

Shelley Smith:

She Takes a Wrecking Ball to Your Failed Company Culture
and Adds Millions to Your Bottom Line.



(Can you afford NOT to hire her to speak at your next event?)

**PREMIER
RAPPQRT**
CULTURE MATTERS

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FROM SHELLEY SMITH

Helping leaders shape company culture through Inquiry, Awareness, Involvement, & Leadership Development.



YOU have the power to change your company for the better.

We are delighted that you've found your way here, because it means that you are one step closer to diagnosing and treating the ailments of your workplace. Whether you're the CEO, the head of HR, or even a member of the marketing team, you have the power to change your company for the better.

We'll say that again: YOU have the power to change your company for the better.

Shelley Smith founded Premier Rapport because she saw a need to fill. Businesses large and small, near and far, old and new, experience issues with stress, morale, turnover, retention, and more. These issues are symptoms of deeper, systemic problems, which Shelley and her team have plenty of experience exploring and repairing.

Premier Rapport is proud to offer a multitude of services to help improve your workplace environment for everyday employees, their supervisors, and top-level management:

Cultural Inquiry: We assess your company culture and help you guide and shape it until it matches your vision

Predictive Hiring: We conduct behavioral and cognitive assessments to help you find and hire the perfect candidate for the job

Keynote Speakers: When you need a speaker for an event, or coaching before your own speaking event, we can help Leadership Training & Development: Get the full curriculum, fully customized, when you call us for training.

The Culture Curator Is ...

- **Passionate:** Fueled by all things culture, Shelley's waking hours are consumed by brainstorming strategic culture messages to help companies improve, engage, and grow.
- **Bold:** Shelley tells it like it is. Direct yet compassionate, call on Shelley when you're ready to say goodbye to yes-men and hello to a fresh start.
- **Prompt:** Accountable and aware of your needs, limitations, and deadlines, Shelley keeps her commitments, meets her goals, and consistently exceeds expectations.
- **Trustworthy:** Reputation is everything in business, and Shelley's is pristine. When your walk and talk are synchronized, everything else follows naturally.
- **Customer-Oriented.** Enough about me, let's talk about **YOU**.

How to *SHIFT* Your WORKPLACE CULTURE

Nothing works in business until the “people issues” are fixed.

Of the four business opportunities – people, execution, strategy, and cash – People is where you must start. To become a high-performance organization you must address people issues before they get out of hand, when your people

leave, the cash bleeds. You can forget the strategy and the execution when you don't have the right people or the cash. This workshop shows you how to shift your workplace culture. Application not theory.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1** Recognize symptoms and opportunities through a process of inquiry, analysis and investigation of your workplace culture.
- 2** Build a business case, outline a plan and begin curating solutions. We will review a “people” study case, internal and external data trends and recommendations. We will also look at a case study that demonstrates strategic planning aligning with mission, vision, values and culture statements.
- 3** Develop a clear employee value proposition statement to achieve organizational sustainability and overall growth through company culture.



TALENT OPTIMIZATION: Strategy, Execution, Cash, People

Take a good hard look at your company. Is it performing at its absolute best?

If you're like most leaders, you struggle to overcome common business challenges such as turnover, employee disengagement, a changing market, bad hires (the list goes on and on). In spite of your best efforts and your best intentions, you can't accelerate your company's performance.

If you can relate to this everyday scenario, you likely struggle from a talent gap. This gap causes low productivity, poor results, and missed

opportunities—it's the reason why most companies fail to perform at their highest potential.

If you're tired of falling short, talent optimization is the answer.

Talent optimization is a four-part discipline that details what's required for aligning your business and talent strategy so you can achieve desired results. At the core of talent optimization is the collection, analysis, and application of people data.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1 Diagnose:** You'll measure and analyze your people data and prescribe remedies as needed. Business context frames talent optimization.
- 2 Design:** You'll create and evolve your people strategy. People data drives talent optimization.
- 3 Hire:** You'll use people data insights to hire top talent and build high-performing teams. Everyone in the organization must embrace talent optimization.
- 4 Inspire:** You'll use people data to drive important employee-oriented activities. Talent optimization protects against the four forces of disengagement.

EMPLOYEE ENGAGEMENT

Employee engagement in today's economy is a bit different.

It's because people tend to job hop and only stay in their current job for two to five years or until a better job or opportunity comes along. This causes employee disengagement and the value of an individual in a team to be

heightened tremendously. It is important to set rewards and benefits aligned with the vision and mission of the company to motivate employees to engage with their team and become more productive.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1 Identify and describe the meaning of employee engagement and its different components.
- 2 Appreciate the strategic issues associated with employee engagement.
- 3 Describe the changes in systems of employee relations.
- 4 Appreciate the impact of structures of management and ownership on employee engagement.
- 5 Reflect on the current state of employee engagement in an organization.



LEADERSHIP & DEVELOPMENT: Risk and Taking Action

As leaders and mentors, our success and sustainability come from our abilities to make the best of what we have, how we have it, and how we develop our future.

Everyone brings to the table their strengths and weaknesses, “weeds” and “wheat.”



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1 Develop critical and reflective thinking abilities.
- 2 Exhibit responsible decision-making and personal accountability.
- 3 Demonstrate an understanding of group dynamics and effective teamwork.
- 4 Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.



DELEGATION AND ACCOUNTABILITY: Third to the Fifth Power

The benefits of successful delegation are far reaching when we've taken the time to hire right, understand our beliefs around our future forecasts and develop accordingly.

These steps build trust. Building trust and confirming vision while aligning values creates a pathway to successful and comfortable

delegation. All of this takes time and effort, but is worth the payoff, personally and professionally.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1** Discuss the importance of accountability to the success of the individual, team, and organization.
- 2** Explore the accountability/victim dynamic and the effect of intrinsic and extrinsic factors that affect accountability.
- 3** Discuss accountability from the perspective of a leader and an employee.
- 4** Review best practices for creating a culture of accountability on a team.
- 5** Create action plans to improve skills and practices for building accountability.



SUCCESSION PLANNING

Both employees and the business benefit from long-term succession planning, regardless of which form it takes.

On the employee side, a formal plan tells employees that the business values and is committed to its staff. Advancement opportunities often increase morale and employee engagement, causing a corresponding decrease in employee turnover. On the

employer side, planning supports continuity and sustainability objectives, ensuring the business is capable of moving forward whether key staff members leave voluntarily, due to retirement or via termination proceedings.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1** Understand why creating growth opportunities for your employees will motivate them.
- 2** Identify skill gaps and talent development needs.
- 3** Preserve institutional knowledge, transition highly specialized skills into key roles and adapt the organization to demographic and talent needs vertically and horizontally.



CHANGE MANAGEMENT

In today's business world, the complexity and pace of change can be daunting.

Adaptability has become recognized as a necessary skill for leaders to develop to be effective in this environment of rapid change. Even so, leaders rarely know what they can do to become more adaptable and foster adaptability in others. This workshop contributes to a

greater understanding of adaptability and the cognitive, emotional, and dispositional flexibility it requires. Leaders will learn how to develop their adaptability and become more effective for themselves, the people they lead, and their organizations.



LEARNING OBJECTIVES

After participating in this session, you will be able to:

- 1 Develop models and frameworks for meeting today's business-performance challenges while innovating for the future.
- 2 Analyze and design a comprehensive strategy for promoting innovation and change throughout your organization.
- 3 Identify and overcome barriers to change.





Shelley Smith, owner of Premier Rapport, facilitated a Leadership Class with my team of Marriott managers. The discussion focused on Communication and Accountability. Because of Ms. Smith's history and experience as both a General Manager and Owner, my GMs could relate to her stories, examples and best practices. She was extremely credible and could empathize where she (...)

BOB FITZGERALD

I am always impressed by the understanding that Shelley has of our culture and the leadership/development needs throughout our organization. Shelley is very quick to connect and offer processes that assist in our strategy development as we continue to move our talent management programs forward.

KEN KOVACH
SVP of HR, B.F. Saul Companies & Saul Center Inc.

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