



# APPLIED EXCELLENCE

a learning & development company

## CREATING A CULTURE OF EXCELLENCE

Professional Training Designed for America 2.0

YOU BRING THE WHY, WE'LL TEACH THE HOW.

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TOGETHER WE'LL ACHIEVE RESULTS!

# A FEW FACTS



HARVARD  
BUSINESS SCHOOL



Organizations that focused  
on shaping their culture  
outperformed their  
competitors:



Revenues – 4.1 times higher



Stock Price – 12.2 times  
higher



Net Income 756% higher

Exceptional Results in an Extraordinary World

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# IT'S ALL ABOUT THE EXPERIENCE

“Paul, it is always a joy to be immersed in your enthusiasm and energy! Thank you for bringing this spirit along with really useful research, suggestions and ideas that we can apply to our daily lives, both personally and professionally. Thank you again for spending the day with us-It was enriching!”

“I’m still in the WOW stage, thanks again Paul for a memorable event!”

“Thank you for a great day of training, it was truly one of the best I have attended, and you have impacted my life in ways you will never know.”

“Paul. Thank you for an amazing couple of days. Everyone enjoyed the training and felt as though it was valuable. There were a lot of things to think about, many things were new ways of thinking.”

“We had a meeting today as a follow up meeting to our training. Everyone loved it and are on the same page that improving our company’s culture following the Go-Giver and your sales approach is the way to go.”

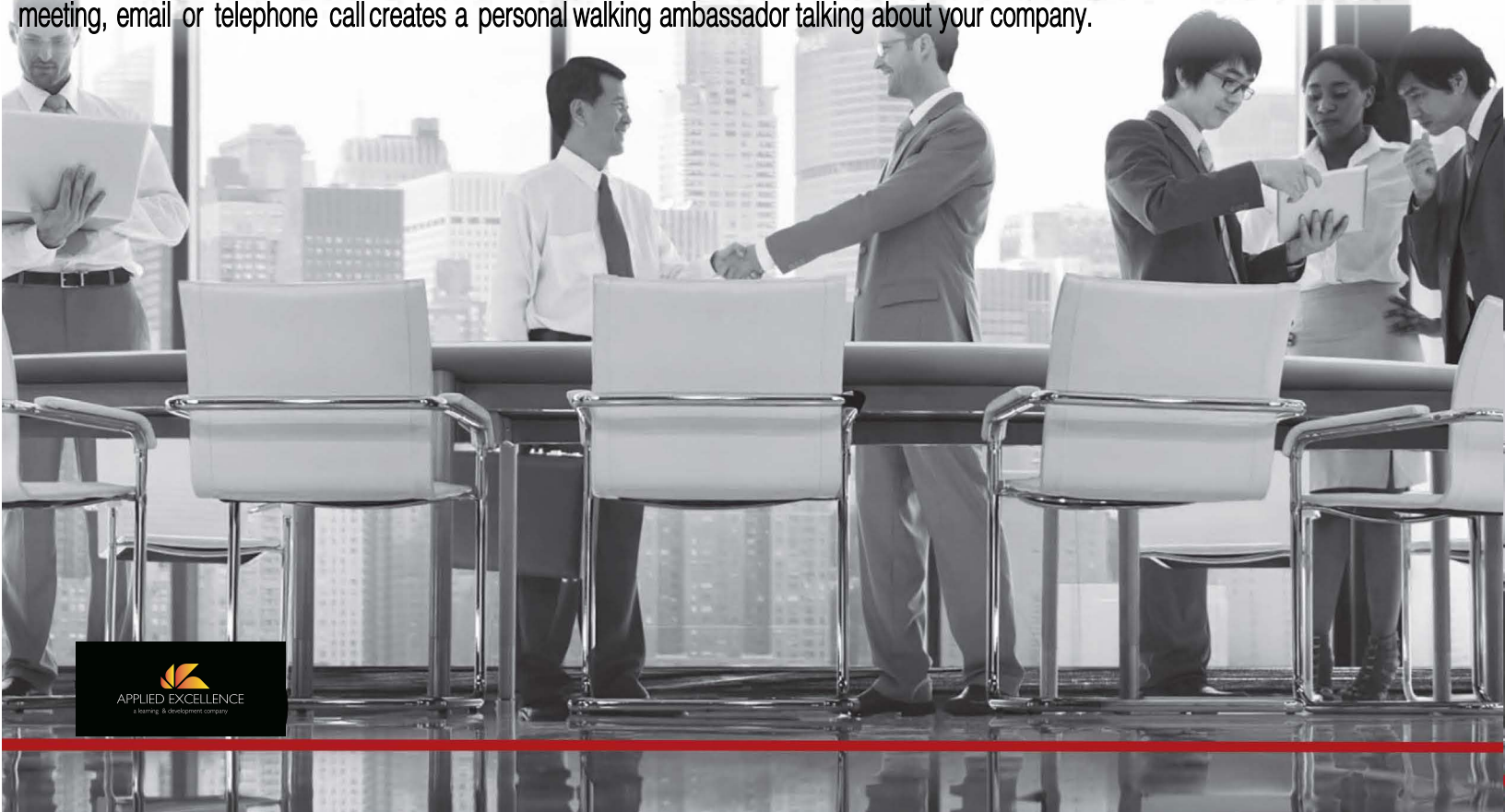
PREPARING YOUR TEAM FOR THE FUTURE

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# WHY THE CREATING A CULTURE OF EXCELLENCE WORKSHOP?

## REASON#1:

DESIGNED FOR AMERICA 2.0 - Regardless of whether training is facilitated at your office location or our San Diego training facility, the 'Creating A Culture Of Excellence' two-day program offers a perfect blend of new age, thought provoking, effective strategies and techniques, designed to respond to the ever-evolving needs of what many C-Suite executives are calling America 2.0. Your employees Participants will learn how to reinforce their value as a resource and utilize techniques to influence, diffuse and inspire during every internal or external interaction. Through effective communication every employee can focus on elevating company and product value, attract and retain clients, create trust, develop loyalty and reinforce business excellence. There has never been a more important time to focus on the power of "Human to Human" connection and instigate a platform of thought that ensures every interaction, presentation, meeting, email or telephone call creates a personal walking ambassador talking about your company.



## REASON #2:

**CRITICAL LEARNING CONTENT** –The course content is not just espresso rich in up to date and highly relevant content for 2021 and beyond but has been designed to ensure the highest level of communication and emotional connection during every with client employees, influencer's and decision makers who have become increasingly smart in our highly connected and knowledgeable world. 85% of surveyed B2B decision makers are basing their buying decisions on a specific element more than they did 5 years ago, and 60% of decision makers have stated that the same element is more important than company innovativeness or market dominance. Specific training focus is given to not just every employee knowing this critical element but learning how to apply it to the very telephone call, email, meeting or presentation. Designed to inspire thought, promote engagement and instill the commitment to want to apply the strategies, techniques and skills being taught.

## REASON #3:

**FOLLOW THROUGH REINFORCEMENT** – 70% of workplace learning happens 'on-the-job,' eLearning Microlearning videos are designed for self-directed or facilitated follow-up reinforcement of the course content to help learners make decisions and apply their learning in a number of different contexts. Whether through mobile phone or computer learners can access content to ensure a fast and easy review of a specific topic whenever and wherever needed.

## REASON #4:

**CERTIFICATION YOU CAN TRUST** - A certificate of completion is personally delivered by our principal, Paul Anderson, author of the award-winning book, The Sales Pro and Certified Go-Giver Speaker and Coach.



# CREATING A CULTURE OF EXCELLENCE WORKSHOP



Creating a Culture of Excellence is a two-day workshop designed to ensure a company Culture of Business Excellence, ideal for all leaders, managers, and direct reports.

## PRE-TRAINING

- Nine question Online survey with questions that promote thought content to be included in the training. (Can also be customized to your company.)
- The Go-Giver Book or Audible to enhance the platform for the training.

## First and Second Day Training Modules and Exercises

- **MODULE 1. Business and Personal Culture** – What influences it and why is it important – Study.

Exercise – Identifying what influences and drives your culture and how to communicate it.

- **MODULE 2. Company Cultural Alignment** – How to connect with channel partners and clients and attract new ones.
- **MODULE 3. Givers Take All** – The Hidden dimension of Corporate Culture that support excellence. Reciprocity and Dream On – Strategies to incorporate, enhance and support known reciprocity types that drive a positive culture.
- **MODULE 3. Workplace Reciprocity Types** – Identifying each reciprocity type in the workplace, how they influence business success and what the top reciprocity type are doing.
- **MODULE 4. The Go-Giver Review and Premise** - Universal Principles that support a Personal and Business Culture of Excellence. The Five Laws of Stratospheric Success - The Law of Value: The Law of Compensation: The Law of Influence: The Law of Authenticity: The Law of Receptivity.
- **MODULE 5. Straight to The Heart.** What exactly should you be communicating to your clients/partners as it relates to your company, products, and services?

Exercise – Identifying and role playing the essence of what your company should be communicating.

# CREATING A CULTURE OF EXCELLENCE CONT'D

- MODULE 6. **The Definition of Selling**. Why is it that EVERYONE is selling? An introduction to the definition of Selling and its root meaning and who is selling? What is the number one question that is on everyone's mind and how do we answer it?
- MODULE 7. **It's Not What You Say Energy** – What it is, who has it and how to build and incorporate it into your communication. Survey Question Review – Interactive and engaged dialogue.
- MODULE 8. **Likeability vs Respect**. What is the difference and what detracts from decision-making? Communicating Likeability – How important is it and how to do it.
- MODULE 9. **Engagement and Emotional Connection** – How to increase communication effectiveness by understanding the impact of starting a sentence with "What" vs "Why."
- MODULE 10. **Establishing Trust** – The Framework, strategy and thought process that establishes the speed of trust.
- MODULE 11. **IQ VS EQ** – Why is empathy important within today's business world? How do you handle difficult conversations? How do you control your own emotions? What are the three known types of empathy and how can you increase your empathic aptitude?
- MODULE 12. **Efficiency vs Effectiveness** – Identifying and understanding the difference resulting in effective time management.
- MODULE 13. **Defining Value** – How to Elevate Intrinsic and Extrinsic value. Exercise - **Creating an Experience of Value**.
- MODULE 14. **The Power of Authenticity** – Why is it important and what stops us from being our true authentic selves?
- MODULE 15. **The Future of Selling** – 2020 and Beyond – What companies need to do to meet customer needs. Study Review on the research that supports what will determine how people will choose to make a business partner decision. The three elements a business partner will expect from a business provider. What has overtaken price and brand in decision making.

Exercise – **Communication: Uniqueness: Quality: Attitude: Choice**. Customizing your company and industry into your communication framework.

- MODULE 16. **Body Language** - Whether you're presenting an idea in person or on a virtual platform, handling a problem negotiating a deal, or having a meeting your body language and the ability to read others plays a key role in your overall success.
- MODULE 17. **The Applied Excellence Online Platform** – How to navigate, utilize and apply the video, audio and exercise self or team module reinforcement.





# APPLIED EXCELLENCE

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## BUSINESS EXCELLENCE SIMPLIFIED

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