

- ◆ **OPTIONAL: Highly recommended value-added participant materials** – Vicki specifically designed her books, *SHIFT to Professional Paradise* and *6 Shortcuts to Employee Engagement* to double as a **unique participant guides** for her presentations. Filled with easy-to-read charts and interactive fill-in-the-blank exercises, each book allows participants to effortlessly follow the presentation without worrying about missing key information. In addition, the books act as a tangible, constructive take-away for participants, providing additional information, examples and exercises not included in the program that they can access and use back on the job to create permanent behavior change. **Books are customized with your logo on the cover and a special Foreword from the executive of your choice.**
- ◆ **Book signing** following the presentation.

Follow-Up

The purpose of this stage is to optimize the usability of the information for your audience. This step positively impacts each person's ROI for attending the conference. This stage involves a partnership between the participants and Vicki.

Key Deliverables

- ◆ Vicki distributes **follow-up email “postcards”** to provide tips and downloadable tools to help participants apply concepts back on the job.
- ◆ Vicki creates an **Engagement Momentum Report** with specific follow up ideas for your organization. We schedule a call with you to share feedback gleaned during the needs assessment process.
- ◆ Participants have access to **complimentary ongoing electronic resources** (e-newsletter, blog) where learning continues.
- ◆ Provide **special access to online tools** for improving employee engagement – available as a gift to current and past clients.
- ◆ Vicki is available via **phone and email** for responding to employee engagement questions.