



# iMap

## Strategic Solutions™

# Training Catalog

Motivate. Educate. Energize



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# iMap SSI TRAINING

Workshops that optimize  
business and professional  
performance

**iMap**  
Strategic Solutions

## Workshops

iMap SSI's one-day workshops are tailored to deliver leading-edge solutions for improving organizational and individual performance. Areas of focus include:

ORGANIZATION (including  
Hiring & Retention)

LEADERSHIP

WORK GROUPS & TEAMS  
(including Sales)

PROFESSIONAL  
DEVELOPMENT

iMap SSI offers a different kind of business school through unique, experiential learning methods and traditional classroom settings. Each workshop is customized to the business needs and designed to help the organization, its leaders, work groups, and sales teams, respond to current business challenges.

iMap SSI has:

- Helped a retail company sales team develop new strategies and tactics for growing their business.
- Enabled a team of 20 managers to collaborate and define the upcoming year's strategy.
- Given a proposal team, with an aggressive deadline, techniques for managing personal stress so they could achieve a business goal with a \$150M award fee at completion.
- Created benchmarks for hiring that ensured candidates were the right fit for the job.
- Coached executives on how to get the best performance from their people.
- Connect several thousand people with the iMapMyTeam dashboard.



# SSI BUSINESS WORKSHOPS

## ORGANIZATION

### **Coaching People Through Change**

Learning how to influence people is a key task of leaders today. This has become particularly difficult given the constant changes to which people are expected to respond. Coaching People through Change teaches the leader how to bring out the best in each of their people, even in times of change.

### **Hire the Right People**

The more critical the position, the more important it is to hire the right person. Most companies hire and develop people based primarily on skills and knowledge, and not nearly enough on other, equally important but more intangible success factors. This workshop teaches companies how to hire the right people for the right jobs the first time and improve productivity through developing the people skills of managers.

### **Managing Diversity**

Today's workforce is truly comprised of people from diverse backgrounds, belief systems, ages, stages and experiences. To successfully motivate and manage this talent requires a leader who is adept at adjusting to the wide variety of expectations in his or her workforce. Managing Diversity moves beyond traditional labels that divide us (i.e. age, gender, ethnicity) and helps leaders get to the core of what makes us different, our behavior.

## LEADERSHIP

### **Leadership Profile**

People given managerial responsibility, while talented and successful within their discipline, often have limited development of their leadership and supervisory skills. In order for them to succeed in their role as a manager and team leader, they would benefit from basic coaching on how to be effective with the unique players under their charge. This workshop focuses on key behaviors that will make a difference in the way they manage their own behavior and respond to motivational needs of others.

### **360° Perceptions for Leaders**

People who have achieved success in their careers often develop a comfort zone around the behaviors that got them to where they are. As a result, leaders can become blind to when and how they need to modify their leadership styles in order to be more effective with a wide variety of people and circumstances. The purpose of 360° perceptions is to identify those blind spots.



## WORK GROUPS & TEAMS

### Quick Start for Teams

Everyone agrees that the quality of the relationships impacts the performance of a team. The purpose of the Quick Start workshop is to build quality relationships fast. The team begins with an exercise that helps them define success for their team within a given time frame. The process then guides them through a series of steps to evaluate how they can best work together to achieve their common goals. Practical action items ensure the change lasts.

### Team Development

A complete process consisting of 3 sequential steps. The first, Team Player, is an individual session for each team member and gives them insight into how they fit within the team. Step two brings all the team members together to explore ways to build trust, how they give and receive direction, their approach to getting work done and core values that no one wants to compromise on. The final step, Team Focus, identifies a specific initiative the team is responsible for and then uses previous insights to build a strategy on the best way to succeed with their common goal.

### Sales Zone

Your personal zone is the combination of factors that lead to exceptional performance that feels almost effortless. This workshop helps sales people identify their personal sales zone and how to adapt when faced with challenging circumstances. As a result of this workshop, participants will learn how to better manage their own approach to ensure success with customers more often.

### Strategic Partnering

Customers buy from you not because they know about you, your product or service. They buy because of what you know about them. This workshop explores how to sell to the hidden buying needs of customers in order to close more sales with a wider variety of customers. Sales and/or Customer Service people learn how to adapt their selling style based on signals the customer provides that may have been previously missed.



## PROFESSIONAL DEVELOPMENT

### Team Coach

Motivating, developing and retaining talented employees is a key task of a manager. When this is done effectively, the organization operates with maximum efficiency and is better able to manage doing more with fewer resources at a faster pace. In this workshop managers will become proficient in using the iMapMyTeam Dashboard to know how to adapt their styles to the unique needs of the people reporting to them. This workshop takes a case study approach that allows the manager to focus on real time situations and not hypothetical ones. As a result, they will have action steps that can be immediately deployed with their teams.

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### Dealing with Difficult People

In today's current employment environment, managers often can't be too choosy about the people they hire and manage, especially if a specific skill is required to do the job. As a result, it is not uncommon for managers to have people that could be challenging for them to manage. This workshop will help the manager explore ways to deal with difficult people on their teams and be prepared to deploy tactics designed to build common understanding with difficult people.

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### Productivity Under Pressure

Stress in the workplace is not an uncommon occurrence. Tight deadlines, interpersonal conflict, unrealized expectations, and projects not going according to plan are all examples of what could potentially trigger stress for people. When this occurs, business productivity suffers. This learning experience helps each individual participant identify their personal stress triggers and what to do to manage them. Strategies for building stamina in stressful times will be explored.

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We work with top companies in a wide range of industries that include manufacturing, financial services, health care, mining, utilities, research and development, education, high technology, and transportation.

*Here are some of the many clients that we have worked with:*

Accenture  
Achilles Group  
AgrEvo USA  
Aimse  
ARAMARK Healthcare  
Bank of America  
Bank One  
Boeing Company  
The Bond Market Association  
Coca Cola  
Dade Behring  
Dain Rauscher  
Duff & Phelps  
DuPont  
Fennimore Asset Management  
Fidelity Investments  
First Data Corporation  
FlagCapital  
Glaxo SmithKline  
Hewlett Packard  
Horsley Bridge  
ICI, Americas  
Institute for Private Investors  
Intuit  
INVESCO  
ITT Systems  
Jane Iredale  
JPMorgan  
Junior Achievement  
Lockheed Martin

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## Our Clients

Lowenhaupt & Chasnoff  
Marathon Oil  
Merrill Lynch  
Money Media  
Natural Golf  
Nike  
Nortel Networks  
Northrup Grumman  
Oracle  
Parking Solutions  
PGA of America  
Piper Jaffrey  
Premira  
Princeton Review  
Psychology Network Limited  
Putnam Lovell  
Qwest  
Right Management  
Royal Sun & Alliance Corp.  
S. Graham & Associates  
SAIC  
Samaritan Healthcare  
Seven Worldwide  
Shakespeare  
Telecheck  
Uniqema  
University of Minnesota  
United Launch Alliance  
WalMart  
Wells Fargo Bank  
YPO