



Custom Solutions

CASE STUDY: THE EDGE



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.'

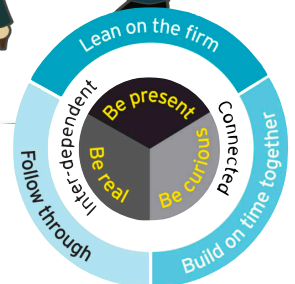
THE SOLUTION - *The Edge*, a bold two-day program to tap the essence of current relationship theory from both neuroscience and the social sciences. Participants learn through innovative discovery, visual and social learning.

KEY MODEL - Time Together/Time Apart

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

- 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 their day one learnings in edge-of-your-seat improv scenarios. They practice high-stakes C-Suite meetings with real-life twists and turns.





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