



KEYNOTE, WORKSHOP, & PROGRAM CATALOG

No Fluff. Just Leaders Who Get Better.





THE PHILOSOPHY

Yogi's philosophy is straightforward: leadership development should create real change, not just a good session. Too many programs sound great in the room and disappear the moment people get back to work. Yogi's approach is grounded in the belief that growth comes from friction, not comfort. If leaders are not challenged to rethink how they show up, nothing changes. This is development that pushes, not pacifies.

That is where "Sandpaper Learning" comes in. Not to tear people down, but to refine them. Every engagement is built through a custom-made, crafted approach so the experience fits your organization, not the other way around. Whether it is adjusting for level of audience, shaping content for group size, or aligning language and examples to match your culture, the work is intentionally designed to feel relevant and real. The G.R.I.T. framework reinforces this by helping leaders get out of their own way, reassess with honesty, invest in improvement, and apply what they learn in a way that sticks.

What you can expect is an experience that is engaging, direct, and built for application. There is energy and humor, but also accountability. Participants are not sitting back. They are involved, challenged, and committed to action. More importantly, the work carries forward. Leaders leave with practical tools, clear next steps, and a sharper understanding of how their behavior drives results. The goal is not a moment in time. It is lasting momentum that shows up in stronger teams, better decisions, and a culture where people grow.





3 Simple Steps to Build a Mentorship Culture

Description: Mentorship does not have to be complicated, but it does need to be intentional. This session breaks down the three essential ingredients that create a culture where development and growth happen naturally. Participants will learn how to move beyond forced programs and instead build the conditions where mentorship takes root, grows, and sustains itself. The focus is on practical actions leaders can take to encourage connection, trust, and ongoing development without overengineering the process.

Duration Options:

- 60 minutes (core framework and mindset)
- 90 minutes (application and discussion)
- 2–3 hours (deep dive with mentorship mapping and action planning)

Ideal Audience:

- Mid-level leaders, senior leaders, and executives
- Also valuable for organizations looking to strengthen internal development, succession planning, and talent growth

5 Simple Phrases That Will ROCK Your Service Culture

Description: Great service is not scripted. It is lived. This session introduces five simple, powerful phrases that reshape how teams engage with guests and with each other. Drawing from decades of hospitality leadership and experience developed through high-performance service environments, Yogi challenges both leaders and frontline teams to rethink how they show up, not just through process, but through presence. The result is a service culture that feels human, intentional, and repeatable. Teams leave with language they can use immediately and a mindset that reinforces great service long after the session ends.

Duration Options:

- 60 minutes (introduction to the 5 phrases and mindset shift)
- 90 minutes (application, discussion, and real-world examples)
- 2–3 hours (deep dive with role play, customization, and service scenario practice)

Ideal Audience:

- Frontline employees, supervisors, and managers
- Also effective for cross-functional teams looking to elevate customer or guest experience

Building a Learning Culture

Description: A strong learning culture does not happen by accident. It is built through intentional leadership behaviors, clear expectations, and consistent reinforcement. This session helps leaders understand their role in shaping an environment where learning is part of the daily workflow, not a separate event. Participants will explore how to normalize feedback, encourage curiosity, and create accountability for growth so development becomes a shared responsibility across the team.

Duration Options:

- 60 minutes (foundations and mindset)
- 90 minutes (application and discussion)
- 2–3 hours (deep dive with action planning and culture mapping)

Ideal Audience:

- Mid-level leaders, senior leaders, and executives
- Also effective as a mixed-level session to align leadership expectations across the organization



Burnout to Buy-In

Description: When teams are running on empty, performance, morale, and trust all take a hit. This session helps leaders recognize the real drivers of burnout and, more importantly, what it takes to turn it around. Participants will explore how to reignite passion, rebuild trust, and create an environment where people feel seen, valued, and motivated to contribute. The focus is on practical leadership behaviors that shift workplace energy from exhausted and disengaged to focused, connected, and inspired.

Duration Options:

- 60 minutes (awareness and key leadership shifts)
- 90 minutes (discussion and applied strategies)
- 2–3 hours (deep dive with team diagnostics and action planning)

Ideal Audience:

- Emerging leaders, mid-level leaders, and senior leaders
- Especially valuable for teams experiencing low engagement, high stress, or cultural fatigue

Coaching for Success

Description: Strong leaders do not just manage performance, they develop people. This session introduces the fundamentals of effective coaching and how to use it to drive growth, accountability, and results. Participants will learn how to shift from telling to asking, guide better conversations, and support their team in finding their own solutions. The session includes an introduction to the GROW Model, providing a simple, structured approach to coaching conversations that leaders can apply immediately. The focus is on practical, repeatable coaching behaviors that build confidence, improve performance, and create long-term development.

Duration Options:

- 60 minutes (coaching fundamentals and GROW model overview)
- 90 minutes (guided practice using the GROW model)
- 2–3 hours (deep dive with role play, real scenarios, and coaching application)

Ideal Audience:

- Emerging leaders and mid-level leaders
- Also valuable for senior leaders looking to strengthen their coaching approach and develop their teams more intentionally

Comedy is a Leadership Skill

Description: If you can't laugh at it, you can't fix it. Work is full of dysfunction, and the best leaders know how to spot it without losing their edge. This session reframes humor as a practical leadership skill, helping participants identify broken patterns, stay human under pressure, and use humor to create connection and clarity. This is not about being funny for the sake of it. It is about using humor to disarm tension, open honest dialogue, and make problems easier to address and solve.

Duration Options:

- 60 minutes (mindset and awareness)
- 90 minutes (application and interaction)
- 2–3 hours (deep dive with improv techniques, exercises, and real-world scenarios)

Ideal Audience:

- All leadership levels (emerging, mid-level, senior, executive)
- Also, highly effective for cross-functional teams to strengthen communication and team connection



Embracing the G.R.I.T.

Description:

This session challenges leaders to take a hard, honest look at how they show up and where they may be getting in their own way. Built around the G.R.I.T. framework, participants explore how ego, avoidance, and blind spots limit growth and performance. The focus is on developing the discipline to get over yourself, reassess with honesty, invest in improvement, and apply lessons learned in real time. This is not a motivational session. It is a practical reset on what it takes to grow as a leader.

Duration Options:

- 60 minutes (framework overview and personal reflection)
- 90 minutes (applied exercises and discussion)
- 2–3 hours (deep dive with assessment insights and action planning)

Ideal Audience:

- All leadership levels (emerging, mid-level, senior, executive)
- Highly effective as a cross-level session to create shared language and accountability across the organization

From Manager to Leader

Description:

You got promoted. Now what? The skills that got you here are not the ones that will make you successful going forward. This session helps new and emerging leaders make the critical shift from doing the work to leading people. Participants will explore how to set expectations, build trust, hold accountability, and develop their team without falling into the trap of micromanaging or trying to do it all themselves. The focus is on building confidence, clarity, and credibility from day one.

Duration Options:

- 60 minutes (mindset shift and core principles)
- 90 minutes (practical tools and discussion)
- 2–3 hours (deep dive with scenarios, role play, and action planning)

Ideal Audience:

- Emerging leaders and new managers
- Also valuable for recently promoted supervisors or high-potential individual contributors transitioning into leadership roles

Leading Through the Mess (Change Management)

Description: Change is easy to announce and hard to lead. This session focuses on what happens after the email goes out. Participants will learn how to lead people through uncertainty, resistance, and fatigue while maintaining trust and momentum. The focus is on clear communication, visible leadership behaviors, and helping teams move from confusion to commitment without losing engagement along the way.

Duration Options:

- 60 minutes (change fundamentals and leadership mindset)
- 90 minutes (tools and communication strategies)
- 2–3 hours (deep dive with real scenarios, resistance mapping, and action planning)

Ideal Audience:

- Mid-level leaders, senior leaders, and executives
- Especially valuable for organizations navigating change, growth, or restructuring



Slap Your Mentorship Program Back to Life

Description:

If your mentorship program feels stale, underused, or more like a checkbox than a culture driver, you are not alone. This session helps leaders diagnose what is not working and, more importantly, how to fix it. Participants will learn how to re-energize mentorship by simplifying the approach, clarifying expectations, and reconnecting it to real development and business impact. The focus is on bringing mentorship back to life in a way that is practical, relevant, and actually used.

Duration Options:

- 60 minutes (diagnosis and quick wins)
- 90 minutes (application and redesign discussion)
- 2–3 hours (deep dive with program audit, rebuild strategy, and action planning)

Ideal Audience:

- Mid-level leaders, senior leaders, HR and talent development professionals
- Especially valuable for organizations with existing mentorship programs that need revitalization or realignment

The Addiction of Power

Description: Power changes leaders, often without them realizing it. This session explores how authority can quietly shift behavior toward control, isolation, and overconfidence, and the impact that has on trust, decisions, and team performance. Participants will learn to recognize how power is showing up in their leadership and how to stay grounded, connected, and accountable as their influence grows, with practical ways to check themselves, invite real feedback, and lead with authority without losing perspective or credibility.

Duration Options:

- 60 minutes (awareness and key behavioral shifts)
- 90 minutes (reflection and applied discussion)
- 2–3 hours (deep dive with scenarios, feedback strategies, self-assessment)

Ideal Audience:

- Mid-level leaders, senior leaders, and executives
- Especially valuable for high-potential leaders stepping into greater authority

Think Better. Lead Better. (Improving Critical Thinking)

Description: Leaders are paid to think, yet many operate on assumptions, habits, and incomplete information. This session sharpens critical thinking by helping leaders slow down, ask better questions, and make stronger decisions. Participants will learn how to challenge their own thinking, avoid common decision traps, and approach problems with clarity and structure. The goal is to move from reactive thinking to intentional, high-quality decision making.

Duration Options:

- 60 minutes (core concepts and awareness)
- 90 minutes (applied thinking tools and discussion)
- 2–3 hours (deep dive with case studies, problem-solving exercises, and decision frameworks)

Ideal Audience:

- Emerging leaders, mid-level leaders, and senior leaders
- Also effective for cross-functional teams that need stronger decision-making and problem-solving skills.



Unlocking the Potential in Others

Description:

Great leaders do more than drive results. They recognize, develop, and elevate the people around them. This session is focused on helping leaders spot hidden talent, create the right conditions for growth, and take an active role in developing the next generation. With a high-energy, no-nonsense approach, participants will explore how to move beyond simply managing performance and start intentionally investing in the potential that too often goes unseen or underused.

Duration Options:

60 minutes (core concepts and leadership mindset)

90 minutes (discussion and practical application)

2–3 hours (deep dive with talent strategies and development planning)

Ideal Audience:

Emerging leaders, mid-level leaders, and senior leaders

Also effective for organizations looking to strengthen bench strength and leadership pipeline development

What Makes a Great Leader of People

Description:

Great leaders of people are not defined by title. They are defined by how they show up every day. This beginner session introduces the foundational behaviors that separate managing tasks from leading people. Participants will explore what it takes to build trust, communicate clearly, set expectations, and create an environment where people can succeed. The focus is on simple, practical actions that new leaders can apply immediately to build confidence and credibility.

• Duration Options:

- 60 minutes (foundations and core behaviors)

- 90 minutes (discussion and applied examples)

- 2–3 hours (interactive session with scenarios, practice, and action planning)

• Ideal Audience:

New and emerging leaders

- Also valuable for individual contributors preparing for their first leadership role

Who's Next? Building Your Bench Before You Need It (Succession Planning)

Description: Succession planning is not about filling roles when someone leaves. It is about building a pipeline before you need it. This session helps leaders identify key roles, assess current talent, and develop people with intention so the organization is never caught off guard. Participants will learn how to move beyond names on a chart and start building real readiness through coaching, exposure, and development. The focus is on creating a sustainable approach that strengthens the bench and reduces risk.

Duration Options:

- 60 minutes (foundations and mindset)

- 90 minutes (talent identification and discussion)

- 2–3 hours (deep dive with talent mapping, nine-box introduction, and action planning)

Ideal Audience:

- Mid-level leaders, senior leaders, and executives

- HR and talent development professionals

- Especially valuable for organizations focused on growth, retention, and leadership continuity



READY TO BUILD BETTER LEADERS?

If you're looking for another training, this isn't it.
If you're ready for real change, let's talk.

Every Craft Leadership experience is built to fit your people, your culture, and your goals. No off-the-shelf content. No wasted time. Just focused, practical development that shows up in how your leaders lead.

Let's start with a conversation.
We'll identify where you are, where you need to go, and how to get there.

Let's build something that works.

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