



TARGETED
SOLUTIONS *for*

PERFORMANCE IMPROVEMENT



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Philadelphia • Chicago • Los Angeles
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FRESH SOLUTIONS FOR A CHANGING WORLD

For more than seven years, JMReid Group has been helping companies improve through targeted and customized programs and solutions that engage participants and equip them to do their best work.

In these professional workshops, we draw the best and brightest facilitators from around the world, experts who are equipped with the latest strategies and techniques to create solutions that make measurable differences.

- **SALES**
- **LEADERSHIP**
- **SKILLS**
- **CONTRACT FACILITATION**
- **CUSTOM SOLUTIONS**
- **EXECUTIVE COACHING**

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JMReid Group partners with our clients to assess, develop and deliver targeted solutions that drive measurable improvement in performance. Our approach is guided by three principles that are critical to professional development.

1 **CONTEXT IS KING**

In training, relevance makes the difference. While content and design methodology are critical, they cannot compensate for failure to connect with the participant's real world. Understanding your business, understanding your strategic objectives, understanding the participant's real world. Understanding trumps everything. While some other companies focus solely on a particular model or methodology, we invest our time and talent in understanding your issues. We operate with the knowledge that if we demonstrate a deep understanding of your problems and challenges, you and your participants will have reason to trust our solutions.

2 **ENGAGEMENT IS THE WORD**

Traditional training assumes that people are aware of their performance improvement needs and require only new knowledge and skills to improve. Coincidentally, this is the easiest type of training to design. We believe that unless you engage the heart, the passion to improve, nothing else matters. We leverage self-discovery activities in all of our program designs to build the conviction necessary to embrace the new knowledge and skills. We target heads, hands and also hearts with our solutions. Training that fails to inspire, fails.

"Behavior change most frequently takes place through a much more emotional-driven process...It's the emotional impact that in turn changes their behavior."

*—John Kotter, **The Heart of Change***

3 **THERE IS WISDOM IN AND OUT OF THE ROOM**

Traditional training appears to assume that participants are empty vessels. If this were the case, we would have participants open up their heads so we could dump in content—the more content the better. But it is not the case.

We believe that there is "wisdom in and out of the room." Our role is not just to share ideas but to elicit them from the participants. Also, unlike many of our competitors, we are not limited to a single thought leader. We believe in true thought leadership, and we demonstrate this by bringing to our clients the latest thinking across the discipline we are targeting.



In our experience in learning and development, we've developed a point of view about how to design learning that has impact (and we continue to do so.)

In concert with our overall approach we make sure that every design we produce and every program we lead keeps these principles in sight:

- ***Know deeper versus know more.*** For genuine impact, go deeper into fewer areas.
- ***Powerful learning encourages risk-taking.*** The program must open thinking and invite challenge, not close options with ready answers.
- ***Get them talking.*** Participants remember what they themselves say more than what the facilitator says.
- ***Humans are not thinking beings that feel; we're feeling beings that think.*** The best learning excites and harnesses both emotional understanding and cognitive understanding.
- ***Tap the wisdom in the room.*** Participants are not empty vessels to fill; draw on their experience to build their commitment.
- ***Use movement.*** To move participants' mindsets, get them moving in the classroom. When people are up from behind the table, they attend more closely, and they remember more.
- ***Engage the eye.*** With materials, the most appealing is the most useful.
- ***Make the learning part of a journey . . . and not a single event.*** Find creative ways to integrate and extend the learning.

By definition a participant, should participate. Our program designs leverage a wide variety of activities in order to accelerate the learning, increase the engagement and create a memorable experience.

TYPES OF ACTIVITIES INCLUDE:

- *Real Play versus Role Play*
- *Self-Discovery Activities*
- *Team and Group Activities*
- *Teach-Backs of Key Concepts*
- *Bring and Brag See and Steal*
- *Open Space Facilitation*
- *Movement Based Discussions*
- *And more...*



WHAT WE DO — *Starting from Your Objectives.*



We create professional development workshops to help your employees thrive and succeed. Drawing on our expertise in multiple disciplines, we build relevant solutions that grow from your business objectives. We evaluate and incorporate the latest thinking on sales, leadership, relationship skills and contract facilitation. We build custom solutions and provide highly skilled facilitators to support your large-scale performance improvement implementations.

CONTENT SOLUTIONS

We have proven training solutions that engage the head, heart and hands. Our programs address the following capability areas:

- Sales and Sales Management
- Leadership
- Skill Building

CONTRACT FACILITATION AND ONE-ON-ONE COACHING

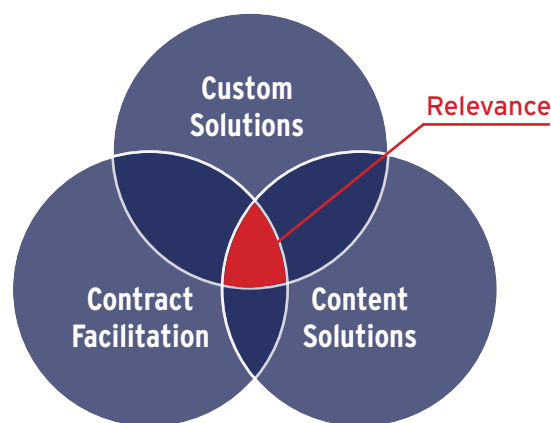
With over 30 global facilitators and consultants we provide:

- Executive Coaching
- Sales Coaching
- Program Facilitation (of our client's or a third party's content)

CUSTOM SOLUTIONS

With our network of world-class partners, we build custom solutions to meet your specific needs. Examples of custom work include:

- *The Edge; The Art and Science of Relationship Building*
- *Sale Process Consulting and Value Creation Workshop*
- *Social Science and Neuroscience in Relationship Building*
- *Post-Merger and Integration (for a global life science firm)*
- *Mentoring Pairing and Program*
- *On-Boarding*

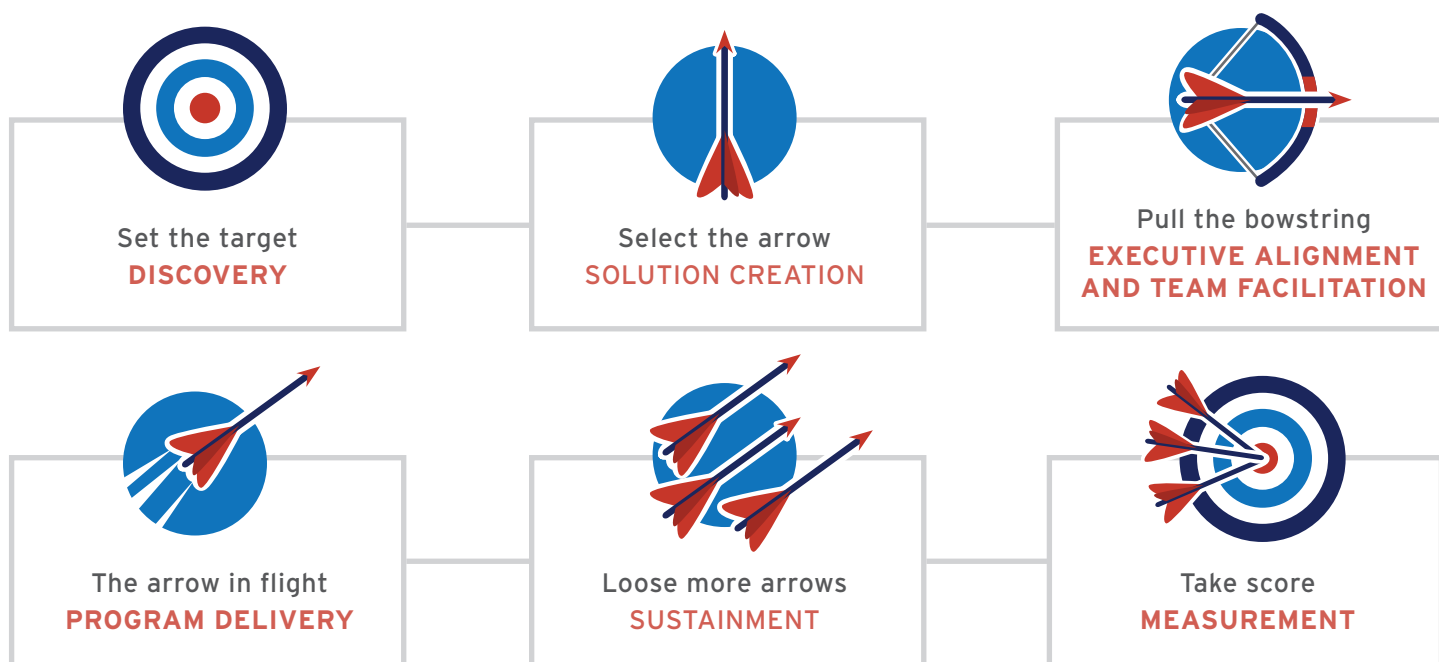


HOW WE DO IT — *Establishing New Behaviors.*

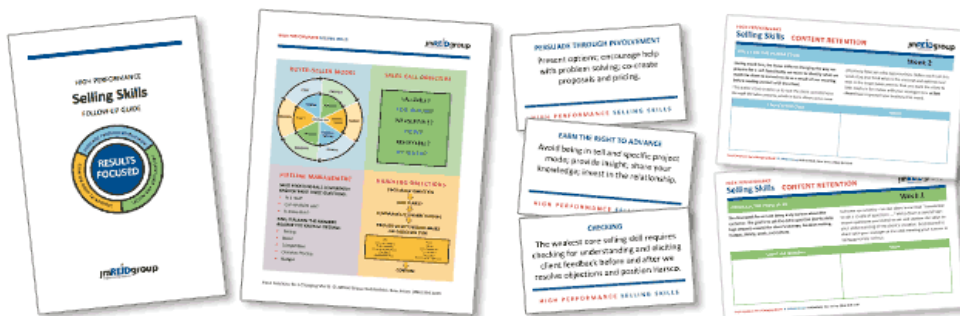


Whether it's people skills or technical skills—the ultimate goal is to improve performance and continue to build upon those improvements. We must embrace new strategies that remove old, unproductive behaviors and, in their place, entrench new, productive behaviors. Additionally, we must retain these new behaviors.

The following process ensures that we target the right content, gain insight into the context and garner the appropriate management support. Additional details on each of these phases of work, the activities and deliverables are available upon request.



Since nothing is fully learned until it is fully applied, all of our solutions include a variety of content retention and application strategies. Tools include email reinforcement, retention cards, job aids, application strategies and follow-through guides.





Designed for leaders across your organization, our Leadership Development programs provide the fundamentals every leader needs to motivate others, improve teamwork and increase productivity.



KEY CONTENT AREAS

ONE-DAY PROGRAMS—FUNDAMENTALS

- *Being a Leader*
- *Coaching and Developing People*
- *Driving Outcomes*
- *Formal Performance and Development*
- *Leadership Presence*
- *Maximizing Team Productivity*
- *Managing Self and Up*
- *Performance Conversations*
- *Personal Accountability*
- *Providing Direction*
- *Working with Your Peers*

ONE-DAY PROGRAMS—ADVANCED

- *Driving Strategy*
- *Creating a Culture of Accountability*
- *Leadership Presence*
- *Leading Change*
- *Strategic Thinking*
- *Teams at the Top*



In these workshops for sales team leaders, our top-down approach provides effective management techniques they can employ to make their teams most productive.



KEY CONTENT AREAS

HIGH PERFORMANCE SALES MANAGEMENT

- *Modeling Selling Skills*
- *Coaching for Performance*
- *Driving Strategy*

CREATING ACCOUNTABILITY AND ENGAGEMENT

- *Defining Accountability*
- *Decision Making*
- *Esteeming and Valuing Others*
- *Difficult Conversations*
- *Recognition*

LEADING CHANGE

- *Five Key Levers*
- *Power of Vision*
- *Communicate Clearly*
- *Engage and Involve*
- *Optimize the Impact*
- *Sustain Momentum*

BUILDING WINNING SALES TEAMS

- *Leading Meetings*
- *Communicating Expectations*
- *Leveraging Best Practices*
- *Pipeline Management*
- *Competitive or Collaborative*
- *Leveraging Strengths*



These selling skills workshops are designed to provide participants with the conviction, mindset, skills and tools they need to increase their success in winning business.



KEY CONTENT AREAS

HIGH PERFORMANCE SELLING

- *Principles*
- *Sales Types*
- *Buyer and Seller Cycle*
- *Core Skills*
- *Call Preparation*
- *Opening a Call*
- *Handling Objections*
- *Questioning*
- *Listening*
- *Summarizing*
- *Positioning*
- *Closing*

NEGOTIATION SKILLS

- *Negotiation Continuum*
- *Negotiation Planner*
- *Building Power*
- *Sources of Value*
- *Demands versus Needs*
- *Give to Get*
- *Competitive Tactics and Counter Tactics*

ADVANCED SELLING SKILLS

- *Orchestrating Internal Resources*
- *Buyer's Motivational Style*
- *Qualifying an Opportunity (Real, Win, Worth It)*
- *Gaining Referrals*
- *Networking and Accessing Decision Makers*
- *The Product Trap*

SELLING TO SENIOR DECISION MAKERS

- *Gaining Access*
- *Strategic Drivers and Priorities*
- *Executive Mindset*
- *Executive Conversation Skills*

TIME AND TERRITORY PLANNING

- *Five Windows (Customer, Prospect, Market, Competition and Offering)*
- *Customer Segmentation*
- *Relationship Matrix*
- *Competitive Position*
- *Market Dynamics*
- *Account Development Strategies*
- *Territory Planning Tool*

ACCOUNT PLANNING

- *Revenue History and What's Possible*
- *Assess Current State*
- *Who's Who*
- *Competition*
- *Strategic Possibilities*
- *90-Day Tactical Plan*

WINNING PURSUITS

- *Sales Opportunities*
- *Key Players Tool*
- *Leveraging Strengths*
- *Key Players Tool*
- *Sales Opportunities*



Core skills are the building block for success and growth. Our Skill Development programs cover some of the most common areas where improvement can have an exponential affect on business outcomes.



KEY CONTENT AREAS

ONE-DAY PROGRAMS

- *Strategic Teaming*
- *Better Business Writing*
- *Consulting Skills*
- *Difficult Conversations*
- *Effective Decision Making*
- *Emotional Intelligence*
- *Innovation and Creativity*
- *Myers-Briggs Type Indicator (MBTI)*
- *Performance and Development Conversations*
- *Project Management*
- *Responding to Change*
- *Resolving Conflict*
- *Time Management*
- *Working with Your Peers*
- *Making Meetings Work*
- *Sales Presentations*

TWO-DAY PROGRAMS

- *Facilitation Skills*
- *Presentation Skills*



CONTRACT FACILITATION—*Flexible Capable Resources*



Whether it is to supplement your own pool of in-house facilitators or to draw upon the best-in-class experience from an outside perspective, look to JMReid Group to deliver your next training initiative.

Our specialized network of over 30 contract facilitators can provide credible and effective facilitation across a variety of content. We've delivered everything from single-event team building sessions to multi-location program rollouts.

We believe that relevant content is king. So, we work hard to understand the participants' unique challenges and desired behavior changes. We are able to translate for participants the behaviors and skills needed in their world.

We challenge our facilitators to stay current on the latest thinking about leadership, decision making, handling difficult conversations, strategic thinking and building effective client relationships.

OUR PROCESS:

1

Determine your training budget.

2

You choose a program that fits your budget and training objectives.

3

Our best-in-class training facilitator delivers a relevant, engaging and impactful training session.

Half-day. Full-day. Multi-day. We provide the facilitation services to deliver your in-house content. We adjust to your needs and your budget.

OUR FACILITATORS ARE EXPERTS IN THESE MARKET SEGMENTS

- Professional Services
- Consumer Products
- Manufacturing
- Material and Life Science
- Financial Services
- Government
- Non-Profits
- HealthCare
- Technology
- Industrial Distribution
- Insurance



Clients looking for unique development experiences come to JMReid Group. Here's a recent example.

PRESENTING NEED:

A professional services firm wants to differentiate and gain competitive advantage by being more than a provider of expert advice. Forging and deepening trusting relationships is identified as THE way to stand apart.

DEFINING THE APPROACH:

Create a cutting-edge program for high potential partners on building more meaningful relationships. This audience receives a lot of development; this needs to create a 'wow.'

THE SOLUTION:

The Edge-A truly edgy two-day program to tap the essence of current relationship theory from both neuroscience and the social sciences. Participants learn via innovative discovery, visual and social learning.

KEY MODEL:

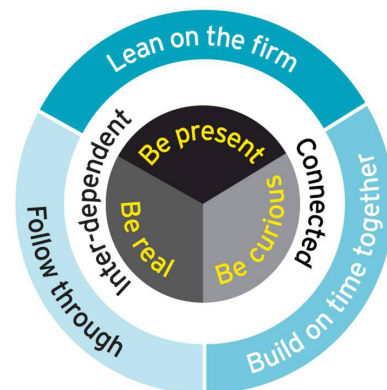
Time Together/Time Apart

DETAILS:

A two-day highly experiential program. On day one, participants choose which discovery learning stations to spend time at:

- *Being fully present: mindfulness*
- *Right focus on feelings: the problem with too little or too much focus*
- *Being credible by being vulnerable*
- *Managing the risks of thinking fast: when to question self-confidence*
- *Managing self-defeating thoughts: self-directed neuroplasticity*

On day two, participants apply what they learned in edge-of-your-seat improv scenarios. They practice high-stakes C-Suite meetings with real-life twists and turns.





WHAT OUR CLIENTS SAY

We partner with our client to understand their strategy and goals and then build a unique and effective solution. Here is what a few have had to say:

“John and his team are unique because they listen first and then deliver excellent design/delivery that meets our strategic business needs. So many other groups will push their canned programs at you. With John’s guidance, his team custom built and delivered a global post merger integration program that was effective for three separate integrations. The feedback from participants has been extremely positive, and John has truly leveraged his experience in the industry to engender trust and credibility with both the participants and the local management teams. I look forward to continuing to work with John and his team on this and other programs.”

–Marion Witte, *DSM Pharmaceuticals*

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“Fibrant began working with John several years ago when he built and delivered an excellent front-line supervisor training curriculum at several of our business units. The feedback from participants has been extremely positive. Since that time, John has delivered more programs, from Executive Presence to Conflict Management, and always delivers an excellent product designed specifically for our company. John also coached five of our rising management talents with great success. I look forward to working with John and his team for many years to come.”

–Paige Walden, *Fibrant*

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“John Reid’s passion to understand the client’s issues, coupled with his experience and network, make him a valuable resource to anyone considering investing in people development.”

–Doug Bryant, *Vice President, Sonic Automotive*

“JMReid Group is a valuable partner in our sales performance improvement efforts. Whether it is providing our new hires with sales and negotiation skills or our managers with the necessary coaching skills, John’s team is committed to getting it right. By effectively delving into our company culture, he understands the strengths and challenges of our diverse sales management whether they have been in the position for a while or recently promoted.

I recommend JMReid Group to anyone looking for a training partner who values understanding the company culture and participants’ needs more than pushing a model or process.”

–Mike Maloy, *Ryerson, Inc.*

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“John and William—it was a smashing success. Senior leadership is all incredibly happy. The participants were engaged and appreciative. We learned a huge amount and it was a great success. Thanks for all your time, energy, expertise—not to mention, thanks for being fun to work with.”

–Alison Hooker, *EY*

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“When considering a sales development training partner, JMReid Group was the only firm we looked at that was not trying to sell us a methodology or a model, but was solely focused on enabling us to drive results within our business context. I highly recommend JMReid Group for sales organizations seeking to differentiate themselves from the competition.”

–Kiki Nimitz, *Signicast Investment Castings*



WHAT OUR CLIENTS SAY

“Our oneRIVER Leadership development program at MUFG provides the opportunity to bring mid-level leaders together for four days to build and enhance their leadership knowledge and skill. We had three key drivers in selecting JMReid Group as a learning partner for this program. They were 1) creating the most impactful use of the classroom time, 2) aligning the learning to the real work, 3) creating strong sustainment of the learning.

It was a bit of a risk selecting JMReid Group over the more traditional training companies and approaches. But the examples of what they'd done in other companies, their strong use of partners and their complete commitment to building a customized MUFG program convinced me: I could not be more pleased with the outcome of that choice. The participants were completely engaged from the first minute through the end of day four. Throughout the week they shared how impactful the learning was and that they could not wait to go back and use it. Each participant became part of a cohort group with whom they will continue their learning, both through learning webinars and in virtual meetings where they share successes and challenges. John and his entire team of project manager, designers and facilitators were great to work with and created a program that rivals anything I've been a part of.”

—Denise Ascheri, MUFG

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I just wanted to let you know that I think the business writing class is fantastic! The instructor is wonderful - she is very effective, engaging and interesting. Everyone in the class yesterday really seemed to be enjoying the class and getting a lot out of it. There is a lot of group work which was great - it gave you the opportunity to work on the concepts being taught while also getting to know other colleagues. It is definitely a worthwhile investment.

—Maryam El Kherba, Boston Medical Center

“I've attended five leadership workshops given by John Reid. Each workshop offers me insight into and gives me tools to become a better leader. John's workshops are designed uniquely for our DSM business, specifically addressing leadership challenges we are facing at the time, making the training relevant and worthwhile. I've attended many trainings in the past, but none that are so targeted to our business issues where the learning can be applied immediately. John's engaging demeanor allows workshop attendees to be truly present in the moment so that they can capitalize on the time and information learned during the day's session. I truly look forward to each workshop as I come out of the session a different person - a leader who has the tools to address the needs of our employees in sometimes challenging situations.”

—Laura Coniff, Global Director of Communications, DSM Biomedical

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“John's ability to quickly harness a world-class team of professionals, offer a wide variety of solutions and respond in a timely manner makes him an invaluable partner to our success. We can count on John to deliver on his commitments and create in partnership with us a winning solution.”

—Alice Rice, EY

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The entire JMReid Group is a breath of fresh air! From the start our conversations were clear and by design. John and the team took time to understand our culture and work with our existing plans and processes to develop a sales approach connecting with our entire diverse team. Understanding does trump everything. This approach took our knowledge, skills and abilities to develop a profile to move our sales team in one direction - as one team.

—Roxanne Betts, Signicast Investment Castings



GLOBAL RESOURCES

JMReid Group continues to grow providing performance improvement workshops and facilitation around the globe. We can bring any of our facilitators to the location of your choosing.





NOTE: We also have trained facilitators in Eastern Europe who speak Polish, Czech, Slovak, Russian and Hungarian and facilitators in Western Europe who speak French and Italian.





John Reid
President

Specialties:

Leadership, Process Improvement, Sales Effectiveness

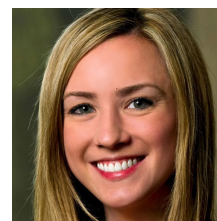
John Reid started JMReid Group to provide relevant learning solutions that would lead to new, more productive behaviors. He believes highly-engaging content and a focus on being relevant to the participants' real world is what makes the difference.

John is unique in the training development space, having spent the majority of his career within industry. He worked for both global (Dow Chemical, Elf Atochem) and smaller (LCP Chemicals) firms. John's experience within the industry includes:

- Profit and loss accountability
- Product rationalization and customer segmentation
- Supply chain management
- Negotiation of key power contracts
- Creation of business strategy
- Large account management
- Strategy Creation and Implementation

Within the learning and development industry John has built a reputation for providing client focused solutions, achieving recognition and awards for his sales performance. He has engaged in providing an outsource solution for an existing training department; creating and implementing a learning strategy for a major pharmaceutical company, as well as designing and delivering a value selling program for a global industrial sales organization.

John was most recently the Vice President of Sales of a global training and development organization. He has effectively worked across industries. Key client engagements that John has led include EY, DSM, SCA North America, Ryerson and HealthStream.



Kelley Nicholson
Senior Learning & Operations Manager

Specialties:

Project Management, Logistics Planning, Coaching

With over eleven years in the learning and development and professional services industries, Kelley Nicholson is a seasoned project manager with extensive experience leading and managing large-scale conferences and other training-related initiatives.

Kelley is the back bone of day-to-day business operations at JMReid Group. She manages projects from their inception to completion, performing multiple and varied roles and ensuring stakeholder satisfaction. Kelley specializes in complex projects with multiple stakeholders, deadlines and key milestones, leading multidisciplinary teams to success. Her experience within the industry includes:

- Project scoping, including requirements gathering, conceiving, project plan creation, staffing and budgeting
- Project management, including stakeholder management, facilitator preparation, vendor management, execution and course assessment
- Management and oversight for project teams, including mentorship and career development
- Ownership of project management best practices and standards
- Meeting and event planning, including event goals and themes, production elements, food and beverage selection and vendor management

Kelley was previously a Manager in the Advisory Project Management and Implementation group at PwC, in the Learning and Development department, where she focused on onboarding, milestone and leadership conferences of 300 to 2,000+ participants. Kelley holds a Bachelor of Science in Leisure Studies from the University of Illinois at Urbana-Champaign and a Masters in Counseling from DePaul University.



Mike Torrie
Client Solutions Specialist

Specialties:

Innovation, Experiential Learning, Team Building

With a passion for creating positive change in the workplace, Mike Torrie brings dynamism and a wealth of expertise to his role as Client Solutions Specialist. Over his 25 year career in professional facilitation and consulting, Mike has provided insights to help some of the world's most well-known organizations implement the necessary conditions for a fully engaged, innovative workforce. His diverse client list includes American Honda, Hulu, Beats by Dr. Dre, YUM! Brands, Tribune Publishing and Fox Entertainment Group.

One of Mike's strengths lies in spanning the gap between where organizations are, and where they need to be. A huge proponent of experiential learning and team building, he uses a wide variety of tools and strategies to generate a new kind of organizational thinking: one that leads businesses to seize emerging opportunities; achieve positive, profitable and sustainable change; and thrive in today's volatile marketplace.

An enthusiastic and energetic speaker, Mike makes audience participation simple and fun, while infusing people with ideas and inspiration to make change happen. His broad knowledge of business issues is augmented by previous experience with the University of Waterloo as a financial controller and business manager.



Christy Pettit
Partner- Organizational Development

Specialties:

Organizational Development, Assessments

For 20 years, Christy Pettit has provided innovative leadership, expert advice and successful implementation of organizational development in companies worldwide. Christy consistently creates strategies that make a lasting difference within businesses, often doubling the value of their internal resources. An original thinker, Christy's career includes impressive deliverables such as authoring and supporting the implementation of custom assessment systems, supporting billion dollar clients through transformation and increasing employee engagement while decreasing overall cost.

Christy started her career as an organizational development consultant at a large hospital group in 1994, and before co-founding ODScore®, was an EVP responsible for the consulting and measurement division of a global training and development institute.

Christy's education includes a Bachelor of Arts in English and History from the University of Toronto, including an accredited year of study at the University of Sydney, Australia. Christy has also earned both a Graduate Diploma in Management and a Masters in Business Administration, both from Athabasca University's Centre for Innovative Management.



Matthew Woolsey, Ed.D.
Senior Consultant

Specialties:

Communication, Leadership, Team Development

Matthew Woolsey has over 20 years of education and practical-based leadership, strategy and implementation experience helping clients find the optimal developmental solution. Matthew has led training and leadership development initiatives at ZS Associates (and other organizations crossing all business sectors and geographical locations), a multinational consulting firm, which included curriculum leadership design company-wide (North America, Europe, and Asia); his doctorate and subsequent research specializes on Asian Indian leadership.

Learning programs under Matthew's leadership have received external recognition by the Association of Professional Communication Consultants, Consulting. Com Magazine and Experience.com. Matthew has extensive international market experience, with a special knowledge of India, combining human capital program development with hands-on delivery and coaching. Matthew worked at The Executive Technique teaching executives best practices in oral delivery and gravitas with emphasis on coalition building, collaboration and leading cross-cultural teams.

Matthew is an executive coach for senior executives representing multiple industries and sectors. He is also an adjunct professor teaching courses in public speaking and critical thinking. He has an Ed.D. in Higher Education & Organizational Change from Benedictine University; M.A. in Higher Education Administration; B.A. in Communication from Washington State University (recipient of the W.S.U. Edward R. Murrow Award for excellence in broadcasting).



Lynae Steinhagen
Senior Consultant

Specialties:

Leadership, Strategic Human Resource Management, Engagement

Lynae Steinhagen is a consultant, facilitator and speaker. Clients call her when they need ideas and experience to solve an organizational challenge or implement a strategic initiative.

Lynae's work with clients has included:

- *Building engaging cultures that inspire shared meaning and reinforce values*
- *Developing and expanding individual, team and leadership capabilities*
- *Facilitating the management of change*
- *Improving operational efficiency and effectiveness*
- *Executive and emerging leader coaching*

Her corporate and consulting experience spans a variety of disciplines including organizational development, strategic human resource management, sales management and project management. In addition to partnering with JMReid Group, Lynae's current and past clients include global and regional companies in the financial services, packaged goods, professional services and medical device sectors, as well as federal and local government agencies, professional associations and not-for-profits. Specialties include: leadership development, team-building, meeting facilitation, event facilitation, strategic planning, emerging leader coaching, Myers-Briggs Type Indicator (MBTI).

Lynae is a graduate of the Leadership Institute of St. Catherine University and has studied Human Resource Management at St. Mary's University. She is a certified practitioner of the Myers-Briggs Type Indicator (MBTI).



Sharie Green
Senior Consultant

Specialties:

Communication, Leadership, Performance Improvement

In her 20 plus years working with Fortune 500 clients, Sharie Green has experienced first-hand that powerful learning yields powerful business results. This fundamental truth has been the driving force of her work to date.

Throughout her career, Sharie has helped her clients achieve enhanced organizational performance by developing the leadership and behavioral talents of their most valuable assets - their people. Sharie's personal aim is to create relevance and resonance for her clients. Her facilitation style can be described as a fine blend of vitality and business savvy, and here's what some of her clients have said about her: "Her energy was contagious. I really enjoyed working with her"; "Extremely concise and well spoken. She is one of the best communicators/instructors I have ever had through all 24 years of my educational experiences."

Sharie has a master's degree in Speech Communication, and as a facilitator and business consultant, she has worked with a variety of clients, from supervisor to C-suite, in a wide range of industries. Her areas of expertise include Social and Emotional Intelligence, Communication, Teambuilding, Performance Improvement, Employee Engagement, Innovation, Leading Change and Diversity and Inclusion, and she is certified in Social Styles, Lean Six Sigma, Managing Personal Growth and Myers-Briggs (MBTI).



Mike Scott
Senior Consultant

Specialties:

Sales, Leadership, Strategic Teaming

Mike Scott brings a strategic, yet practical and focused perspective to creating and sustaining high-performance, while utilizing his deep and direct experience at leadership levels in North America and Europe.

Mike has 25 years of experience in the retail and consumer packaged good industries, including President of Operations for Sobeys in Atlantic Canada, a \$2.6 billion retail and wholesale division of Empire Co. Ltd, from 2003-2006. Prior to that Mike was President and CEO of Alfresh Beverages in Ontario and spent 13 years with The Coca-Cola Company and bottling system in Great Britain, Canada and Europe in senior sales, marketing and business development roles. Mike now works as an executive facilitator consulting extensively in North America and Europe primarily with Fortune 500 companies across diverse industries.

Mike lives in Nova Scotia and is a graduate in Business Organization and Marketing from Heriot-Watt University in Scotland.



Corena Chase
Senior Consultant

Specialties:

Leadership Development, Communication, Coaching

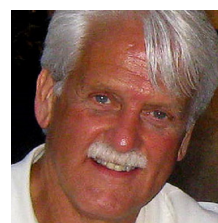
Corena Chase designs and delivers customized courses to facilitate organizational change and learning, and to help leaders maximize their ability to influence and inspire colleagues and clients.

As a facilitator Corena focuses on creating awareness, challenge and support through experiential learning. As an executive coach, she tailors tools to individual strengths and needs. In her previous career as an actor, Corena's job was to use the study of human behavior, communication and emotional intelligence to walk in other people's shoes and make sure their views were convincingly conveyed to audiences. As a facilitator and coach her job is to make sure your views are convincingly conveyed to the audience of stakeholders, clients and colleagues that you need to influence and motivate.

This work includes:

- *Executive presence*
- *Public speaking*
- *Managing difficult conversations*
- *Developing effective ways to deliver feedback*
- *Recognizing and becoming deliberate about the behaviors that define you as a leader*
- *Relationship building*
- *Alignment with your company culture and managing your brand*

Corena earned her coaching certification through The Columbia Executive Coaching Program and is certified by the International Coaching Federation. She has an MFA from Yale University, a BA in theater from Connecticut College and has done extensive coursework in psychology.



Steven Hart
Senior Consultant

Specialties:

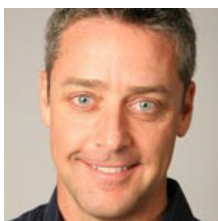
Leadership Development, Instructional Design, Coaching

Steven Hart has been serving international companies since 1986 in a classroom leadership, instructional design and consulting and coaching practice for individuals and organizations. He specializes in developing leadership in the world marketplace. Steven's unique style is born of passion and experience. He helps professionals enliven and commit to the quality of their communications with the people they influence and the communities they serve. Both his curriculum and delivery approach - forming a unique classroom experience - speak from there.

Steven currently teaches leadership and communications for Roche, TimeWarner, Motorola, Swiss Re and Nationstar. He has taught his own certificate program, Writing for Business, for Cornell University's School of Industrial and Labor Relations for over four years. Since 2009, this program is also part of ExxonMobil's professional development curriculum delivered worldwide.

As a practitioner of intercultural training and consulting methods, Steven has taught in India, Ukraine, China, South Africa, Chile, Saudi Arabia, South Korea, Hong Kong, Spain, Germany, Egypt, K.L., Switzerland, Panama, Singapore, Mexico, Canada and the U.K. In August 2005, Steven served on a select team for former Secretary Michael Chertoff in building the performance culture of the Department of Homeland Security.

Steven holds a master's degree from Pacifica Graduate Institute in California.



Steve Sheeren
Senior Consultant

Specialties:

Sales Performance, Customer Service Development

Steve Sheeren works with clients to enable and inspire the talent in their organization, expand their market presence and enhance customer satisfaction. Leveraging more than 20 years of sales and communication skill development experience, Steve creates an engaging and relevant learning environment through his unique blend of energy, insight, conviction and levity.

Sales Performance and Coaching. Clients include: Comcast, Gates Corporation, IBM, Verizon Wireless, Schlumberger, Shell, Corning Cable Services, Ryerson, Apple. At Apple Retail Stores, Steve facilitated sessions across the country, working with senior management, store management and staff at over 30 stores to reach record-setting revenue and profitability numbers.

Cross-functional Communication and Change Management. Clients include: Union Pacific Railroad, SPX/Marley, Levi Strauss, Emerson, Rogers Communication, Texas Instruments. At Texas Instruments Steve facilitated sessions fostering the skill growth necessary to manage cross-functional and cross-cultural communication. TI experienced a double-digit increase in Customer Satisfaction over prior years' results.

Steve holds a Bachelor of Science in marketing from the University of Nebraska-Lincoln. As a National Account Manager with Union Pacific Railroad, he had direct sales management and growth responsibility for an account that exceeded \$100 million dollars in annual revenue. Certifications include Huthwaite-SPIN Selling, Achieve Global-Professional Selling Skills and VantagePointPerformance - Cracking the Sales Management Code.



Marilynn A. Draxl
Senior Consultant

Specialties:

Leadership Development, Strategic Management

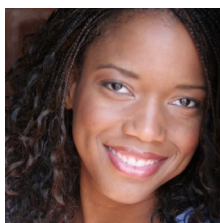
Marilynn Draxl is an organizational psychologist who has supported companies with her expertise in the fields of organizational and leadership development.

Marilynn presently consults with firms in need of proficiency in organizational behavior, performance systems, leadership/executive development and strategy management. She also serves as a global leadership and HR consultant, helping companies develop leadership pipelines and improve their talent development processes and programs.

Since 2005, Marilyn has conducted needs analyses for AMD, Corning and Wyeth and developed and delivered leadership programs for Philips, AMD, Chemtura, Crayola, Corning, Harris Communications, FINRA, University of Pennsylvania Healthcare Systems, Lockheed Martin, Carefirst and the US Postal Service.

Marilynn has also worked for the Strategic Management Group, an international consulting and training company. As part of their Solutions Integration Group, she was responsible for working with organizations to improve the implementation of strategic initiatives through the use of simulation in blended learning solutions.

She served as a developmental coach for senior leaders and executives in institutions and companies such as Allergan, AMD, American Water, Corning, IRS, Philips, Veritas and the Federal Reserve Bank of NY.



Olivia Porter
Senior Consultant

Specialties:

Human Resources Management, Team Building

Olivia Porter is a dynamic trainer, vocal coach and public speaker with 17 years of experience in creating and delivering presentations to students, clients and employees in corporate and educational environments.

Olivia's unique background in human resources management, communications and acting give her the expertise needed to design high energy, interactive workshops on such topics as Coaching and Team Building, Communicating with Confidence and Conflict Resolution.

Olivia has helped clients navigate career bumps and experience turnaround moments at work. She has a huge heart, a winning smile and an enormous desire to help each person reach their potential.

Her schooling, which continues, includes:

- *BA, Saint Mary's College*
- *British American Drama Academy at Oxford University - Summer Fellowship*
- *BA, Governors State University*
- *MHS, Governors State University*



Oliver Dawson
Senior Consultant

Specialties:

Leadership Development, Communication, Sales

Oliver Dawson brings over 30 years of experience in the business world. With a CV that includes roles in sales, marketing, training and leadership, he is also very active as an entrepreneur and business owner.

In the 14 years working as a business educator, facilitator and presenter, Oliver's diverse business experience has enabled him to work effectively within a wide range of industries and sectors. His extensive sales and marketing experience included a 14 year career in the brewing industry where he helped lead the creation and development of the premium craft beer category in Canada's most competitive beer market. Effective negotiation and solution selling skills were honed in the food service, hospitality and retail sectors and were factors critical to his success.

In addition to his business experience, Oliver continues to enjoy a parallel career in the performing arts. A professional opera singer and actor, Oliver brings to the classroom an energy that effectively engages participants to think, discover and learn. Also, leveraging his university education in political theory, history and languages, Oliver applies classical methods to provoke thought, challenge assumptions and deepen context and understanding.

Oliver is also a multi-lingual facilitator. His first language is German and he can also function in French and Italian.



Erica Ross
Senior Consultant

Specialties:

Cultural Consumer Insights, Strategic Planning,
Research

Erica Ross is a passionate facilitator who brings a wealth of experience and energy. Her background in multicultural marketing and international consumer insights has equipped her with the skills to understand, engage and inspire diverse audiences.

A trained strategist, Erica is an adept storyteller and loves passing these and other skills along to her trainees. She uses a unique blend of creative and practical exercises to create a learning environment that's exciting and experiential, organically guiding participants to their full potential. Her goal is to unlock participants' unique strengths, allowing them to offer the best of themselves to their organizations.

Bilingual in Spanish, Erica has partnered with clients throughout the US, Latin America as well as Europe. Some of these include L'Oreal, Google and General Motors. She is passionate about movement-based learning and is working on incorporating body and breath work into her facilitation repertoire.

Erica holds an MBA from Fairleigh Dickinson University with a concentration in International Marketing and a BA from the University of Massachusetts in Economics, with a focus on Latin America and the Caribbean. She is also passionate about the performing arts - she is a dancer as well as a dance instructor.



Michael Donat
Senior Consultant

Specialties:

Leadership Development, Team Dynamics, Diversity

Michael Donat brings a dynamic dimension stemming from backgrounds in government and business leadership, as well as his technical expertise in logistics and education within private, public and non-profit sectors. Michael partners with leaders and learners to unleash potential. As a consultant, he listens to clients to create links between business needs and tailored learning solutions. As a facilitator, he creates engaging learning environments that extend beyond the event to foster sustainable change for stronger results.

His approach to experiential learning includes fusing relevant content with a people-first approach and being fully present. Areas of facilitation expertise include leadership, strategy deployment, change initiatives and diversity and inclusion. Prior to working with JMReid Group, Michael worked for two decades in operational and managerial roles developing keen insights for leading change through collaborative strategic alignment. He worked alongside executives to inspire transformation in organizational culture with focus on developing people and deliberately designed teams that earned national recognition. As an ardent advocate for quality, he helps leaders balance risk stemming from encouraging innovative behaviors with a measured approach to continuous improvement.

As a life-long learner, Michael holds undergraduate degrees in education and psychology as well as master's degrees in counseling and operations.



Jorge Gibbons
Senior Consultant

Specialties:

Team Building, Communication, Negotiation

Jorge Gibbons has designed and delivered numerous executive and management development and training projects involving participants at all levels from senior global leaders to front-line supervisors. He has been providing consulting and educational services internationally to a wide variety of individuals, businesses and associations since 1997.

As a practitioner of experiential education, Jorge's philosophy is that "one cannot think their way into changed behavior," but rather one has to "act their way into changed behavior." As a consequence, his programs are known for their engaging energy, kinesthetic discovery and being learner centered within the context of the clients' organizational vision and objectives.

Jorge was the principle architect and facilitator for a series of quality control and communication trainings for *Lojas Renner-Brazil*. He has also supported the executive team of *Global Nestlé Business Services* in implementing a new team and leadership model - a project that developed new decision-making protocols and streamlined organizational communication standards.

Jorge is a co-founder of the *Elpis Foundation*, a group of professionals focused on educational transformation in Argentina. Jorge is fluent in English, Spanish and Portuguese with education, training and experience equipping him with unique insights into a wide range of industries and educational settings.



Bernard Candel
Senior Consultant

Specialties:

Sales Effectiveness, Team Performance Improvement

Bernard Candel is an entrepreneur based in the Netherlands. He has been working as a business owner, facilitator, coach and consultant for 15 years - he is passionate about creating work performance with job fulfillment.

Bernard studied law in Amsterdam, worked for AKZO, SHV, ALDI, Boedelbak. He is an entrepreneur and has been working as a business owner, facilitator, coach and consultant for 15 years. He is passionate about creating work performance with job fulfillment.

During his career, Bernard has experienced many different facets of business, which have contributed to his understanding of overall business issues, systems and processes throughout the value chain. He has been responsible for developing and delivering go-to-market strategies and breaking ground through organizational change initiatives, working with a variety of organizations in support of their commercial and strategic aims.

Areas of expertise:

- *Strategy Implementation*
- *Sales Effectiveness*
- *Management Effectiveness*
- *Performance Coaching*
- *Entrepreneurship*
- *Team Performance Improvement*

Bernard has worked in many countries around the globe, selling, consulting and facilitating in English, German and Dutch. His thorough understanding of inter-cultural differences enriches his work, enhances impact and produces tangible results.



Kevin Barnhart
Senior Consultant

Specialties:

Leadership for Technology Professionals,
Team Building

Kevin Barnhart is an engaging trainer, versatile technology consultant and writer with more than 20 years of experience creating and delivering presentations to diverse corporate and educational audiences. His unique background in engineering, marketing and business development give him the expertise needed to design creative, interactive workshops on such topics as Effective Communication for Technical Professionals, Technical Project Leadership and Team Building.

Kevin has helped clients build strong business relationships in a technically complex world. He is an insightful, down-to-earth professional with a wealth of practical experience and a genuine desire to help everyone achieve their professional goals.

His education includes:

- *Masters of Science in Electrical Engineering; North Carolina A&T State University*
- *NASA Research Scholar: NASA Jet Propulsion Laboratory Summer 1993*
- *Bachelor of Science in Electrical Engineering; Ohio State University*



PC Long
Senior Consultant

Specialties:

Leadership, Management, Organizational Development

An accountant by professional qualification, PC's experience over the last 20 years has primarily been in the area of leadership, management, organizational development, human resource training and development. The shift from accountancy to OD and HR consulting came as a result of PC's then employer going through significant structural and process changes.

A special focus of his is the integration of human resource development with the business planning and organization development strategies for high performing enterprises. PC believes strongly in the experiential learning approach for long-lasting personal, team and corporate transformation.

Clients consult PC for design of customized learning as well as delivery of off-the-shelf learning solutions. He draws on his vast experience working with leaders, executives and teams from a diverse range of organizations and industries. His auditing and accountancy training developed his keen eye for details and discipline whilst his consulting experience has developed his leadership, communication and relational skills. PC's facilitation skills are highly appreciated as he is able to connect the dots in bridging theory to real world situations.

PC started his career with Coopers & Lybrand (present PwC). His 17 years of working experience with PwC ranged from auditing, insolvency, business turnaround, financial management to organizational change and performance management, learning and development.



Professional improvement workshops and facilitation

**SALES
LEADERSHIP
SKILLS
CONTRACT FACILITATION
CUSTOM SOLUTIONS
EXECUTIVE COACHING**