

# Leadership Development U

Now, you can immediately implement a world-class development curriculum for your organization. Our custom designed courses will engage your culture by giving your employees what they want most – professional development.

## Our Methodology:

Our workshops are designed to be flexible in length to fit your needs – from 90 minute power sessions, to full-day immersive experiences.

Participants engage in experiential exercises that foster teamwork, promote problem-solving and encourage critical reflection. They are invited to explore, take risks and discover new insights by leaving their “comfort zones.” All of this contributes to learning that lasts.

Our programs reflect a workshop style that is high energy, high involvement, and coupled with compelling insights.

## Give your employees what they want and need — professional development

- ✓ **Total flexibility** – Select one workshop or an entire series based on your needs
- ✓ **Fit your schedule** – We deliver to fit your time constraints from 90 min to a full-day
- ✓ **E-learning enabled** – All workshops have on-line support with action-step tools
- ✓ **Customized to your culture** – We connect content to the winning behaviors unique to your culture

*“Steve’s energy and creativity spark the creativity in others.*

*We will continue to use Culturology for our leadership development trainings. He comes highly recommended!”*

**— Margeaux Bernhard MSHR, Big Brothers Big Sisters SE PA**

# Culturo<sub>L</sub>ogy

Breakthrough from the inside out

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**Steve Van Valin**, CEO and founder of **Culturology** is passionate for developing leaders, teams and high-performing culture.

Steve led QVC’s culture and brand development strategy and the effort to align teams and employees at all levels to QVC’s Values.

His clients include NASA, Boeing, SAP, The Philadelphia Phillies, The National Forest Service, Lincoln Financial, and Shire.

Steve is a talented designer of training experiences and a facilitator who sparks insights and inspires action.

Contact us for a free learning-gap assessment, a prioritized development plan, and a workshop pricing estimate.

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## Unleash the Full Potential of Your People



**The #1 factor to engage and retain top talent?**  
**The opportunity to learn and grow.**

*The Work Institute 2018*

**Give your team training that:**

- **Drives high-performance**
- **Clarifies expectations**
- **Builds your bench-strength**

*Led, designed and delivered by:*

# Culturo<sub>L</sub>ogy

Breakthrough from the inside out

## Leadership Development U. We deliver the three *majors* — the difference-makers for a healthy culture:

### ACCOUNTABILITY

“Accountability is the essential mind-set of ownership for results. Accountability impacts your capacity to perform together.”



#### Workshops:

**Coaching Clinic** – Coaching is one of the most powerful tools in a leader’s repertoire to build accountability. This workshop focuses on the essential principles and specific techniques for being a highly effective coach who brings out the best in others.

**The Power of Accountability** – This workshop explores the accountable-mindset, which is essential for workplace engagement and performance. Participants build a plan to create ownership of results and avoid the trap of being victimized by events outside of their control.

**The Breakthrough Leader** – The Progress Principle was identified by Harvard Business School as the most significant factor in driving engagement for team members in ways that gain higher productivity, creativity, commitment, and collaboration. We reveal the specific action oriented steps leaders must take to make the Progress Principle a daily practice in leading a high-performance team.

**Change Leadership** – The pace of change is accelerating in business and life. This workshop underscores the practice of being a proactive solution finder in the face of change by taking ownership for results.

**Customer Focus** – Understanding the impact of your role on the customer experience is vital to creating a sense of ownership and accountability. This workshop explores the clear line of sight from the employee to the customer and the ways the company’s brand is built one interaction at a time.

*Steve Van Valin gave us so much to work with within a short span of time, 1.5 hours, yet he kept us riveted to our seats. He is a stimulating speaker who encouraged us to think about positive change.”*

— **Holly Acer, Director, National Forest Service, Shasta National Forest**

### RESPECT

“Respect is a core universal value that drives self-esteem, motivation, and the desire to stay with your firm.”



#### Workshops:

**EQ (Emotional Intelligence)** – EQ is recognized as the difference maker between leaders who are average and those who are exceptional. This workshop builds awareness so participants are able to make better choices on the 4 capacities of EQ: Self-Awareness, Self-Management, Empathy, and Social Management.

**Listening Lab** – Listening has become a lost art form in the multitasking age of multimedia, yet remains a competency vital to building relationships and respect at all levels. This workshop explores what it takes to listen at a high level for understanding beyond the spoken word.

**Recognition and Appreciation** – Recognition and appreciation are fundamental nourishers of respect in the workplace. This workshop provides the tools, techniques, and practice that allow participants to confidently increase their capacity to recognize and appreciate others.

**Conflict Management** – Conflict is inevitable within a culture especially with the high level of pressure to deliver together as a team. This workshop explores what causes conflict, what goes wrong when we try to manage conflict, and what we can do to have healthy conflict.

**Myers-Briggs Type Indicator assessment and workshop** – MBTI is considered one of the best tools to elevate emotional intelligence. This workshop not only allows participants to identify their type-code preferences, but also provides a plan of action from which they can build a targeted professional development plan, and enhance teamwork.

*“It’s difficult to take a day out of work in our fast-paced world, but this was absolutely a day well spent. The delivery was fresh and fun, and the content and takeaways were very valuable.”*

— **Pat Pettinati, SVP and Global Head of Total Reward, SAP**

### COLLABORATION

“Collaboration is essential for navigating change, promoting inclusion and diversity, driving innovation, and communicating effectively.”



#### Workshops:

**Creative Spark** – Creativity is one of the most highly sought-after competencies of leaders due to the increased complexity of business challenges. This workshop covers what leaders can do to build their own personal creative capacity, plus leverage the tools and techniques of ideation that drive innovation as a team. (Brainstorming tools and meeting dynamics are covered).

**Communicating for Results** – Communication is fundamentally complex and becoming more challenging with the expanding media choices for leaders. This workshop teaches participants such critical skills as active listening, nonverbal communication, effective email and text writing, and other essential aspects of the communication process.

**Generational Dynamics** – The way different generations think, interpret information, and react to change, is well-documented. How well a team functions together reflects its members’ ability to navigate diversity. This workshop reveals the latest research on generational differences and shows how to lead diversity and inclusion in a way that brings out the best in all.

**Meeting Mastery** – A team’s culture is highly influenced by the effectiveness of the meetings its members hold. This workshop explores the fundamentals of designing, and facilitating effective meetings, plus the techniques that add high energy collaboration and empowerment to keep them fresh, dynamic, and engaging.

**Stages of Team Development** – All teams move through the stages of Forming, Storming, Norming and Performing over time. You will learn how to lead the team quickly and consistently toward performing.

*“The team was buzzing about the exercises, and everyone had really positive take-aways...”*

— **Nikos Petrides, COO of PerPay.com**