength in our differences in this highly interactive workshop. Attendees will learn how to work together to identify differences and value them. Learn how to go beyond tolerating differences and begin to seek them out—to recognize and capitalize on what each person brings to the table to build a stronger organization. As awareness grows, we will uncover:

- The most common differences addressed by existing “rules.”
- Common differences that are not publicized but quietly affect our opinions, judgment, and level of cooperation.
- The key factors that determine our response to identified differences. The mystery of generational differences and how they can complement each other.

Don't miss this opportunity to make your company stronger, gain new perspectives in the workplace, and celebrate how the inherent differences in each individual contribute to the benefit of all in this Positive Impact Workshop presented by Custom Training Concepts.

Designs Group Consulting

Diversity, Equity, and Inclusion should be included in your dynamic marketing plan. To be inclusive, it's important to know your target markets well. DGC will help identify your target markets and incorporate DEI content (visuals and copy) into **both** your internal and external marketing and operations.

DEI training is crucial to building a safe and equitable workspace for all employees.

"Studies show DEI has the potential to increase sales revenue, increase customer base and ultimately increase profits. DEI is not only the right thing to do, it also makes good business sense."

- Dii.mn.gov

Ask about our Zoom workshops & group discounted rates.

A New Look at Sales

From Peddler to Partner

Custom Training Concepts

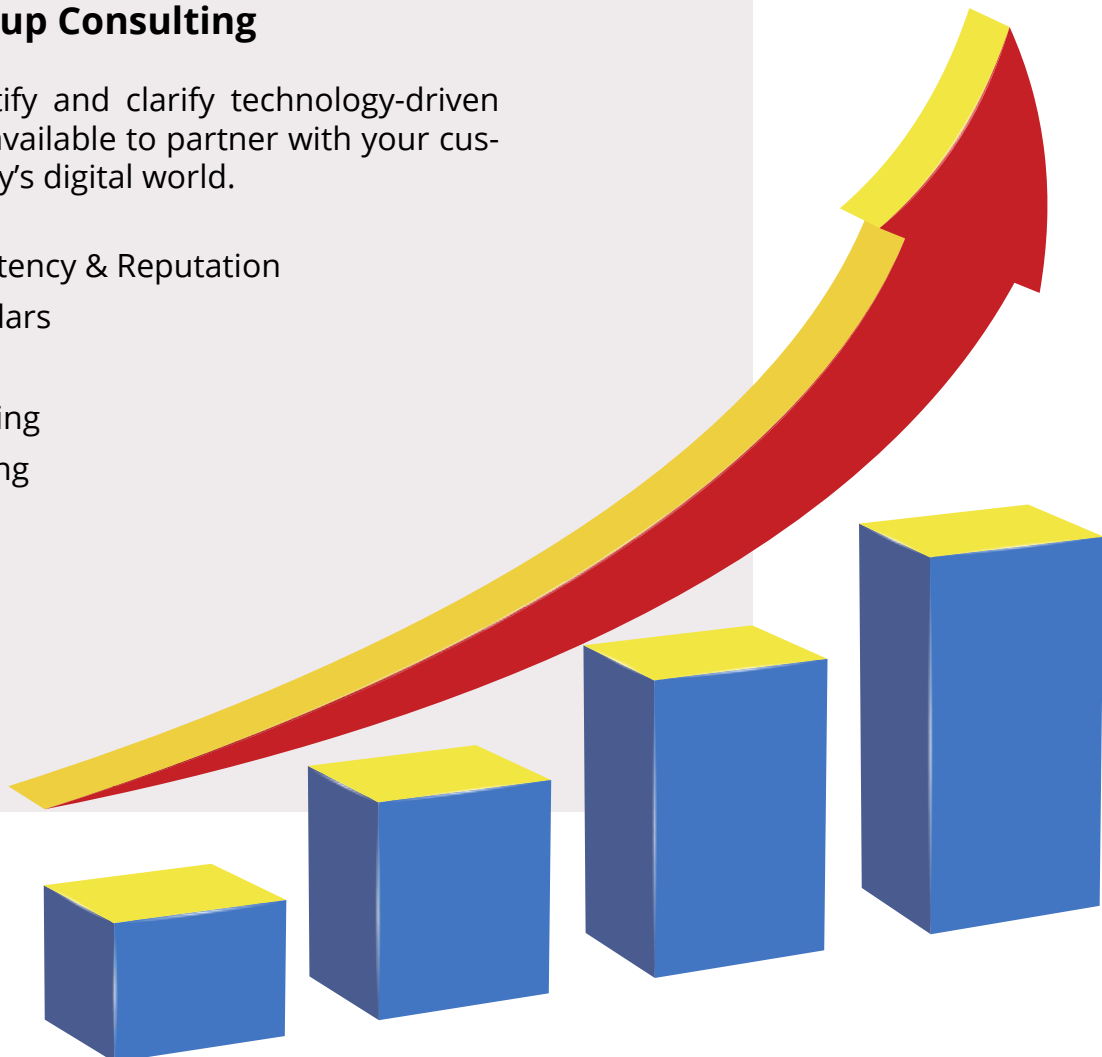
The term “salesman” often carries a bad rap. The reason is because so many “salesmen” are really seen as peddlers. In this workshop we will look at how customers make buying decisions. We will take a look at what you are always selling, and how to use your personal sales funnel as a tool for success. We will differentiate peddlers from partners and work on communication techniques that build partnerships. We will investigate what makes your products sizzle, and why so many people fail to close the deal. We will even look at when to ask and some of the most effective closing techniques.



Designs Group Consulting

DGC will identify and clarify technology-driven selling assets available to partner with your customers in today's digital world.

- Brand Consistency & Reputation
- Digital Calendars
- Ecommerce
- Email Marketing
- Text Messaging





The Five Step Shift

Complaints to Opportunities

Custom Training Concepts

One of the most difficult aspects of customer service is handling complaints. Unhappy customers can be rude, intimidating, and even irate. With a minor stumble in your response, minor conflicts can quickly escalate to major problems causing anything from loss of respect and customer loyalty to physical altercations and lawsuits. But it doesn't have to be this way! In this enjoyable and interactive workshop, you will learn what customers really want, and it may surprise you. We'll present the dynamic loop of a complaint and help attendees understand how complaints can trigger emotional hijacking. Then we'll discuss ways to handle the hijacking and control your responses. We'll share a simple five step plan that not only avoids escalation, but often results in higher levels of customer appreciation and loyalty.

Designs Group Consulting

Learn how customer complaints affect your brand reputation. DGC will define an additional online five step process of managing unhappy customers and de-escalating situations.



Zoom workshops available.



Millennials at Work



Custom Training Concepts

The workplace is divisive and dysfunctional.

What has been called the Me-Me-Me Generation has arrived, presenting a new set of challenges in the world of work. This workshop will focus on mentoring, coaching, and leading this new generation. Expected to comprise 75 percent of the workforce by the year 2025, Millennials are more educated than any generation in history. They've experienced the post 9/11 environment, economic system collapse, devastating levels of unemployment, the Covid-19 pandemic. Little wonder they lack trust in established systems, in the authority of institutions and organizations, and in the values of commitment and hard work that defined the American Dream. Despite these challenges, Millennials are optimistic, tenacious, tech-savvy multitaskers with the potential to impact companies in a positive way. You cannot manage these people, you must learn to lead them.

Designs Group Consulting

Working with and/or employing Millennials can offer unique challenges. DGC will detail the importance of positive impact operations like remote working, meditation rooms, success awards, 'you are appreciated' gestures like free lunches, charitable alliances, etc., and identify some key technology to help companies band together with their Millennial workforce for mutually beneficial success.



Ask about our group rates & Zoom workshops available.

Leadership - Not Management



Custom Training Concepts

This workshop is focused on the evolution from management to true leadership. We will review some of the common myths about leaders, the various types of leaders, and what makes leaders successful. Attendees will gain insight on why followers follow and specific skills that can be employed to gain influence. You will learn the power of a vision in establishing a leadership role. We will also discuss the importance of trust in the relationship between the leaders and the followers and review key skills for effective communication.



Small Business, Big Success.
Entrepreneur Playbook

Designs Group Consulting

Vol. 1 *Starting Plays Workshop*: This DGC's 30-Top Tips two hour long workshop identifies and details important business tasks that should be completed by every entrepreneur within the first three months of owning a business.

Vol. 2 *Strategic Plays Workshop*: This three hour long strategy workshop explains the elements of branding and company reputation, offers a marketing 101 crash course including identifying target markets, and highlights vision implementation strategies and branding across your operations.





The Fab Five Keys to Highly Effective Teams

Much has been written about the value of teams in the workplace. We all know how critical effective teams can be to an organization's success. But why is it that some teams have so much more impact than others? In this workshop, you will learn the five most important factors to creating high impact teams. In fact, these factors are so valuable that they alone can **turn a mediocre team into a pillar of excellence**. We will discuss each of the five, explain their importance, and demonstrate how your team can begin to develop each of them tomorrow. You will get a chance to practice some of the more difficult skills and techniques with a discussion of ways to improve your delivery.



C.W. Miller, Custom Training Concepts: 501.815.4282 | CustomTrainingConcepts.com

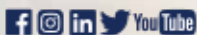


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Business Consulting

- Business Plan Creation
- Departmental Oversight & Budgeting
- General Management
- Logistics
- Marketing Operations
- Operation Streamlining
- Project Management
- Small Business Coaching



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Call *Dannet* at **501-209-2806** for your **FREE** 1-hour consult.

Dannet Botkin

President, Designs Group Consulting & DGC Magazines, Business Partner in the Betterment Group, and Consultant for Custom Training Concepts

Dannet Botkin is a marketing, sales, and operations professional with more than 30 years' experience in the industry. Her impressive career includes stints in Barcelona, Dallas, New York City, and Tampa. She has held positions that range from Advertising Account Executive to Director of Marketing & Operations, President, CMO, COO, and CEO.

Dannet's international business experience includes creating marketing and operational strategies for powerhouse companies like Chanel Thomas, Coca-Cola, Neiman Marcus, Nintendo, Victoria's Secret, Warner Brothers, Hot Springs Village Property Owner's Association, among others, and General Management for both national and international companies.

Dannet made her dream of starting her own company a reality when she founded Designs Group Consulting (DGC) in 2015. Dannet is proud of her professional team at DGC. "DGC provides access to professional support that can make a business not just survive, but thrive. We understand the issues facing businesses in today's changing marketplace, and we assist with one-on-one support individualized to each company's needs."

DGC: Dgcfirm.agency

DGC Magazines: DGCMagazines.com

Betterment Group: Commercialhubspot.com

2022-2023 *Marquis Who's Who*, 2020 Reader's Choice *Hot Springs Village Voice* 3rd Place Best Artist Award, 2019 Reader's Choice *Hot*



Springs Village Voice 2nd Place Best Business Owner Award, 2019 Reader's Choice *Hot Springs Village Voice* 2nd Place Best Media Company, 2019 KVRE 92.9 FM 2nd Place Listener's Choice Award, 2016 HSV Area Chamber of Commerce Entrepreneur of the Year Award, 2008, 2013 HSV POA Best Employee Award, and *Marquis Who's Who* 2009-2010, Dannet Botkin is also a published author.

Affiliations / Board of Directors / Education / Volunteering

- HSV Board of Realtors Affiliate
- HSV Area Chamber of Commerce Member
- Hot Springs Chamber of Commerce Member
- Kiwanis Club Volunteer
- Minority & Women-Owned Business Enterprise Certification
- Rotary Club Volunteer
- Walk for Cancer Research Volunteer

Bachelor of Science, University of North Texas, Gamma Beta Phi Society

Past

- Village Loan Closet Board President
- Village Employees Benefit Fund Board of Directors
- Hot Springs Village Community Foundation Board of Directors and PR Committee Member
- Suncoast Human Resource Management Association Member, FL
- Marine Mammal Path Lab Volunteer, FL

Small Business. Big Success.

Entrepreneur Playbook

New Workshops Coming Soon
by Dannet Botkin...

Vol. 1 Starting Plays

Vol. 2 Strategic Plays

Vol. 3 Diversified Plays

Vol. 4 Business Plays

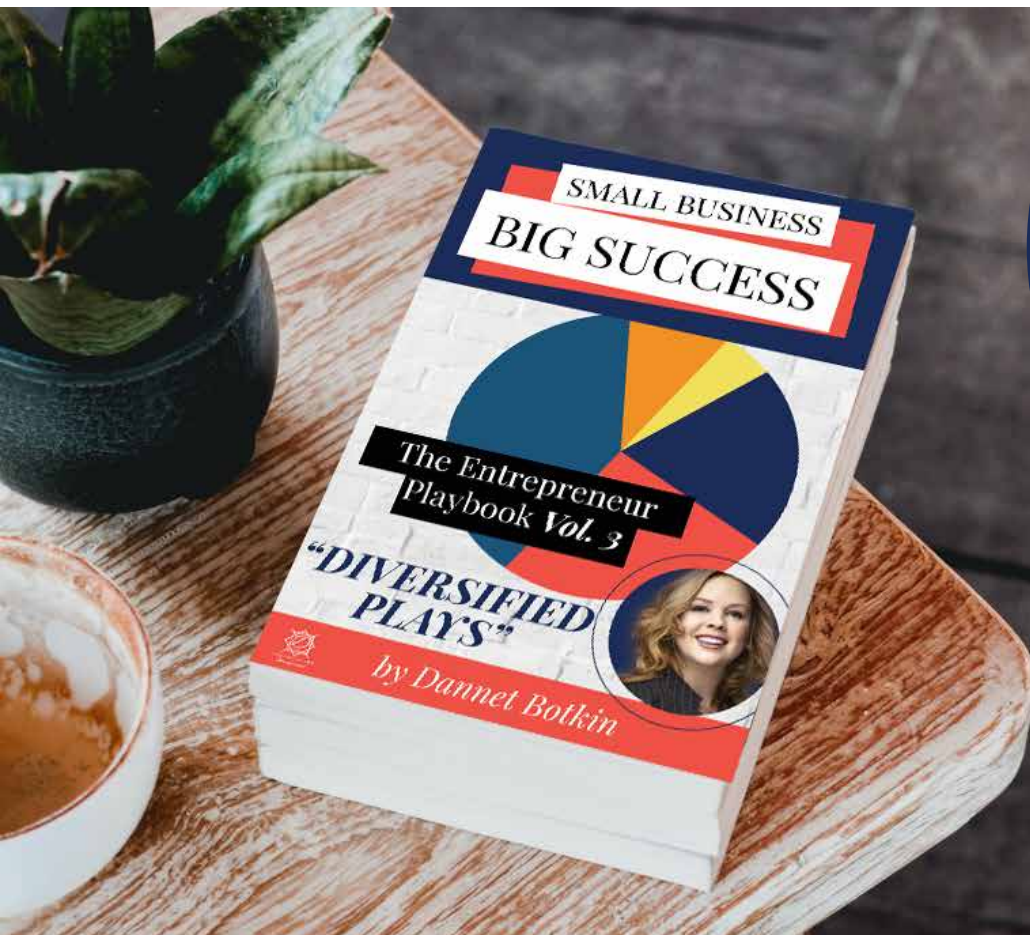
Vol. 5 Re-Brand Plays

Vol. 6 Long-Term Plays

Vol. 7 Next Level Plays

Vol. 8 Passing Plays

Vol. 9 Exit Plays



C.W. Miller

C.W. Miller, the founder and president of Custom Training Concepts, has been developing high performance teams in a variety of industries for over thirty years. Not only has he lectured extensively to executives on such topics as quality assurance, cost containment, time management, and customer satisfaction, C.W. is also considered by many to be the “go to guy” for facilitating retreats to create strategic plans, objectives, and goals. His unique perspective does not just come from the classroom. He knows organizations from the front office to the board room.

C.W. is known nationwide for his inspirational keynotes, thought provoking seminars, and highly interactive workshops. He has authored over 100 articles, seminars, and training programs dealing with human interaction, emotional intelligence, leadership, and management. His focus on the human interaction skills of leaders has created positive impacts in healthcare, manufacturing, state agencies, education, and the military, as well as in professional associations, non-profit, civic, and church organizations.

His childhood years spent on a farm in Iowa provided the background for a strong work ethic that C.W. has carried into his professional career. Nineteen years were spent in Chicago helping build a small healthcare organization into one of the leaders in the industry. During this time, he attended Northwestern University's Kellogg Graduate School of Management, and in 1990 he was named Manager of the Year at Everest Healthcare Services. He then shifted his focus to the rapid growth of the telecom industry in the late 1990's and founded Custom Training Concepts in 2003.

C.W.'s passion for delivering quality service in the most efficient manner is both impressive



and contagious. Not just inspiring individuals throughout an organization to reach or exceed potential, he also gives them the tools to make it happen. The end result is more than improved performance—it is a transformed workforce with a mission, commitment, excitement, and real job satisfaction.

“From the backroom to the boardroom one principle prevails. People are our most important asset, and success is dependent on the human interaction skills of those people. Therein, we find our opportunity and our challenge.” ~~ C.W. Miller

Awards

- *Who's Who in Science and Engineering*
- *Hot Springs Civitan - Civitan of the Year*
- *Manager of the Year, Everest Healthcare Services*
- *Civitan International Awards*
 - *Jim Berryman Civitan of the Decade Award*
 - *Distinguished President Award*
 - *Distinguished Governor's Award (highest district growth in the world)*

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DGC
MAGAZINES

Affiliations

- Member of The Greater Hot Springs Chamber of Commerce
- Board Member of the Hot Springs Village Community Foundation
- Hot Springs Civitan – Treasurer

Past Affiliations and Offices

- Hot Springs Village Community Foundation – President, two terms
- Association for the Advancement of Medical Instrumentation, Standards Committees
- Hot Springs Executive Association, Board President
- American Society of Training and Development
- Human Resource Management Association of Arkansas
- West Central Arkansas Society for Human Resource Management
- Hot Springs Village Chamber of Commerce, Chairman of the Board, two terms
- Hot Springs Civitan – President, Vice President, Treasurer, Secretary
- Ozark District of Civitan International - Governor
- Civitan Field Director, Club Development (built 17 volunteer clubs in four states)
- National Association of Nephrology Technologists, Board President
- Nephrology News and Issues, Editorial Review Board

C.W Miller

501.815.4282



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 [Instagram.com/miller.cw/](https://www.instagram.com/miller.cw/)



**Find these workshops
interesting?
Check out these other
titles by Custom Training
Concepts:**



- Emotional Intelligence & Emotional Hijacks
- Accountability and the “Blame Game”
- From Buddy to Boss
- Those Tricky Triangles
- Trust - The Workforce Imperative

Book a Workshop

Call Dannet Botkin **501.209.2806**
or C.W. Miller **501.815.4282.**



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