

Solutions for Success[®] Training Programs

Change Customer Service Diversity Ethics Leadership Performance Supervision Teams Training Wellness Coaching Communication



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"Steve Friedland brings breadth and depth to his workshops, and is sensitive to the client's needs. His professional bearing and preparedness ensure a quality program every time."

Carole DiFabio, Assistant Director, Employee Development, Boston College

"Steve Friedland's workshops are well researched and competently presented. His iModel teaching method and training programs accelerate adult learning and competency, have many compelling exercises, and reach a diverse audience in a relatively short period of time."

Dale Hotaling, Director, Western Ohio Regional Training Center

"Thanks Steve, you have only my HIGHEST recommendations for your services!!!

You are fabulous, and I've enjoyed working with you over the past few years!"

Pricilla Gandy, Senior Conference Manager, CSU Sacramento

Leadership Excellence Series

Leading Change and Successfully Managing Transitions

Shifting economics, emerging and transforming industries, as well as new technologies, require organizations and their leadership to lead and manage a range of change initiatives. To succeed, executives, managers and supervisors play a critical role in providing the needed strategic leadership, communications, and actions that help their teams and employees successfully manage organizational change initiatives. This workshop provides participants with key knowledge, skills, tools, and resources needed to successfully lead, communicate and provide appropriate support to assist employees adapt to change and manage the transition process with success.

Key topics include:

- Identify the “drivers” of change that impact organizations.
- Key principles and assumptions in a productive change process.
- Identifying and helping employees work through the “cycles of change.”
- Applying specific change management leadership styles to help teams embrace and successfully adapt to organizational changes.
- Effective communication about changes that help employees work through phases of transitions: “endings, the neutral zone, and new beginnings.”
- Resiliency, self-care and stress management practices and tools to help leaders and employees better manage transitions and successfully adapt to change.

As a result of this workshop, executives, managers and supervisors will gain increased knowledge, skills, tools, and resources they can use to further support their staff successfully manage operational transitions and change.

CORE COMPETENCIES: Change and Transition Management, Communication, Leadership, Process Improvement, Teams, and Stress Management.

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“Thank you for the excellent training! Reviews were very positive and both the managers and supervisors who attended suggested inviting you back to speak with all of our employees.”--Suzanne Nobles, Director, Yuba County HHS

Leadership Excellence Series

Ethical Leadership: Core Competencies and Best Practices

This workshop provides executives, managers, and supervisors with key knowledge, skills, tools, best practices, and resources for developing core competencies in providing ethical leadership to their organizations, stakeholders and employees.

Key topics include:

- Defining core competencies of ethical leadership
- Identifying one's vision and values of ethical leadership
- Benefits and barriers to ethical leadership
- Building credibility as an ethical leader
- Communication and behavioral practices that help or hinder ethical leadership
- Delivering ethical leadership actions when confronted with ethical dilemmas

As a result of this workshop, executives and managers will gain key insights, knowledge, tools, best practices, skills, and resources for building core competencies in ethical leadership.

[**Format Note:** This leadership development program is also available to be delivered via customized executive coaching sessions conducted in face-to-face, teleconference, videoconference or other virtual formats. For more information, contact Steve Friedland Associates.]

CORE COMPETENCIES: Communication, Diversity, Ethics, Leadership, Mentoring, and Teams.

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“Steve, thanks for your powerful words. Very engaging!”

“When you encouraged me to ‘chase my story’ you added fuel to my fire...Here’s to changing the world...”--S.J. Booker, Solano County HSS

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Leadership Excellence Series

Building and Leading an Ethical Organizational Culture

This workshop provides a strategic model, knowledge, skills, tools, and resources for building and leading an ethical organizational culture as well as strengthening accountability among executive, managerial, supervisory, or line personnel within an organization.

Key topics include:

- Understanding key benefits of creating an ethics strategy that aligns an organization's culture with strategic goals, improves performance outcomes, and strengthens talent management initiatives.
- Using the Friedland Ethical Model as a strategic tool for use in building an OD framework for aligning systems in building an ethical organizational culture.
- Organizational policies or leadership practices that can either strengthen or sabotage the success of building an ethical culture.
- Tools and resources for helping develop or redesign policies that better align with a strategy for building an ethical organizational culture.
- Ethics training and coaching programs—design and delivery issues that can help or hinder their effectiveness in helping build or strengthen culture change.

As a result of this program, participants will gain the knowledge, tools, and resources to better develop and execute a strategy for helping building an ethical organizational culture.

CORE COMPETENCIES: Culture, Leadership, Ethics, Coaching, Performance Management, and Training.

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“Excellent presentation which provided our leadership team with a comprehensive model, process, and resources for aligning our organization’s mission, core values, policies with actions to achieve our strategic goals.”

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Managing Organizational Change and Transitions

As organizations in diverse industries and government respond to changing needs and resources, employees must be able to successfully adapt to a range of organizational change initiatives resulting from mergers, realignment, funding, redesign, system integration, or regulation. This workshop is designed to provide participants with the knowledge, practices, skills, tools, and resources to help support their success in managing transitions and adapting to a wide range of organizational change initiatives.

Key topics include:

- Understanding the key “drivers of organizational change.”
- “Cycles of Change:” how to help oneself and others work through them.
- Practices for successfully navigating transitions: “endings, the neutral zone, and new beginnings.”
- Beliefs and communication practices that can either help or hinder an employee’s success in managing organizational transitions.
- Resiliency, self-care and stress management practices and tools to help yourself and others better manage transitions and successfully adapt to change.

As a result of this workshop, employees will gain knowledge, practices, skills, tools, and resources to help themselves and support other’s success in managing the transition process and successfully adapt to organizational changes.

CORE COMPETENCIES: Change and Transition Management, Communication, Teams, and Stress Management.

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“Steve, I thought your training was amazing!!! You had great, creative ideas and insights and you really knew our work and challenges. You’re also very entertaining!”--Rosemary Cochran, ES Supervisor, San Luis Obispo County

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Coaching Skills for Improving Employee Performance

This interactive workshop provides participants with key knowledge, skills, tools, and resources to learn how to assess performance gaps and then effectively use communication and coaching skills to engage employees in identifying and implementing action plans that result in performance improvement.

Key topics include:

- Preparing and conducting a performance gap assessment.
- Determining whether a performance or workplace issue is appropriate for using a coaching process.
- Preparing for a coaching session.
- Facilitating key steps in conducting a coaching session with an employee.
- Developing a performance improvement and action plan.
- Monitoring and modifying performance improvement plans.

As a result of this workshop, participants will learn how to assess a performance issue, prepare and facilitate a performance improvement coaching session, and develop a performance improvement action plan.

CORE COMPETENCIES: Coaching, Communication, Conflict Management, Decision Making, Facilitation, Performance Management, Problem Solving, and Supervision.

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“In my 32 years of attending many classes, trainings, retreats, or in-service programs, in my memory Steve’s program was the only one I would rate as up in the 90’s. Great—Thanks!”

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Delivering Excellent Customer Service

This workshop provides participants with key knowledge, skills, tools, and resources to deliver excellent customer service whether provided face-to-face, by telephone, e-mail or other web-driven technology.

Key topics include:

- Identifying internal and external “customers”
- Understanding and satisfying core customer needs
- Assessing and identifying excellent customer service standards
- Delivering excellent customer service via face-to-face, phone, or web technology
- Overcoming barriers to excellent customer service
- Effectively handling the difficult customer

As a result of this workshop, participants will know how to effectively provide excellent customer service and appropriately handle difficult customer behaviors.

CORE COMPETENCIES: Communication, Conflict Resolution, Customer Service, Diversity, Influence, Interpersonal Relations, Problem Solving, Professional Boundaries, and Stress Management.

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“Steve Friedland has a wonderful flair for facilitating that keeps things moving and on focus while combining human and real life personal stories that keeps training fun and informative.”

“Steve is a very motivational and humorous speaker!”

“Steve has vast knowledge about human behavior. I would have enjoyed having this program last all week long.”

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Cultural Diversity Series

Yes You Can! Addressing Stereotypes and Bias in the Workplace

Stereotypes, biases, and prejudice are becoming increasingly costly and affect everyone in the workplace. This workshop provides participants with key knowledge, skills, tools, and resources to learn how to effectively address diverse stereotypes or biased statements communicated in the workplace. Participants identify stereotypes used in their workplace and learn specific communication techniques to effectively speak up in response to stereotyping or biased statements without using blame or shame.

Key topics include:

- Recognizing biases, stereotypes or prejudice
- Exploring our own personal beliefs and attitudes
- Understanding the key ‘rungs’ in the ‘ladder of prejudice’
- Impact of stereotypes and biased comments
- Common reasons people use silence in response to stereotypes
- Communication techniques and skills for speaking up against stereotypes

As a result of this workshop, participants will learn how to identify and effectively address diverse stereotypes or biased statements expressed in the workplace and beyond.

CORE COMPETENCIES: Cultural Awareness, Communication, Conflict Management, Diversity, Influencing, Professional Boundaries, and Problem Solving.

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“Steve, many thanks for the training on prejudice and bias, it was one of the best trainings I’ve ever received. The insights you shared were remarkable.”

-Tim Conn, Privacy Officer, Nevada County

“I really like the Speaking-Up—six techniques. Great ability to present the material in a way that took the edge off the topic and make people comfortable to share.”

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Ethics in the Workplace

This workshop provides participants with knowledge, skills, tools, and resources to more effectively contribute to ethics in the workplace. Participants will have the opportunity to safely explore and discuss various common workplace scenarios, learn whether each scenario is an ethical issue or work decision. Participants will also learn how to apply ethical problem solving tools, techniques, and response strategies to effectively handle diverse situations.

Key topics include:

- Defining organizational ethics
- Identifying potential workplace scenarios or practices that raise concerns
- Determining whether a situation is an ethical issue or work decision
- Using ethical problem-solving tools when dealing with ethical dilemmas
- Exploring unethical workplace scenarios and effective response strategies
- Practices, tools, and resources that help support ethics in the workplace

As a result of this workshop, participants will gain knowledge, skills, tools, and resources to more effectively handle workplace ethical dilemmas and further help strengthen and support maintaining an ethical organizational culture.

CORE COMPETENCIES: Communication, Conflict Resolution, Diversity, Ethics, Influence, Interpersonal Relations, Problem Solving, Professional Boundaries, Stress Management, and Wellness.

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“I really appreciated starting with ‘no one will be called upon to speak’ – instant comfort!”

“Excellent and engaging. Everyone felt ‘safe’ to participate.”

Being Effective with Difficult People and Their Behaviors

This workshop provides participants with key knowledge, skills, tools, and resources to learn how to effectively deal with difficult people and their behaviors. Participants learn how their choice of behaviors and attitudes can impact others, influence of one's diverse style of communication on interpersonal relationships, and communication 'scripts' or other behavioral actions for setting professional boundaries with difficult people.

Key topics include:

- Identifying difficult people and their specific behaviors
- Understanding diverse communication styles role in interpersonal relations
- Cultural and gender issues in setting boundaries with difficult behaviors
- Managing disagreements and conflict
- Response options for dealing with anger, hostility or other difficult behaviors

As a result of this workshop, participants will learn how to more effectively handle, communicate, or respond to difficult people and their range of specific challenging behaviors.

CORE COMPETENCIES: Communication, Conflict Management, Customer Service, Influencing, Managing Professional Boundaries, and Problem Solving,

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“Great workshop! I’ve attended other workshops on ‘setting healthy boundaries’ only to end the day muttering to myself “...must set healthy boundaries...how hard can that be...just set healthy boundaries...” But your ‘examples, scripts, and demonstrations’ taught me something concrete. I could imagine myself saying those words, I could imagine myself standing-up for myself, and maintaining control without blowing a gasket!”

--Wendy Carnemolla, Vocational Counselor, Humboldt County HHS

Managing Conflict in the Workplace

This workshop provides participants with key knowledge, skills, tools, resources and skills to handle various interpersonal conflicts in the workplace. Primary causes of conflict will be explored as well as specific interpersonal conflict scenarios. Participants will learn diverse actions they can take to help prevent, resolve, mediate or address a range of interpersonal conflict scenarios in the workplace.

Key topics include:

- Myths vs. realities of conflict
- Key factors influencing conflict
- Diversity of communication styles
- Tools for resolving and mediating interpersonal conflicts
- Setting and maintaining professional boundaries
- Dealing with inappropriate or hostile behaviors

As a result of this workshop, participants will gain knowledge about the nature of conflict, interpersonal and cultural issues that can result in conflict, skills and tools that can help prevent or resolve interpersonal conflicts in the workplace.

CORE COMPETENCIES: Communication, Conflict Resolution, Diversity, Influence, Interpersonal Relations, Mediation, Problem Solving, Professional Boundaries, Stress Management, and Wellness.

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“Steve is very effective in demonstrating ‘bad’ behavior and how to turn it around.”

“I picked up ‘key word phrases’ that will be helpful like ‘would you be willing...’”

“Mr. Friedland’s real life experiences were so effective in relating to this workshop.”

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Leadership Development Series

Succession Planning: Developing Your Future Leaders

This workshop provides participants with a strategic model, tools, and resources for identifying and developing key members among an organization's human resources for future key leadership positions. This program will help participants identify key leadership needs and tools for developing a successful talent management and succession plan.

Key topics include:

- Understanding the role of succession planning in talent management
- Key requirements for developing a successful succession plan
- Identify and understand how to use a 7-Step succession planning process.
- Tools to help identify core competencies needed in potential future leaders
- Setting up a successful leadership development and mentoring program
- Identifying key succession mentors to train and develop into future leaders

As a result of this program, participants will gain the knowledge, tools, and resources to help their organization prepare, develop, and implement a succession plan for developing future leaders.

CORE COMPETENCIES: Culture, Coaching, Mentoring, Leadership, Succession Planning, Talent Management, and Training.

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“Excellent program! Our succession planning team now has the needed tools and resources to advance our HRD goals in developing our next “gen” of leaders.”

“Great! Your program provided us with an effective process and excellent tools for our organization to move forward with our succession goals.”

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Wellness 24/7 Series

Carpe Diem! Renew, Revitalize, and Optimize Peak Performance

This workshop will provide participants with key insights, skills, practices, tools, techniques, and resources to more effectively reduce, respond and manage stress, prevent burnout, optimize time and resources resulting in improved performance outcomes, job satisfaction, and overall well being.

Key topics include:

- Recognizing primary stressors and how to make new choices of response
- Multi-tasking and time management—core myths and new realities
- Applying and aligning peak performance principles to optimize one’s talent
- Beliefs and actions that can help reduce stress and prevent the risk of burnout
- Cognitive-behavioral stress management tools and techniques
- Setting boundaries, building resiliency and utilizing supportive resources

As a result of this workshop, participants will gain knowledge, tools, techniques, and actions that they can immediately put into practice resulting in reduced stress, enhanced resiliency, improved job performance and wellness.

CORE COMPETENCIES: Communication, Diversity, Emotional Intelligence, Stress Management, Wellness, Work-Life Balance, and Work Management.

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“I liked the “you can do it” attitude as well as your personal stories, humor and experience.”

“This presentation provided me with the tools and motivation in how to perform great services in a highly stressful environment.”

“Enjoyed your workshop. I like the use of “Life Age”—thank you!”

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Supervisory Excellence Series

Excellent Supervision: Core Principles and Exceptional Practices

Today's new or experienced managers and supervisors in all industries and government face increasing challenges and opportunities for providing excellent supervision to their diverse workforce. This interactive workshop will provide participants with new knowledge, practices, tools and resources to strengthen and build competencies needed in delivering excellent supervision that results in improving performance outcomes.

Key topics will include:

- Making successful transitions into supervision and management
- Attributes and practices of excellent managers and supervisors
- Leadership, modeling, and practices that help build and sustain credibility
- Addressing employment performance gaps—assessment and improvement plans
- Interventions for dealing with difficult employee behaviors
- Planning and facilitating effective meetings
- Peak performance and on-the-job practices that help improve performance.

As a result of this workshop, participants will be able enhance key competencies and skills to further facilitate their effectiveness in managing and supervising diverse employees resulting in improved performance outcomes.

CORE COMPETENCIES: Leadership, Interpersonal Communication, Influence, Assessment, Planning, Problem-Solving, and Facilitation.

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"I have taken three of your workshops which have improved my teamwork and leadership skills. Your trainings have been a factor in my ongoing goal of improvement and has also been a factor in my two promotions within my organization in just two years."--John Adlous, Supervisor

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Creating and Leading High Performance Teams

Today's workload, productivity, and performance demands while managing a diverse workforce requires leadership skills that help teams achieve quality performance outcomes of numerous organizational and strategic goals. This workshop provides participants with knowledge, skills, tools, and resources to create and lead successful high performance teams.

Key topics include:

- Core components of effective teams
- Dynamics that influence a team's performance
- Stages of team development
- Leadership role and team development interventions
- Interventions for dealing with challenging team member behaviors
- Skills, practices, and techniques for facilitating successful team meetings

As a result of this workshop, participants will learn the key components, dynamics, and interventions that result in creating and leading high performance teams.

CORE COMPETENCIES: Communication, Conflict Management, Decision Making, Facilitation, Performance Management, Problem Solving, Supervision, and Teams.

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"Over the years you have trained my teams in Social Services and now Child Support. I always appreciate the fact that you take the time to learn about my team and tailor the training to my organization's current needs. Participants love your style and that helps significantly with their own transfer of learning."

--Rhonda L. Walton, Director, Merced County Child Support

"You did a fantastic job in hitting the key points on Team Building. Thank you for the outstanding training session!"

Cheryl Pirozzoli, Program Manager, Monterey County

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Leadership Excellence Series

Meeting Planning and Facilitation Skills

This interactive workshop will provide participants with the knowledge, skills, tools, and resources to be able to plan, design, and facilitate productive and effective meetings. Participants will learn how to plan and prepare employees to effectively engage in a meeting. Participants will also learn key elements involved in group dynamics and “best practices” in effectively handling challenging group member behaviors.

Key topics include:

- Planning meetings—goals, purpose, participants, outcomes
- Designing meeting agendas—items, timeframes, formats, outcomes
- Key elements of effective teams and meeting dynamics
- Skills, practices and techniques for facilitating successful meetings
- Practices for handling difficult meeting situations or member behaviors

As a result of this workshop, participants will learn how to effectively plan and facilitate effective business or team meetings as well as techniques for effectively handling challenging group dynamics or individual group member behaviors.

CORE COMPETENCIES: Communication, Conflict Management, Decision Making, Facilitation, Planning, Supervision, Time Management, and Teams.

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“Like many managers, I’ve had to attend too many poorly run meetings. Your workshop was excellent! I really gained tangible tools I can immediately use to greatly improve my own meetings.”

“Loved your ‘meeting agenda’ format! It will help my staff be much more prepared and greatly improve us all in getting things done.”

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Organizing Your Work and Work Space for Excellence

Every professional serving in all industries or government must optimize their time and talent to successfully meet today's challenging workloads and diverse performance goals. This workshop provides participants with knowledge, skills, tools, best practices, and resources for creating a system for organizing their work area, desktop, utilizing tools, and managing their workload resulting in improved performance outcomes.

Key topics include:

- Key principles and practices toward achieving peak performance
- Friedland's Desktop Zone System for improved work results
- Multi-tasking—myths and realities impacting performance outcomes
- Outlook and email—improving use and reducing abuse
- Applying organizing and event management tools for improved efficiency
- Stress management and wellness practices that boost performance results

As a result of this workshop, participants will gain key insights, knowledge, tools, best practices, and resources to better organize and manage their work and work area resulting in improved performance results.

[Format Note: This program is also available to be customized and delivered as individualized coaching sessions.]

CORE COMPETENCIES: Communication, Organization, Process Improvement, Stress Management, Time Management, and Wellness.

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“Awesome! Practical ‘sage’ wisdom, solutions and tools like the ‘Desktop Zone System’ that will immediately improve my performance.”

“I get it! Event control...results in better use of the time I have...Thanks!”

“Wow! Learning about the science behind why multi-tasking does not improve performance outcomes.”

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“Not-So-Secret” Practices for Achieving Performance Excellence

This workshop provides participants with the *“not-so-secret”* knowledge, skills, tools, and resources for achieving performance excellence and advancing one’s career.

Key topics include:

- Key principles and practices toward achieving peak performance
- Multi-tasking—myths vs. research realities impacting performance outcomes
- Tools and practices for organizing and managing time to optimize one’s talent
- Achieving and sustaining Friedland’s “C” Power—a model for ethical influence
- Stress management and wellness practices that boost performance results
- Strategies for advancing one’s career

As a result of this workshop, participants will gain key insights, knowledge, tools and resources to help optimize their talents and performance excellence toward achieving greater success in their career.

CORE COMPETENCIES: Communication, Credibility, Influence, Problem-Solving, Organization, Stress Management, Time Management, and Wellness.

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“Steve is a great teacher. No nonsense. Straight forward.”

“Steve was fabulous! He combines reality with theory and provide practical ways to improve one’s effectiveness NOW!”

“Wow! I really got it when you said, “all behaviors and actions at work are linked to one’s performance potential.”

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Coaching and Train-the-Trainer Series

iMODEL!® An Advanced Coaching and Training Method

"Tell me, I forget. Show me, I remember. Involve me, I understand."—Ancient Eastern Proverb

Steve Friedland translated this ancient Eastern proverb into a proven innovative coaching and training process that helps increase adult learner's engagement and accelerates their transfer of learning. This interactive workshop is designed for managers, supervisors, trainers, or coaches to learn how to design and deliver the iMODEL® method for use in coaching or training diverse employees. Participants will learn how to incorporate this method into competency development or skill-based programs in leadership, diversity, interviewing, performance management, supervision, ethics, facilitation, interpersonal communications, customer service, teamwork, stress management, training, performance coaching or counseling skills.

Key topics include:

- Adult learning principles and the iMODEL® instructional process
- Instructional and coaching design applications of iMODEL® for use with a range of professional development programs, coaching, or on-the-job performance improvement
- Design and delivery of the iMODEL® instructional method
- Tools and resources for creatively adapting the iMODEL® instructional method for diverse in-house competency-based training and coaching programs

As a result of this program, participants will have the knowledge, skills, and tools to use the iMODEL® instructional method for applications in diverse competency-based 'soft-skills' performance coaching or training programs.

CORE COMPETENCIES: Assessment, Coaching, Communication, Competency Modeling, Diversity, Instructional Design, Leadership, Training, and Presentation Skills.

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"iModel! is an innovative and unique training strategy that provides a bridge between the head-knowledge I was training and the heart knowledge of application. I used the iModel method in a blended learning supervisory training program to demonstrate the power of the supervisor in influencing the staff's reaction to change. The class nailed everything!"
--Erling "Len" Fredrickson, Training and Information Div., University of South Carolina

"His iModel teaching method and training programs accelerate adult learning and competency, have many compelling exercises, and reach a diverse audience in a relatively short period of time."
--Dale Hotaling, Director, Western Ohio Regional Training Center

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Wellness 24/7 Series

Wellness in the Workplace: Optimizing Talent and Performance

This workshop provides participants with key insights, knowledge, practices, tools and resources to optimize and enhance one's talent, reduce stress reactions, prevent burnout, as well as improve job performance and team effectiveness.

Key topics will include:

- Understanding wellness, culture, and diversity
- Applying peak performance principles to optimize talent
- Aligning wellness policies and programs with practices in the workplace
- Recognizing signs and symptoms of stress
- Key stages of burnout and how to prevent them
- Approaches to work and tasks that increase or decrease stress
- Cognitive thoughts and beliefs that can increase or reduce stress reactions
- Prevention strategies and practices that improve one's performance, overall health and wellness

As a result of this workshop, participants will be able to apply knowledge and practices to enhance their on-the-job performance, reduce stress, and improve their overall health and wellness.

CORE COMPETENCIES: Diversity, Stress Management, Wellness, Work Management, and Work-Life Balance.

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“Steve rocks! Always concrete ideas to use. Truly—the best trainer I’ve had!”

“One-minute break is a wonderful, yet practical practice and it really works!”

“Excellent! Better than any of my years of ‘shrinks’.”

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OUR SERVICES

Our services also include consulting, motivational keynotes, executive coaching, instructional design, train-the-trainer, and on-the-job training programs. To learn more about these services and programs, please visit our website, or call us directly at 508-786-9833. You can also e-mail your request to: info@stevfriedland.com.

- **CAREER ADVANCEMENT**
- **CHANGE MANAGEMENT**
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OUR COMPANY

Steve Friedland Associates is an independent consulting and training firm providing management consulting, motivational keynotes, facilitation, executive coaching, and customized training solutions to diverse private sector industries, government, universities, and non-profit organizations. Our expertise and client engagements span over 25 years providing services and programs that helps our clients achieve organizational development and human resource development goals focused on change, leadership, ethics, diversity, coaching, performance improvement, interpersonal communications, supervision, training, teams, and wellness. Our firm's unique and innovative instructional method, iMODEL® optimizes learning in our customized coaching and training programs for executives, management, supervisory, or line personnel resulting in an engaging adult learning experience and an accelerated transfer of learning.

OUR PRINCIPALS

Steve Friedland is the founder and president of Steve Friedland Associates. Since establishing the firm in 1986, Steve has been providing consulting and customized training solutions to address diverse organizational change or leadership initiatives, and human resource development needs. In addition to being a popular motivational keynote speaker, he developed the instructional method iMODEL® that combines behavioral modeling, acting, and adult learning principles to accelerate transfer of learning in coaching and training diverse learners. He has served as a board member of the National Staff Development and Training Association, holds a graduate degree in clinical psychology, and is an honored recipient of an Outstanding Service Award for Excellence in Teaching from the University of California at Davis. Prior to establishing his firm, he held key managerial and staff positions in diverse industries and government.

Linda Zimmerman is a principal and director of Steve Friedland Associates. She provides consultation and facilitation services to non-profit and community-based organizations needing assistance in strategic planning, board development, fundraising, or volunteer management. With over 25 years experience serving organizations in the non-profit sector, Linda has also been an active volunteer with schools, hospice, suicide prevention, and domestic abuse agencies as well as being a community campaign organizer with V-Day. She has served as Board President for the Network for Women's Lives, a past Board member with Domestic Violence Services Network and currently serves as Vice President of the International Women's Club in Boston. In 2009, she co-founded and produced Women's Speak a women's empowerment conference held at Bentley University.