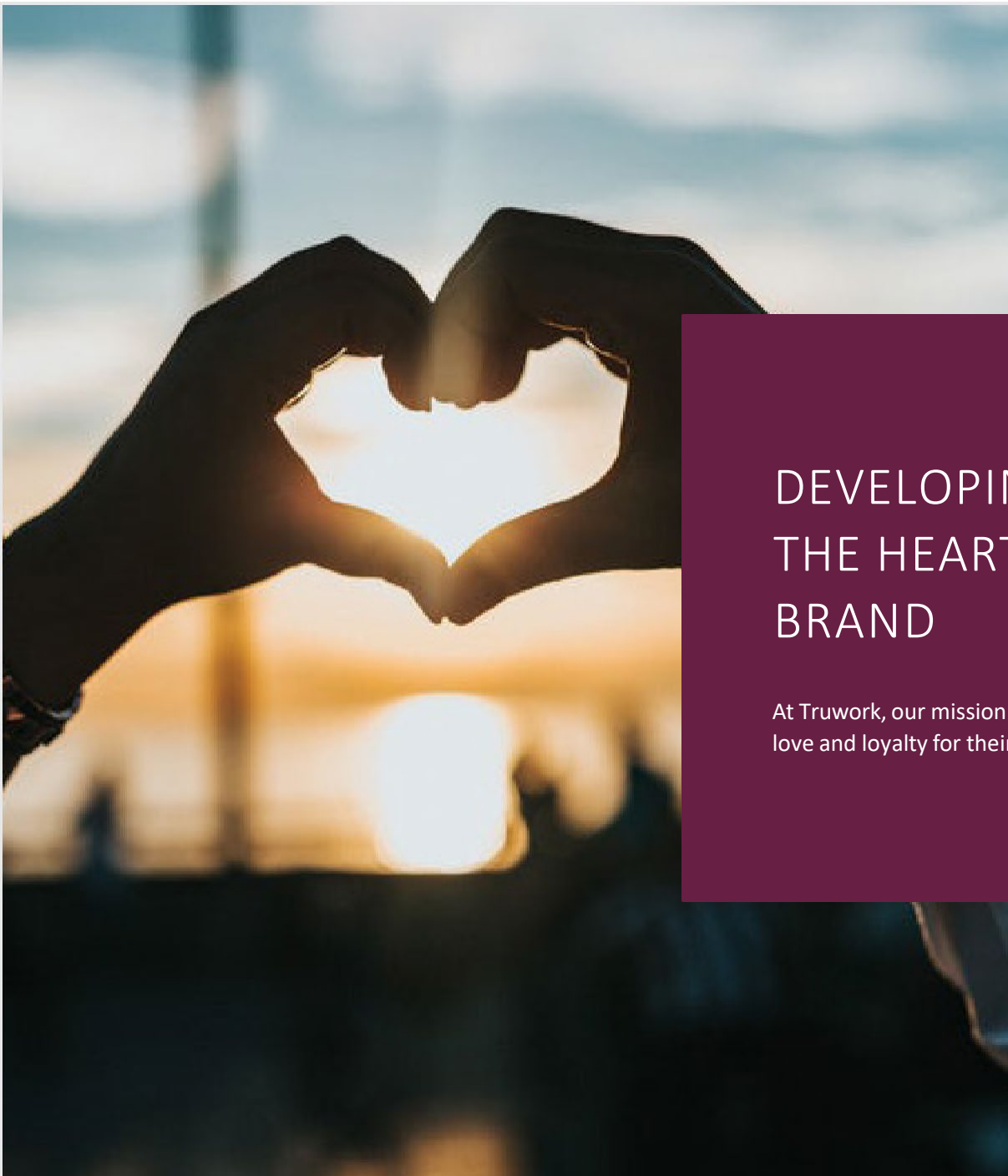




TRUWORK, INC.
2025 PROGRAMS
& SERVICES

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.

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 clients. Truwork's mission is to help companies cultivate love and loyalty for their brand, from the inside out.

THE CLIENT EXPERIENCE

Most companies invest deeply in creating products and services that their clients will love. But have they achieved the same success in creating a client experience that leverages the power of their brand?

While facts about what you sell may win a client'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 client experience that cultivates emotional brand loyalty.

THE EMPLOYEE EXPERIENCE

The secret to a high-quality client 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 client experience.

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, with a focus on cultivating mindset, behaviors, and skills that grow business results. We offer *Group Learning*, *Executive Coaching*, *Team Development*, and *Licensed Programs*.



GROUP LEARNING

We facilitate innovative learning experiences based in brain science and social science that develop the mindset and skillset for lasting results. All programs can be customized to meet your organization's unique development needs and tailored to reflect your business and brand.



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 DEVELOPMENT

Our uniquely-designed and 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.



LICENSED PROGRAMS

Truwork's curriculum of programs reflect expert instructional design and are built upon well-researched brain science, social science and behavioral science principles. Programs can be customized or designed to meet your needs, tailored to reflect your business and brand, and licensed to be delivered internally by your talent development team.



AREAS OF EXPERTISE

With more than twenty-five years of experience in developing executives and professionals in leading wholesale and retail companies, we specialize in designing and implementing development solutions that enhance competencies and standards in:

Leadership	Presentation Skills	Luxury Service & Sales
Executive Offsites	Executive Presentation Skills	Client Outreach
Performance Management	Communication Skills	Corporate & Retail Culture
Change Management	Emotional Intelligence	Instructional Design & Facilitation
Strategic Planning	Peak Performance & Productivity	Everything DiSC® Workplace
Coaching Skills	Team Development	Leadership 360 Assessments

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. Skill 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 for 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 skills.

INNOVATIVE TEAM BUILDING

Successful navigation through today's business landscape requires seamless teamwork and communication. Innovation, collaboration, synergy, and performance all depend on strong team relationships. Teams get to be teams by learning to be teams. All teams go through predictable stages of development, and any change in the team's goals, leaders, members, 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 stand-alone events. Impactful team offsites are custom-designed and often include a balanced blend of relationship-building, skill building, and getting real work done – such as solving a problem or defining a new strategy.

GROUP LEARNING

Our group learning programs can be customized or designed to meet the unique development needs of your organization and tailored to reflect your business and brand. With a modular approach, we weave the topics you need into succinct, engaging, and results-focused sessions. Many of our programs can be licensed for internal facilitation by your talent development team.

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



GROUP LEARNING TOPICS

Leadership, connection, and communication are more important than ever. Truwork’s development approach begins by expanding potential through self-awareness and a growth mindset. Our learning solutions help leaders and teams develop essential skills to navigate an increasingly complex world and move forward with clarity, confidence, and creativity. This section provides information on some of our most requested programs.

Recommended Audience Legend:

L Leaders and emerging leaders

M Managers and supervisors

IC Individual contributors

S Client Sales and service

	TOPIC	REC. AUDIENCE	PAGE
LEADERSHIP	Leadership Circle Profile	L, M	10
	The Leadership Journey	L, M	10
	Leading Change	L, M	10
	Empower Your Strategy	L, M	10
	Boardroom & Beyond: Executive Presentation Skills	L, M	11
MANAGEMENT	The Perfect Fit	L, M	11
	Manager’s Mirror	L, M	11
	BEST Method for Delegation	L, M	11
	GIFT of Feedback	L, M	12
	Developing Winning Teams	L, M	12
	Coaching 4 Success	L, M	12
	Leading Edge	M, IC	12
PROFESSIONAL SKILLS FOR ALL	Change Readiness & Resilience	IC, S	13
	Communicating with Candor & Care	L, M, IC, S	13
	Compelling Presentations	L, M, IC, S	13
	Winning Negotiations	L, M, IC, S	13
	Better Together: Understanding Yourself & Others with Everything DiSC®	L, M, IC, S	14
	Conversations that Foster Inclusion & Belonging	L, M, IC, S	14
	Empower Your Productivity	L, M, IC, S	14
	Meetings that Matter	L, M, IC, S	14
	Lateral Leadership: Influence without Authority	M, IC, S	14
	Learning Agility	L, M, IC, S	15
	Craft Your Career	L, M, IC, S	15
	Build A Powerful Personal B.R.A.N.D.	M, IC, S	15
	The Five Behaviors® of Cohesive Teams	L, M, IC, S	15
RETAIL	Art of Client Communication	S	16
	The Heart of Service	S	16
	Secrets of Successful Selling	S	16
	Getting a YES: Outreach Success	S	16

LEADERSHIP CIRCLE PROFILE

Craft your roadmap for leadership evolution

There is a formula for effective and inspiring leadership. This workshop incorporates a leadership development self-assessment (and optionally, a 360 assessment) in exploring a validated model of the most important leadership behaviors. Self-discovery and action planning result in a personalized individual roadmap for taking leadership skills to the next level. “The Leadership Circle Profile is an integrated lens of a leader’s vertical development. It is the only instrument that measures the two primary leadership domains – Creative Competencies and Reactive Tendencies – and integrates this information for immediate opportunities for leadership development.” Learn more at leadershipcircle.com.

THE LEADERSHIP JOURNEY

Comprehensive blended leadership development journey

Our acclaimed leadership development journey addresses the most urgently needed leadership skills to meet today’s challenges. Leaders learn how to: (1) Prepare people to embrace radical change, expand their courage, and grow. (2) Create and sustain trust for an inclusive, engaged, and empowered culture. (3) Navigate communication challenges with messages that achieve positive results and build unity across divisions. (4) Communicate a vision that inspires people to innovate and drive for results. This comprehensive program can be customized and often includes: *The Leadership Circle 360 Profile* with a one-on-one debrief and development planning session; individual leadership coaching sessions; group coaching sessions; peer “experience share” sessions; accountability partner touchpoints; and a closing graduation with the sponsoring executive.

LEADING CHANGE

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, change is turbulent and constant. Yet, challenge and chaos create 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.

EMPOWER YOUR STRATEGY

How to empower yourself and your team for focus and results

Now more than ever, organizations need to align behind a focused strategy that engages, empowers, and delivers results. There are new challenges when it comes to defining and executing a strategy. Teams are working more independently and, in some cases, remotely, which can fragment focus. Business conditions are serving up a constant barrage of challenges, opportunities, and change. What is needed is focus, strategic thinking, strategic priorities, and a process that amplifies alignment, productivity, and success. This workshop incorporates a blend of best practices in strategic thinking, planning, and driving results.

BOARDROOM & BEYOND: EXECUTIVE PRESENTATION SKILLS

How to deliver high-stakes messages with impact

Leaders shape the future through their communication. Their high stakes presentations impact business results, employee engagement, and the speed of change. In this hands-on group coaching program, executives develop their ability to consistently deliver the right message, with the right presence, in meetings, town halls, and the boardroom. In this hands-on group coaching experience, we use video and playback to build self-awareness and develop individual skills and capabilities. We encourage participants to focus on challenging and realistic leadership presentation topics, such as pitching an idea for budget approval, informing the Board, or announcing an organizational change. Learning outcomes include: (1) Preparing for high-stakes presentations with a clear and compelling message. (2) Adapting to different audiences and their expectations. (3) Communicating with the “bottom line first.” (4) Gaining stakeholder alignment and buy-in through persuasion and influence skills. (5) Confident yet authentic presence through visual, verbal, and vocal skills.

THE PERFECT FIT

How to attract, hire, and retain the right talent

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 the right talent and introduces best practices for interviews that can better predict the skills and behaviors a candidate is likely to demonstrate if hired. Learn how to neutralize bias in the interview process, make hiring decisions that focus on facts, and facilitate thoughtful and inclusive onboarding.

MANAGER’S MIRROR

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

Management is like a mirror – the performance we see often reflects the quality of communication between managers and their direct reports. Success in getting results through others depends on high-quality communication and a relationship based on trust, especially when conversations take 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 delegation and feedback conversations that engage and develop team members.

BEST™ METHOD FOR DELEGATION

How to talk about new tasks, projects, responsibilities, or change -- for the BEST results

Leaders of all levels will benefit from this intuitive and easy to use roadmap for strategic delegation. Using their own real case studies, leaders will prepare to communicate new tasks, projects, responsibilities and organizational change in a way that develops skills and amplifies engagement. The four-step BEST™ skill model ensures alignment, clarity, motivation, and accountability .

GIFT™ OF FEEDBACK

How to provide reinforcing and redirecting feedback that builds results and trust

Leaders of all levels will benefit from this intuitive and easy to use 4-step roadmap for communicating reinforcing and redirecting feedback. Learn how to speak the language of performance (results and behaviors) and avoid subjective judgments and opinions. Learn how to make feedback conversations engaging, empowering, and future-focused.

DEVELOPING WINNING TEAMS

How to develop a department into a strong and cohesive team

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. Learn how to identify what phase of team development your team is presently in, how to assess and leverage your team's collective strengths, and how to address their opportunities to grow as a strong and cohesive team.

COACHING 4 SUCCESS™ *

How to coach and develop others for results

The 4S™ strategic coaching framework is a proven effective method that has been implemented on almost every continent and translated into 9 languages. The program enhances listening, probing, and feedback skills and develops the capacity to coach others in a way that satisfies universal human needs of inclusion, control, and openness. There are four categories that all coaching questions and conversations must address. They are explicit and embedded in the 4S™ Coaching model – Success, Situation, Source, Solution. *What is the goal? Where are we now? What is getting in the way? How will we achieve the goal?* Through a series of interactive exercises and practice, you will learn how to: (1) Guide self-discovery around any topic; (2) Clarify success and establish motivating development goals; (3) Ask powerful questions that drive awareness, insight, and action, leading to more impactful choices; (4) Motivate and empower others to leverage their inherent resourcefulness and potential; and (5) Increase your ability to lead any conversation with greater ease and confidence. Participants may include executives and leaders, managers and supervisors, and human resources and learning & development professionals. * A licensed program from Velocity LLC

LEADING EDGE

How to lead performance on the front line

Statistics suggest that most managers are in the role for an average of 4 years before they receive any management development at all. *Leading Edge* is a workshop series that rapidly develops a frontline manager, supervisor, or high potential individual contributor in their ability to *positively influence performance and engagement* in the team members they support. Leadership is an *action*, not a position. Topics in the series can be customized and may include: (1) Your role & responsibilities as supervisor; (2) Communication and influence; (3) Managing time and priorities; (4) Assigning work; (5) Monitoring and tracking performance; (6) Guiding performance through feedback; (7) Developing and coaching others; and (8) Motivating others.

CHANGE READINESS & RESILIENCE

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, change is turbulent and constant. Thriving in change requires the inner work of understanding change and processing emotions that come up as part of human nature. It also requires the outer work of clear and candid two-way communication, between managers and the people they lead, and between cross-functional teams. In this workshop, learn how to think about change through the lens of a growth mindset, and how to communicate about change in a way that grows alignment and support with your leaders and peers.

COMMUNICATING WITH CANDOR & CARE

How to navigate challenging conversations with courage and empathy

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 PRESENTATIONS

How to give a clear, concise, and compelling presentation, online or in person

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 this engaging and transformational learning experience, you will learn how to create and communicate business presentations that are clear, concise, and compelling. You'll gain tools and techniques for enhancing confidence, presence, and influence, both in person and in a virtual setting.

WINNING NEGOTIATIONS

How to achieve powerful outcomes and trusting relationships

Everyone negotiates, every day. In a world where everything is changing from one moment to the next, we have to negotiate and renegotiate virtually every aspect of 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. This is for good reason, since relationships are vitally important to develop and maintain in an industry such as luxury. This highly interactive and empowering workshop introduces a new and intuitive process for achieving win-win agreements that produce powerful outcomes while strengthening relationships and trust.

BETTER TOGETHER

Understanding Yourself & Others with Everything DiSC® on Catalyst™

Acknowledging and appreciating interpersonal differences supports effective collaboration and an inclusive workplace. In this enlightening and fun workshop, participants learn about their own DiSC® style preferences and patterns, understand how to read and work with different styles, and use resources on the robust Catalyst™ online platform to support conversations with their colleagues to work “Better Together.”

CONVERSATIONS THAT FOSTER INCLUSION & BELONGING

How to have safe and open conversations that create a culture of belonging

Truwork’s mission has always been to support the evolving and conscious practice of leadership at all levels. Relationships are vital, and success means creating the capability to talk about what matters most. 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 and not say to create psychological safety. 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.

EMPOWER YOUR PRODUCTIVITY

How to prioritize, plan, and sustain productivity

Productivity requires a new mindset and skillset for teams. Empower Your Productivity means taking greater control of focus and choices to consistently move toward your most important goals. The key is to become *focused, fast, and agile*. This workshop helps teams to focus on “wildly important” priorities and adopt new habits to achieve success with greater speed and ease. Learn how to: (1) Bring focus to your top strategic business goals; (2) Align on actions and progress; (3) Increase individual productivity.

MEETINGS THAT MATTER

How to prioritize, plan, and sustain productivity

“Too many meetings” is officially identified as the most significant time waster at work. Yet effective planning and skilled facilitation can make meetings an enormously productive tool for achieving business goals. A hybrid workplace presents challenges that require new best practices for where, why, and how we meet. Effective meetings follow the four Ps of effective communication: Purpose, Plan, People, and Participation. In this workshop, participants gain a methodology, tools, and skills for planning and leading more efficient and productive meetings.

LATERAL LEADERSHIP

How to influence without authority

Employees of all levels often have to get work done, with and through others, without direct authority. This workshop introduces how to lead conversations and collaboration for results. Learn how to request support from others, delegate laterally, reinforce or redirect others’ behavior, and manage up.

LEARNING AGILITY *

Knowing what to do when you don't know what to do

Everyone faces new situations, assignments, or challenges that require agile learning. Learning agility is a top predictor of potential, and it is the ability and willingness to learn from experience in a consistent, systematic way and then apply that learning to perform under new or first-time conditions; learning to deal effectively with first-time tasks, most often in changing or ambiguous situations. In this workshop, participants will: (1) Increase self-awareness; (2) Utilize agility strategies the next time they encounter a new or challenging situation; (3) Implement action steps to build or sharpen each of the four agilities: Mental Agility, People Agility; Change Agility and Results Agility. * A licensed program from *The Learning Cafe*

CRAFT YOUR CAREER

Your personal plan for professional success

When it comes to career development, each individual is empowered to be their own agent and advocate. Gone are the days of a corporate ladder with pre-defined career steps. Today, organizations are agile and ever-changing and, 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, using a variety of assessments and self-discovery activities, you'll begin to design your personal plan for professional success. You will gain clarity on what you want in your career, why you want it, and how you can achieve it: (1) Assess what is most important to you in your career; (2) Define your career vision; (3) Map out a career action plan; and (4) Prepare to discuss your career goals with your manager or mentor.

BUILD A POWERFUL PERSONAL B.R.A.N.D. *

How to stand out and move forward on your professional path

The most successful professionals take a proactive approach to managing their personal brand. This begins with knowing themselves and adopting a career distinction mindset. 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 workshop focuses on a simple yet creative way to think about B.R.A.N.D.-- Business Acumen, Reputation, Self-Awareness, Network and Develop. You'll gain insights, skills, and strategies that you can immediately put into action. * A licensed program from *The Learning Cafe*

THE FIVE BEHAVIORS® OF COHESIVE TEAMS

This program is based on Patrick Lencioni's team model from his book, *The Five Behaviors of Dysfunctional Teams* and includes a DiSC® based assessment. The program can be offered to an intact team, or individuals who want to learn how to promote more effective teamwork. Learning Outcomes include: (1) Learn The Five Behaviors of a Cohesive Team® model, and your personal tendencies as a teammate; (2) Explore the concept of vulnerability-based trust, why it matters, and how you can grow it within your team; (3) Understand why healthy conflict is necessary, and how to effectively encourage and engage in it; (4) Learn what is necessary for teams to truly commit to decisions, and how to foster greater commitment; (5) Strengthen feedback and accountability behaviors; (6) Understand how team members can channel personal motivations to help their team solve problems and achieve collective results.

THE ART OF CLIENT COMMUNICATION

How to capture attention and entice a response

Communication and relationships are the cornerstone of success. Sales professionals rely upon various channels of virtual, digital, and written communication in addition to the in-person experience. To enhance the quality and consistency of correspondence between sales professionals and the clients they serve, this customized learning experience focuses on written correspondence, communication, and relationship building. Client-facing retail professionals will learn how to: (1) Establish a communication rhythm that maintains genuine relationships and an ongoing connection. (2) Get digital communication opened and read by crafting a more compelling message. (3) Apply science-based principles of ethical persuasion to encourage client response and engagement. (4) Use words and phrases that create positive emotions. (5) Apply strategies that encourage a reply to your digital messages.

THE HEART OF SERVICE

How to provide heartfelt service -- in person, online, or on the phone

With the growing trend towards omnichannel retail, sales and service professionals require 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 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.

SECRETS OF SUCCESSFUL SELLING

How to amplify your success as a luxury sales professional

Sales professionals are rewarded when they learn how they can unlock new levels of productivity and success. In this program, they will learn the secrets of top sellers and entrepreneurs, based on years of research, and master the mindset, confidence, skills, and tools for closing more sales. This program introduces a proprietary competency model that differentiates behaviors of top sellers. Participants will assess themselves, sharpen their skills, and create a personal plan of action for professional growth and success in luxury retail sales.

GETTING A "YES": OUTREACH SUCCESS

How to use science-based strategies to improve the client outreach results

This program has achieved proven results in helping sales professionals to amplify their success in getting a positive response to client outreach, using brain science and social science strategies. These strategies leverage the Power of Words. From a brain science perspective, words have weight. They impact our energy and influence our behavior. They create a powerful ripple effect -- one we are sometimes unaware of. Imagine, if you can consciously choose words that resonate, motivate, and move your clients more often toward YES. Through this program, learn to: (1) Apply behaviors that drive successful outreach and strengthen your confidence to create a connection. (2) Plan a meaningful, personalized approach and use a 4-step framework for a persuasive message. (3) Apply social science strategies to increase receptiveness to outreach messages, including the power of *purpose, priming, and personal touch*. (4) Use curious questions and client-focused listening to create conversations that deepen relationships. (5) Optimize efficiency in client outreach and plan outreach as part of your daily routine.



ABOUT US

Truwork's consultants are qualified development professionals with more than 25 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.

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 four-phased approach involves:

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

To support accountability and results, we offer strategies and resources for individual and group follow up. Follow up is essential for lasting results.

OUR EXPERIENCE

With a creative and customized approach, Truwork has been providing training, coaching, and consulting services to global brands since 1990. With specialized experience in fashion and luxury, Truwork is an external partner and service provider for major luxury and fashion industry groups.

Truwork facilitators are active members of the human resources development community, having presented at international conferences for the Association for Talent Development (ATD) and the Society for Human Resource Management (SHRM). We are certified coaches and members of the ICF (International Coach Federation).

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



Alexis Bittar
Bulgari
Calvin Klein Collection
Carolina Herrera
Cartier
Chanel and Chanel Beauty
Chloé
Christian Dior
Coach
David Yurman
Delvaux
DFS

Diane von Furstenberg
Diesel
Donna Karan New York
Elie Tahari
Emilio Pucci
EssilorLuxottica
Fendi
Ferragamo
Fresh
Global Brands Group
Gucci
Hermès of Paris

Louis Vuitton
LVMH
Make Up For Ever
Montblanc
Moët Hennessy USA
Piaget
Richemont
Shiseido
TAG Heuer
Vacheron Constantin
Valentino
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!”

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 American Society for Training & Development (ASTD) and the Society for Human Resource Management (SHRM). She 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 at Dartmouth, and completed graduate study 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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