



COMPANY PROFILE/  
OFF-THE-SHELF & OPEN TRAINING PROGRAMS

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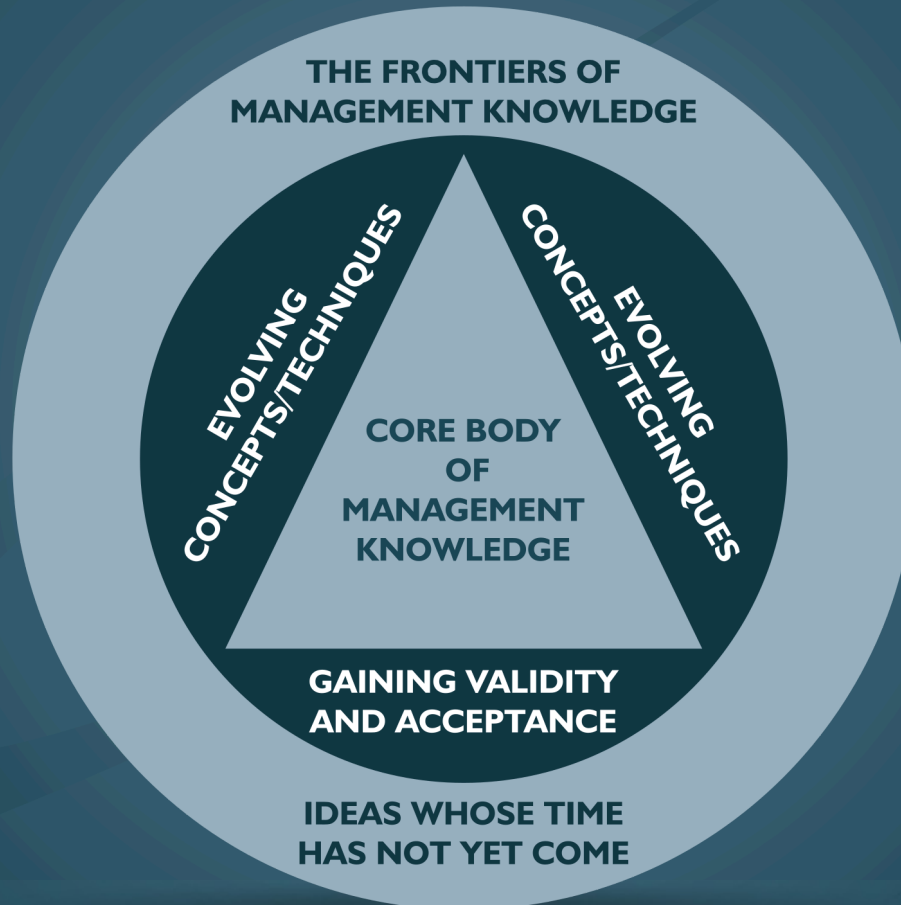
**VISION & TALENT INTERNATIONAL LIMITED**

COMPANY PROFILE/OFF-THE-SHELF & OPEN TRAINING PROGRAMS

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# **KNOWLEDGE UNIVERSE**

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## OUR VISION

A world without ignorance.



## OUR MISSION

Help organizations embrace performance revolution.



## OUR BUSINESS



## OUR VALUES

Honour



## OUR PROMISE

We go to the ends of the earth to search and bring ideas, knowledge, solutions, and wisdom to our clients to make their lives better. That's our Promise.



## Advisory Board

Members of the Board of Advisors are men and women that have distinguished themselves in the professions, academia, and business. With a combined working experience in excess of 175 years, the responsibility of the members is to use their wisdom to guide the management team whenever the company meets a fork in the road and does not know where to turn. The members meet physically or virtually a minimum of once a year at the behest of the Chairman. Membership of the Advisory Board includes:

- Prof. Anya O. Anya (Chairman)
- Mallam Kyari Bukar
- Mary J. Uduk
- Alhaji Abdulkadir Idris
- Johnson Chukwu
- Dr. Abayomi Aiyesimoju
- Paul Uduk (Managing)

## OUR JOURNEY SO FAR

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*“Knowledge has become the key economic resource and the dominant, if not the only source of comparative advantage.”*  
- Peter Drucker

Vision & Talent offers no frills in-house and open soft skills training to a wide range of organizations. Among the firm's clients are leading banks, indigenous oil companies and some of the largest manufacturing companies in the country. In-house programs are tailored to the specific needs of our clients. In-house training can be a cost effective way of developing employees, and covering specialist topics outside our open advertised course programs. Our training packages are aimed at encouraging employee initiative and feedback, teamwork and the notion that employees should learn to apply their education on the job. All training is provided on a “just-in-time” basis, that is, just-in-time for it to be applied immediately. It is usually built on knowledge employees already have mastered. Training on a “just-in-time” rather than mass basis allows maximum impact at minimum cost.

Our training programs are aimed at, at least, five different audiences: executives, senior management, middle managers, supervisors and frontline staff. Training is customised for each of these audiences. Vision & Talent has access to a vast pool of facilitators cutting across the academia, business, and practitioners in banking, legal, communication, sales and marketing, human resources and manufacturing. The principal directors of the company are Paul Uduk, and Aret Cyril (Mrs.), with a combined professional experience of over fifty years. Their profiles and those of some of our guest facilitators now follow.

## PROFILE OF OUR FACILITATORS



**Chinazo Anya** is a lawyer with varied experience in the private, public and voluntary sectors. He holds a post graduate diploma in Management from the University of London (Birkbeck College). As a Consultant to the Alpha Institute for Research in Science, Economics and Development, he coordinates the Alpha Leadership Programme. He is a member of the organizing team of the TEDxEuston, a TED licensed event organized in the TED spirit of generating "Ideas Worth Spreading" with the aim to inspire positive thinking within a new generation of African professionals and leaders. He is a member of the Chartered Management Institute, UK.



**Ehru S. Eferemo** has a strong focus on people. She majors on youth empowerment and has had impact on over 4,000 youths over a period of 4 years from her work on Lifestyle Management and Wellbeing in association with UNICEF, USAID, Canada International Development Agency, amongst others, both as a Consultant and as an Accredited Master Facilitator. A respected school administrator, she has earned several awards, among them, Most Outstanding Facilitator in the on-going Youth Focus Program initiated by UNICEF. Prior to her Bachelor of Science Degree in English Language from Lagos State University, she earned a Diploma in Theater Arts at The University of Jos. Ehru is married with 2 children.



**Layi Abidoye** has over 20 years sales and marketing management experience and teaches in these areas regularly. He was responsible for sales and marketing, business development and regulatory affairs at Roche, and Upjohn, amongst others. A business process consultant, he has reviewed sales performance in several companies, and has facilitated training programs across industries, including banks. He has equally attended management development courses locally and internationally. In addition an MBA, Layi has degrees in Law and Pharmacy.



**Reginald Akujobi-Roberts** is an alumnus of the University of Nigeria, Nsukka, Lagos Business School (Pan Atlantic University), and Cranfield School of Management. He has over 25 years banking experience, 10 of which were at the General Management level at Diamond Bank Plc., where he was Head, Human Capital Management amongst others. A Fellow of the Chartered Institute of Personnel Management of Nigeria, he has varied experience covering People Management, Project Management, Facility Management, and Leadership Practice amongst others.



**Prof. Lere Baale** has over 25 years of business management experience in leading global corporations where he served as Executive Director and handled projects on marketing, sales, strategy, business management and training covering several countries in Europe, Africa, & the Middle East. Currently, Lere is a lecturer and set advisor to the Business School Netherlands International and a facilitator for Lagos Business School - Pan Atlantic University.



**Arthur Ozoigbo** is the President, Institute of Certified Sales Professionals (ICSP). He is also the Chief Executive Officer, Prosell Consulting Limited, where he leads global companies on sales optimization. Arthur brings experience from previous roles as a three-term Manager Pepsi International, PROSELL Consulting, TRACS-Global Project and SEARS Executive Coaching & Advisory Services. His vast experience in the FMCG industry saw him as GM Sales at 7-UP, then the youngest and only Nigerian to hold the post for three consecutive terms.



**John Wesey** has more than 21 years working and consulting experience both in the public and private sectors. In the last 13 years he has been involved with results in business strategy, organizational change, leadership development and project management. These experiences coupled with his training in BPR, IT strategy and management, management information systems design and implementation has given him the opportunity to provide advice and apt solutions to clients in Nigeria and Africa. He is a certified change management consultant as well as in a number of psychometric and personality assessment tools. He speaks in select workshops and conferences and will bring his coaching and mentoring experiences to bear in his program. He is an alumnus of PriceWaterhouseCoopers as well as on the board of a number of for-profit and not-profit entities.



**Innocent Oseghe** is the Managing Partner for Human Capital Partners, a firm specialising in the provision of management consulting services. Until recently, he was an Associate Director, Group Head (Executive Selection & Training) at KPMG Professional Services Nigeria, where he had responsibility for providing clients with assistance in manpower acquisition, talent management, and competence development amongst others.. He has more than 22 years' cumulative work experience in management consulting and hands-on experience in Corporate Strategy, Supply Chain and Human Resource Management.



**Paul Uduk** has over 25 years banking experience, 14 of which were honed At Diamond Bank (now Access), where he masterminded learning & development for seven years. He is the author of the capstone book on customer service, Bridges to the Customer's Heart. Paul has facilitated seminars on service excellence locally and internationally, including for the UNDP. A trainer par excellence and an ex-member of Association for Talent Development (ATD), he has trained tens of executives in both the private and public sectors since founding Vision & Talent. In addition to a Master's degree in Agronomy, Paul gained an MBA from ABU, Zaria.

## Companies that Keep us Company

Our partial Clients' list includes companies in the Oil & Gas, Financial Services, Brewing, Paints, ICT, Cleaning and Hospitality Services, amongst others.





## MASTERMIND TRAINING PROGRAMS: SUPERVISORY MANAGEMENT/LEADERSHIP

### 1: MANAGERS AS LEADERS: HOW TO MANAGE & LEAD WELL



#### CONCEPT

Is there a difference between managing and leading? The opinion of management gurus differ. However, all believe that strong leadership is absolutely essential to the success of any organization. Leadership is about vision, dreams and culture. Leadership, like beauty, is difficult to define but as Warren Bennis says, it is easy to recognize good leadership when you see one. Leadership means working closely with all employees, endorsing pride of workmanship, listening to and responding to the suggestions of those closest to the job, focusing performance on the positive, and developing team spirit.



#### OBJECTIVE

This program will expose newly promoted and veteran but yet to be trained managers to leading edge ideas and concepts, theories and practices on how to manage and lead as visionary leaders.



#### CONTENT

Leadership versus management; Leadership theories; Leadership functions; Developing a vision, mission and values; The visioning process in action; Sustaining the corporate culture; Developing a Teachable Point of View (TPOV), Innovation & entrepreneurship; Putting first things first; Overview of The People Plan; Integration through corporate and personal Quality, On becoming a leader. Communication of meaning and attention.



#### FOR WHOM

Newly Promoted & Veteran Managers Yet to be Trained



#### DURATION

2 – 3 days

### 2: SUPERVISORY MANAGEMENT: MOVING FROM TOTAL QUALITY MANAGEMENT (TQM) TO TOTAL CUSTOMER SERVICE (TCS)



#### CONCEPT

The world is now a global village. In this brave new world, only QUALITY companies will survive. Supervisory Management: Moving from TQM to TCS exposes supervisors to the realities of this paradigm shift. TQM is about both the management of quality and the quality of management. TQM means changing the way people do things so as to minimize the potential for error, and to defects. However the world has moved on and is transiting from mechanistic management of TQM to Total Customer Service (TCS) with customers at the centre of all decisions.



## OBJECTIVE

This program will expose participants to the foundational principles, ideas, concepts, and practices & pitfalls of TQM and how globalization is making TQM give way to Total Customer Service (TCS). Supervisors will be indoctrinated in the ideals of this paradigm shift.



## CONTENT

Background to the Quality Movement; Quality Definition; The 9 Quality Gurus and their messages; Myth & Misconception; Barrier to Quality; Key to Quality; Quality Service; Quality Tools: Communication, Team Building, Negotiation, Motivation; Measuring Quality Costs; Understanding Total Customer Service; TCS: The New Rules for Service, Forces Driving TCS. Case studies of Ritz Carlton.



## FOR WHOM

Managers/Supervisors



## DURATION

3 days

# MASTERMIND TRAINING PROGRAMS: SOFT ISSUES IN MANAGEMENT

## I: EMPLOYEE CARE: MAKING EMPLOYEES TRULY YOUR MOST IMPORTANT ASSETS



## CONCEPT

People are the organization's most important assets. Philip Crosby observed, *"Through the years, I have come to realize that there is a lot involved in running a company that has little to do with the content of the management systems. It all has to do with people: if we take care of the customers and employees, everything else takes care of itself. It is hard to find an organization that both customers and employees regard with continuous affection and appreciation."* Your organization's future may as well depend on this program.



## OBJECTIVE

This program will enable you turn your people capital to your best investment.



## CONTENT

Vision, mission and values; Organisation health check; Finding and selecting Quality people; Personal Quality; The 9 Cs of organizational integration; Productivity; Relations and Quality; Management By Working Around (MBWA); Appraising Performance and Evaluating Potential; Productivity and Creativity; Developing a People Plan; Motivating staff – symbols & rites; Planning career for everyone; External customers care overview; Structuring reward; 16 Rules of Employee Care; the Claus Moller's Rules; The 3M Story.



#### FOR WHOM

Managers/Senior Officers



#### DURATION

2 days

## 2: CUSTOMER CARE: MAKING THE CUSTOMER THE CENTRE OF YOUR UNIVERSE



#### CONCEPT

Together with the employees, the customer is the goose that lays the golden egg. The customers are responsible for 100% of the organization's profit. Without the customer, there is no business. The customer deserves our attention. The truth is, we all believe the "customer is king" but we never ever treat him as such. Treating the customer as king means he must be given full value for his money.



#### OBJECTIVE

To expose participants to various dimensions of customer care and show the critical relationship between customer value and profitability



#### CONTENT

Visioning the customer's experience. Voice of the customer; Moments of Truth; Value Analysis; Customer value chain; Internal & External Customers; Determinants of customer value; Customer profiling; The Golden Rules of customer care; Who is more important – Your customer or your employee?; Japanisation of customers; Attributes Importance versus Company performance, Gap Analysis, Breaking the Barriers to Customer Care; 18 rules of customer care; Learning from the world's best companies- Nordstrom, MBNA.



#### FOR WHOM

All Employees, Especially Frontline Staff



#### DURATION

3 days

## 3: HOW TO COMMUNICATE WELL AND ACHIEVE RESULTS



#### CONCEPT

Outstanding leaders are excellent communicators. Leaders must be able to communicate meaning, values and attention. The ability to communicate well at all levels of the organization is absolutely critical to the effectiveness of the organization. Communication can be learned for without it, you can neither become an effective leader of people nor experience productive relationships with other people.





#### OBJECTIVE

At the end, guests will master the various arts of communication and understand that above everything else, communication is about effective leadership of people.



#### CONTENT

Overcoming obstacles to effective communication; How to achieve your communication goals; Technical dimension of communication, Developing a Communication Policy; Communicating with Employees and Customers, Listening, Listening responses, Levels of listening; Thinking; Creativity, Communicating during crisis, Communication as sales; Oral Communication: Body Language, Platform etiquette.



#### FOR WHOM

Executives/Managers/Staff Officers



#### DURATION

2 days

### 4: EFFECTIVE TEAM BUILDING



#### CONCEPT

Teamwork is an increasingly popular management strategy. Departmental and cross functional teams are the route to increased productivity, a more effective use of resources, cost reduction, improved quality, innovation, better customer service, and a more rapid commercialization of products. An effective team is a group of independent people who agree to a goal and who agree that the best way to achieve a task is to work together. To be effective, teams need the support of top management.



#### OBJECTIVE

To expose our clients to a variety of ways of setting up effective teams and move away from fortress mentality to a more open attitude and system.



#### CONTENT

Greiner's model of organizational development; Formality versus Informality; Evaluation of Teams; Team Player Styles; Team Roles; Team Building Strategies; Stages of Group Formation; Team versus Group; Signs of Team Trouble; The Concept of Team Dash Board; Use of Belbin's Inter-place System and Johnson O'Connor's personal skill inventory. The Four Commitments of a Winning Team.



#### FOR WHOM

Managers/Senior Supervisors



#### DURATION

2 days



## 5: EFFECTIVE NEGOTIATING



### CONCEPT

Annually, thousands of organisations lose millions of income and incur huge costs due to inability to negotiate to their best advantage while still maintaining excellent relationships and goodwill with clients, customers, and suppliers. Negotiation is the pragmatic art of finding acceptable solution to business problems. Effective negotiation when everybody wins, leads to enduring relationships.



### OBJECTIVE

To equip participants to understand that negotiating is not about winning and losing but about building relationships and solving problems.



### CONTENT

The Psychology of Negotiating; Building Trust; Setting Agenda and Boundaries; Avoiding Arguments; Assumption and Ambiguity; Organizational Networking for Information; Value Analysis; Interpersonal Orientation.



### FOR WHOM

Executives/Managers



### DURATION

2 days

## 6: CREATIVITY AND CREATIVE THINKING



### CONCEPT

Dr. Edward De Bono, the father of creativity, now says all creativity tools & techniques currently in use (brainstorming, synectics, nominal group process etc) are all obsolete. New approaches are needed. What are they? Creative organizations have three heads, the first fixed on the future, the second on the present and the third on the past, for eternal youth, maturity and wisdom, respectively. Non-creative organizations have one head fixed constantly on the past, for the status quo. Fortunately, they under perform and are weeded out.



### OBJECTIVE

To equip Guests to think laterally thereby unlocking their untapped creativity for organization's benefit.




### CONTENT


Understanding the Brain and Brain Processes; Proactivity; Thinking processes; Listening to your Thoughts; Lateral thinking; Paradigm Shifts and Discontinuities; Traditional Creativity Tools; The Creativity Process; Creative Imagination; Tapping the Creativity of Employees and Customers; The Innovative Organization.


 **FOR WHOM** Managers & Frontline Staff

 **DURATION** 2 days

## 7: MOTIVATING EMPLOYEES AND CUSTOMERS

 **CONCEPT** In 99% of organizations, eight in ten employees do not care about the organization and will jump ship at the least opportunity. Same with customers. Why? Poor Motivation. Motivation is an important part of the business leader's job. Saying good morning by the CEO to a janitor can make the janitor's day. All too often, CEO's and other top managers allow these opportunities to motivate their people slip by. Result: emotionally crippled staff that find no meaning in their job other than "survival." This program will change the motivational climate in your organization and your employees and customers will be better for it.


 **OBJECTIVE** To equip managers and executives to understand what turns people on and what needs be done to get employees and customers on their side.

 **CONTENT** Motivation Strategies; Uniform Motivation Tactics; Roles of middle managers; Rules of Behaviour; Price Motivation System; Motivators; Fear and Incentive Motivation versus Self Motivation; Win-win Relationships; Empowerment; Monthly Motivation Themes; Rules of Personal Success. The Carrot Principle.

 **FOR WHOM** Executives/Managers/Supervisors

 **DURATION** 2 days

## 8: EFFECTIVE DECISION MAKING/PROBLEM SOLVING

 **CONCEPT** Effective organizations approach their business problems in a proactive, way taking into account all variables. Ineffective ones on the other hand, are always reactive and are perpetually engaged in fire fighting and endless cycle of meetings that take them nowhere. Successful organizations chase business opportunities because their business problems are kept at a minimum. Mediocre organizations find themselves in a vicious cycle of problems, stumbling from one crisis to the next, missing business opportunities. This program shows you what to do to become an effective decision maker and problem solver.



## OBJECTIVE

Will equip participants with step-by-step procedures and advice to enable them effectively analyze specific problems they experience, and advise and implement successful solutions.



## CONTENT

What is problem solving?; Why problem solving?; Steps to Defining the problem; Collecting information; Analyzing the information; Establishing boundaries; Finding the solution; Making the solution work; The Complete Problem Solver Tool-Kit, Critical Examination Matrix; 16 Quantitative Problem Solving Tools; Pitfalls.



## FOR WHOM

Frontline Managers/Supervisors



## DURATION

2 Days

## 9: EFFECTIVE TIME MANAGEMENT



## CONCEPT

Time is everything. The degree to which you and your organization will succeed will depend on how you use your time. Time management is the essential skill of success. It is not only the essential skill of success in life but it is the essential skill of success in business and in everything else because time management is really life management. Time is the one thing you cannot preserve and you cannot accomplish anything without. If you can manage your time capital properly, you can get more done in a day than most people can get done in a week.



## OBJECTIVE

To acquaint guests with the finest techniques for managing time at the individual and at the corporate level.



## CONTENT

Attributes of time; Bryan Tracy's 21 keys to effective time management; Value analysis; MSC/ABC analysis; Preparation of time logs; Prioritization; Handling Important Versus Urgent Tasks; Urgency Addition Tests; Use of time matrices; The Four Quadrants of time; How to be Quadrant II Manager; Time as a Compass; Steven Covey's Eleven Life Centres and Time Management.



## FOR WHOM

Senior Managers/Supervisors



## DURATION

2 days

## 10: MANAGING EMPLOYEE RETIREMENT



### CONCEPT

Grim statistics. 80% of people who leave work die before the fifth anniversary of their retirement. Reason: shock due to the lift of organisation's protective psychological umbrella. Organisations must prepare their employees for retirement or general change of status. Organisations owe their former people that duty. Nobody is immune for we must all go some day.



### OBJECTIVE

To enable organizations prepare their people for life after working days are over and to prepare individuals for alternative roles outside work.



### CONTENT

The concept of CPD/CPE and employability; Mapping staff career path; Knowing the employers team role; Managing the career plateau; organizations of the future; The Psychological Contract; Providing Counseling; Preparing for the inevitable; Living Retirement Life.



### FOR WHOM

Managers/Staff Officers



### DURATION

2 days

## MASTERMIND TRAINING PROGRAMS: SALES AND MARKETING

### I: HOW TO MARKET AND SELL WELL



### CONCEPT

The purpose of business as Peter Drucker says, "is to develop and keep a customer." Marketing is seen by him as the whole business seen from the point of view of its final result, that is, from the customer's point of view. Everything you do isn't worth a Kobo unless you make a profit. You have to make money to stay in business and provide good service.




### OBJECTIVE

To expose participants to best marketing and selling practices that will enable them increase their success rate and lower their failure rate.








### CONTENT

The Marketing Concept; Marketing versus selling, Evolution of marketing; Principles of effective selling; Skills of effective selling; Developing skills of effective selling; Bryan Tracy's 21 keys to Effective selling; The concept of cross-selling; The marketing mix; Tailoring Marketing Strategies to the product's life cycle; Customer profiling; Value analysis; Competitive analysis; Force field analysis; Product positioning; Selling services; Dimensions of service; Satisfying customers; Personal quality management; The art of negotiating; Building Trust.

 <b>FOR WHOM</b>	Frontline Sale Managers/Sales personnel (Program is customized for people in different industries)
 <b>DURATION</b>	2 days

## 2: MARKETING OF FINANCIAL SERVICES

 <b>CONCEPT</b>	<p>Marketing is a body of techniques used in conjunction with selling to win and retain customers and optimize profits. Marketing's role include:</p> <ul style="list-style-type: none"><li>(a) Identifying the most profitable markets now and in the future</li><li>(b) Assessing the present and future needs of customers</li><li>(c) Setting business development goals and making plans to meet them</li><li>(d) Managing the various services and promoting them to achieve plans</li></ul>
 <b>OBJECTIVE</b>	This program will expose participants to what lies at the heart of marketing philosophy in the banking industry and how they can be used to attract deposits, the life blood of banking.
 <b>CONTENT</b>	Overview of customer care; Changing nature of banking; Deconstruction of financial services and products; Customer classes; Product classes; Selling and Distribution; Marketing communication; Product range; Product development program; Marketing information; The Marketing mix and its implications; The Marketing plans; Competition in banking; Plastic and electronic banking; Developing and marketing new products/services; Marketing Management & Organisation; Deposit generation; Strategic Alliances in Banking.
 <b>FOR WHOM</b>	
 <b>DURATION</b>	3 days



# MASTER CLASSES

## I: SALES EXCELLENCE

### Overview

Cycle times are shortening, customers are ever more demanding, and organizations are demanding employees to do more with less. Sales and sales closings are the only elements in the customer relationship equation that generate cash, all others are costs. Accordingly, marketers and their supervisors are continually challenged to increase their sales volumes and margins in a dynamic and challenging market environment. Marketers are routinely stretched to deliver on their assigned Key Performance Indicators (KPIs), both by product lines, and by value. Determining which customers to pursue and qualifying customers are essential steps for effective sales activities. But how do you know which customers to focus your effort on? How can an organization build enduring relationship with its customers in an environment characterized by high staff turnover? The Sales Excellence Master Class shows how.



### CONCEPT

Successful sales teams focus on best practices to achieve outstanding results. This program exposes participants to selling best-practices and principles that will enable them build outstanding sales forces, increase their customer conversion and retention success rates, and render the competition irrelevant.



### OBJECTIVES

- ✓ Determine which customers provide the greatest opportunity for a successful sale.
- ✓ Develop and provide a comprehensive view of the seller's value proposition to prospects.
- ✓ Master activities that engender relationship building.



### CONTENT

Design in the Sales Equation/The Ten Faces of Innovation/Determining the 'Right' Customers/Developing Blueprints for the Sales Cycle/Putting in place Talent and Processes for Continuity/Controlling and Monitoring Sales Officers' Activities to Ensure Optimal Result: How to Create a Winning Sales Force Culture/Extracting Value from Customer data and converting into Information/Standardization of Sales Information and Processes/What The Best Sales Teams Have In Common/Oiling The Customer Pipeline: Leveraging IT to Enhance Sales/Formulating Sales Strategy/Managing the Tension Between Customers' Wants & Technology Pull/The Three Rules of Professional Competence: Retaining Successful Salespeople/Organizing and structuring the sales force: Achieving Sales Force Excellence/Critical Rules of Sales Excellence: How "Hunters" and "Farmers" operate/Breakthrough Questions for Identifying World-Class Sales Organizations Case Study: GE/Coca-Cola/CitiGroup



### FOR WHOM

Sales Executives/Managers and above



### DURATION

3-4 days



## 2: SERVICE EXCELLENCE

### Overview

Whether you call it Customer Service, Service Excellence, or Customer Care, people instinctively know that serving the customer with passion, warmth, and agility is the key to survival, success and profit. The best organizations focus all their efforts and go all out to delight the customer. J. W. Marriot Jr. said his father taught him "the importance of paying attention to details – when you do, a lot of the big stuff takes care of itself." He further said, "my dad and I agree whole heartedly, if you treat your employees well, they'll take care of the customer."



### CONCEPT

Service Excellence MasterClass, involves a series of workshops, customized for different categories of staff to rekindle their burning passion for the customer. It will expose them to the best service delivery tools and techniques, and the notion that *Service Excellence* is a bottom line issue that addresses the very roots of a business and it requires a radical change of thinking. At the end, participants will master how to turn every service encounter into *customer delight moments*, and will be converted from ordinary to extraordinary and from useful to invaluable.



### OBJECTIVES

- ✓ Show the critical relationship between customer care and profitability
- ✓ Heighten service awareness and promote service zealotry
- ✓ Engender customer-centric attitude, focus, and ideals of Service Excellence
- ✓ Increase brand reputation, client trust, and industry respect



### CONTENT

Service: Characteristics, Dimensions, Uniqueness, Features: Why Customer-Centric Thinking is Hard/ Types of Service/ Service Moments of Truth/The Five Levels of Excellence/The One Thing The Customer Wants To Know/The One Question You Must Ask Your Employees/The Four Service Imperatives You Must Never Forget/The Eighteen Rules of Customer Care/The Twelve Rules of Success/Visioning the Customer Experience/The Ten Attributes of Great Service/The Sixteen Rules of Employee Care/Seeking the Voice of the Customer/Modeling The Commitment to be the Best.



### FOR WHOM

Service Champions/Coordinators/Facilitators/Unit Heads/HR & Training Heads



### DURATION

2-3 days



### 3: SERVICE MANAGEMENT EXCELLENCE

#### Overview

What do great companies such as The Ritz-Carlton Hotels, Apple, South-West Airline, Tesco, and Wells Fargo Bank have in common? What sets them apart with enviable reputation as winners of multiple "best places to work" awards? Is it their easy-to-navigate technologies, customers that are more than fans, or employees that are more fanatical than evangelists? Case based, drilled to the kernel, highlighting diagnosis of the challenge, agenda for articulating guiding policy, and steps for deploying coherent action. In this elite program, you will learn what service strategy and tactics is not. In the end, you go home with a 'Black Box' (An implementation Road Map), ready to make 2013 and beyond your best ever in your quest to remain relevant, customer centric, and profitable.



#### CONCEPT

There is more to quality than what people say it is. The all encompassing definition, according to Roland M. Fortuna, includes "improvement in cost position, delivery performance, time taken to get products unto the market, and responsiveness to changes in the marketplace. It is a bottom line issue that addresses the very roots of a business and it requires a change of thinking from the top of the organization to the bottom." This workshop shows you the strategies and tactics and guides you step-by-step on how to construct your service management roadmap.



#### OBJECTIVES

- ✓ Show the interplay of people, customer loyalty and brand management in corporate effectiveness, brand reputation, and longevity.
- ✓ Show how design drives customer experience, and aids both long and short term profitability, rendering the competition irrelevant.
- ✓ Highlight the new concept of strategy, and show how its deployment in various settings has made companies as diverse as CHI, Promasidor, Guinness, Heineken, Apple, and Samsung become legends in their industries.
- ✓ Pinpoint specific strategies for attendees to increase customer loyalty, employee engagement, and stakeholders respect in their various organisations and industries.



#### CONTENT

The Kernel of Strategy/Service Design As Strategic Differentiator: The Service Triangle/Questioning Assumptions: Customer Value Model/Toyota: Its Cradle to Grave Service Model: What Went Wrong, How They Fixed It/The Business Equation: The Cycle of Service/Strategic Value Hierarchy/Plotting Importance -Performance Matrix (Case Study of Nigeria's Three Largest Banks Pre-Recapitalisation)/Creating Evangelists at Apple/ The Ten Faces of Innovation/ Creating Customer Experience "Black Box": The Service Blueprint/Modeling the Commitment to be the Best: Implementing Service Management/Total Quality Service Model/ITIL (IT Infrastructure Library) Awareness/Five-Star Practices.



#### FOR WHOM

Quality Facilitators/Operation Managers



#### DURATION

3-4 days



## 4: LEADERSHIP EXCELLENCE

### Overview

Whether you are preparing for the world cup, sending a man to the moon, or running a multinational oil corporation, the one ingredient that separates extraordinary achievers from ordinary people is their leadership edge. Leadership is about vision, dreams and culture. Leadership means working closely with all employees, endorsing pride of workmanship, listening to and responding to the suggestions of those closest to the job, focusing performance on the positive, developing team spirit, and much more. The leadership expert, Warren Bennis, once said, "it is difficult to define leadership, but it is easy to recognize great leadership when you see one." According to John C. Maxwell, "the best way to test whether a person can lead rather than just manage is to ask him or her to create positive change." Managers can maintain direction, but can't change it. To move people in a new direction, you need influence. Only leaders have influence.



### CONCEPT

In today's interconnected world that operates 24/7/365, the leadership skills of the old era are woefully inadequate. New tools, techniques, and insights are required. LEADERSHIP: DEVELOPING THE CRITICAL SKILLS PEOPLE NEED TO PERFORM AND EXCEL AS LEADERS distills the essence of leadership and boils it down to its core, enabling attendees hone their leadership mojo, know-how, and worry about their legacy. Customised for each client's situation, this Master Class prepares managers to assume true leadership, by equipping them with the battery of competencies, know-how, and wisdom they will need to make the leap from managers to leaders.



### OBJECTIVES

- ✓ Differentiate between managing and leading, and why the difference matters.
- ✓ Know the meaning and essence of achievement, success, significance and legacy.
- ✓ Embrace the knowledge that leadership determines the success of the organization.
- ✓ Aspire to be true leaders and worry about their footprints and legacy.



### CONTENT

Leadership: A Portrait and an Attempt at Understanding/Managing and Leading: The Difference and why it Matters/The Ten New Rules for the New Economy/The Five Commitments of a Leader/The Six Top Traits of Great Leaders/The Leader's Seven Essential Behaviours/The 8 Skills That Separate Great Leaders From all Others/The Four Irreducible Requirements of Great Leadership/The Fifteen Top Leadership Lessons from Great Groups/Five Distinctive Qualities of Leadership for Organizations of the Future/Choosing leaders – the Four Top Fallacies to Avoid/The 20 Transactional Flaws Every Leader Must Guard Against/Leadership Assessment Summary.



### FOR WHOM

Managers on fast track/Hi-Pots



### DURATION

3 days

## 5: THE PEOPLE PLAN: HR EXCELLENCE

®

### Overview

The "War for Talent" is on, and organizations the world over are rearming. A McKinsey Quarterly article warned: "Companies are about to be engaged in a war for senior executive talent that will remain a defining characteristic of their competitive landscape for decades to come. Yet most are ill prepared and even the best are vulnerable." Today, the war for talent is no more limited to top executives, if anything, it's all pervasive. Talented people are very hard to manage, with the complication that they measure success in money rather than in applause. Given the mobility, earnings, ambitions and confidence among talented people, Human Capital needs to be up there at the side of the CEO to influence the outcome. A talented HCM person needs business as well as personnel experience, courage, confidence, excellent personal communication skills, humanity and diplomacy. The People Plan equips HCM executives with skills to win the war for talent.



### CONCEPT

Peter Drucker was asked, "what is the most important job of the CEO?" and he answered, "who does what?" Getting the right people on the field is the most important job of the CEO. To get going, the CEO needs an HR that delivers. Assisting the organization attract top talent, getting people excited, engaged and passionate for results are what HCM is all about. **The People Plan: The Human Resources Development Program** has the goal to equip you with the initiatives you need to take to turn your organization into a perpetual performance machine. This is your chance to start constructing your Roadmap to the future by leveraging your most important asset – YOUR PEOPLE.



### OBJECTIVES

- ✓ Translate vision and performance indicators into practical human resources strategies for managing a quality workforce.
- ✓ Develop precision in mapping out tasks and responsibilities and in the identification of employee's interest and goals along with her/his potentials, qualities and abilities.
- ✓ Master skills needed for assessing the organization's existing capability, utilizing it to the maximum, and creating staffing strategies needed for growth in number, skills mix, recruitment, retention and reward.
- ✓ Equip participants with the initiatives they need to take to turn their paper business plans into an organization reality.



### CONTENT

The CEO in The HR Question: What Jack Welch Knew and Taught/The Changing Needs and Aspirations of Employees /The People Management Challenge/Performance Management: Tasks & Responsibilities, Benchmarks and KPIs/Creating a Dynamically Engaged Workforce: Rules of Engagement/Teaching Managers How to Appraise: Appraisal, Recognition & Reward /Attracting, Retaining and Motivating Talent: More Than The Carrot Principle/Formulating a Resourcing Strategy/Managing Talent and The Talent Pipeline: Market Positioning/The War for Talent: Deploying Training & Development as a Weapon/Career Planning and Talent Management/The Context and Concept of Employer Branding/How HR Can Enable the Organization Determine its Profit Zone/Case Study: TESCO /GE



### FOR WHOM

HR & Business Managers



### DURATION

2-3 days



## ONE-DAY HIGH-IMPACT SEMINARS™

- For Those Who Really Wish To Excel

### PROGRAMS BRIEF HIGHLIGHTS

#### Personal/Service Excellence

1	Seeds of Personal Excellence	This Inspirational session shows participants how to pursue excellence at the sublime level.
2	Preparing for the Second-Half	Motivational Half-Day: Preparing for Life Outside Work and making the rest of your life the best of your life.
3	Putting Emotional Intelligence to Use	Participants will be exposed to everything they need to know to put their EI to work.
4	Total Customer Service	Delivering Service with agility and panache company wide with the customer saying 'WOW!' is the Key to Survival. We show you how.
5	Six Sigma: Strategy & Tactics	Master the principles, tools and techniques for multiplying effectiveness and efficiency by learning to control variations in every transaction, multiplying productivity a million-fold, rendering the competition irrelevant.

#### Sales & Marketing Excellence

1	Life-Style Marketing: How to Sell Intangibles Targeted at YUPPIES!	Psychology of Selling Products & Services to the YUPPIES How to Position Service and Make the Intangible Tangible by Targeting Customer's Values. Selling High-End Services and Life-Style Products That Make Customers Salivate for More
2	Mastering Sales	Sales as a Process, Sales Communication, Applying The Law of 250 to Sales

#### Presentation Excellence

1	How to Write Winning Proposals	This seminar shows managers how to convey ideas that stick!
2	How to Present Well	Shows attendees how to Develop Platform Mastery and WOW The Audience. Presentation Effectiveness Continuum Revealed.




#### HR Excellence

1	Performance: Making it Happen	Shows managers how to convert effort to result through effective performance management. Latest McKinsey Research on Performance Management Revealed.
2	Knowledge Management: Building a Smart Enterprise	Create, identify, capture, and distribute organizational knowledge to the people that need it. Turn data and information into reusable knowledge.
3	Talent Management: Making it Effective	Improve the efficiency and effectiveness of talent-related programs and initiatives. Recruit, retain, and grow talent in an informed way.

*\*High Impact Seminars™ are run in-plant for Communities of Practice within organizations*



## OPEN PROGRAMS

 PROGRAM TITLE	 APPROXIMATE DATE	 REMARKS
Sales Excellence Master Class	3 Days	Request for full Package
The People Plan: The HR Development Workshop	4 Days	Request for full Package
Leadership: Developing The Critical Skills	3 Days	Request for full Package
Service Excellence Master Class	3 Days	Request for full Package
HR For Non-HR Managers	3 Days	Request for full Package
Service Management: Strategy & Tactics	3 Days	Request for full Package
Life Style Marketing	1 Day	Request for full Package
Knowledge Management: Strategy & Tactics Conference	2 Days	Request for full Package
Talent Management: All You Need to Know About Talent Management	2 Days	Request for full Package

## SPECIAL PROJECTS

### VOICE OF THE CUSTOMER

#### Concept

To serve the customer well, the organization must know what the customer wants and thinks; sometimes anticipate the customer's wants, and always strive to provide exactly what the customer wants. This project will enable you establish how you currently measure up vis-à-vis your customers' expectations.

This project involves carrying out in-depth surveys and analysis of customers and employees to establish the organization's rating in their eyes. Information obtained is subjected to rigorous statistical tests for validation.

#### Objectives

The result of these surveys will enable you plan your employee and customer care campaigns. This project may as well be what you need to thrive in the 21st century.

#### For Whom

Banks/Fast Foods/Sellers of FMCGs

#### Duration

6 weeks from commissioning to final presentation of findings

#### Coverage

Randomly selected branches or outlets country-wide.

## SPECIAL PROJECTS



## MYSTERY SHOPPING

### Concept

Focus on Service Excellence through customer centeredness has consistently been proven to positively impact economic performance as in Japan after World War Two, and recently, South Korea. The sole purpose of business as Drucker has said is to "create and keep a customer." This project enables you see at a glance how your people treat customers.

### Objectives

- ✓ Promote performance improvement across board
- ✓ Increase competitiveness relative to peers
- ✓ Heighten service awareness and promote service zealotry amongst staff
- ✓ Engender more positive attitude, customer focus, and ideals of Service Excellence
- ✓ Increase brand reputation, customer traffic, and profitability

### Scope

As agreed; usually in two phases, preliminary, and full scale.

### For whom

All companies desirous of knowing how their employees treat customers



## FEES

For every in-house Program, fee is based on scope.

For open advertised Programs, fees are as advertised.



*performance revolution guaranteed*

## VISION & TALENT INTERNATIONAL LIMITED

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952a Babatunde Atere Street, Omole Estate Phase 2, Olowoira,  
Ojodu-Berger, Lagos State, Nigeria.



+234-803.307.5133



info@visionandtalent.com

visionandtalentltd@gmail.com



visionandtalent.com