

Engagement Process & Investment

To insure the highest possible return on investment (ROI), Vicki spends time getting to know the specific issues and concerns that affect your organization today. ***You get way more than the time she spends with you on the day of the program...***she is engaged with you and your planning team, every step of the way. **Her comprehensive approach includes all of the following:**

Needs Assessment

The purpose of this stage is for Vicki to fully understand your organization including your target goals.

Key Deliverables

- ◆ Conference call with client to **determine key goals and objectives** for working together and confirm desired outcomes in writing.
- ◆ Provide link to **short electronic survey** to distribute to designated employees to hear about challenges in their own words before the program. This information is very helpful in customizing the information for your association.
- ◆ Provide short, **Engagement Snapshot & Pre-Program Questionnaire**, for client to share more information about the audience and the meeting/conference.
- ◆ Conduct conference call(s) with designated contact person to **clarify & confirm program logistics**.

On-Site Experience

The purpose of this stage is to transmit information, tools, tactics and strategies for meeting the agreed upon goals and objectives.

Key Deliverables

- ◆ **Highly customized, engaging and dynamic multi-media presentation/workshop** including PowerPoint®, music, humor, storytelling and memory cues to address auditory, visual and kinesthetic learning
- ◆ **Interactive exercises** (even with large groups)
- ◆ **Reminder Card:** Vicki provides a postcard sized reminder card for each participant to use as a visual cue for the process/behaviors that are shared.



“Almost one year later management still sees a positive transformation in how the staff looks at situations and events differently and how they are personally making adjustments to create better outcomes for themselves and their co-workers...Our patient satisfaction scores continue to increase and reflect the employee’s change in individual accountability for their attitude. You played a vital role in helping us make that shift.”

Stephanie Diedericks
VP Strategy
WVU Healthcare

- ◆ **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.

