



ASERET PROGRAMS

SUMMARY

Aseret Congruence LLC is dedicated to the development of Human Resources through training, coaching and continued development. Competency Models as well as Guiding Principles for effective communication (internal and external) are part of the strategic tools we develop for clients. We offer established programs, modify said programs if required or build specifically to needs.

Aseret will help you make a difference today and develop for tomorrow.

*PEOPLE HAVE IDEAS,
PEOPLE CREATE NEW
PRODUCTS,
PEOPLE FIND MARKETING
STRATEGIES,
PEOPLE SELL THEM TO PEOPLE,
THAT'S WHAT IT IS ALL ABOUT,
PEOPLE*

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▷ SUMMARY

- ▶ Aseret Congruence LLC creates and provides strategic development programs that can be fully customized and delivered to support your existing structure or integrated as a comprehensive long-term plan.
- ▶ Learning methodologies support Adult Learning principles and provide hands on and immediate application along with measurable results.
- ▶ Communication effectiveness and strategic thinking provide sustained success and results.
- ▶ We deliver programs in Management, Coaching, Selling, Effective Communication, Negotiation, Conflict Resolution, Presentation & Facilitation skills, Decision making, Team building, Competency development & Models, and Stakeholder Management.
- ▶ We follow a tested and proven structure in both our content and delivery.
- ▶ We work to ensure optimal retention, long-term application and measurable results.

▷ STRUCTURE OF THIS DOCUMENT

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▷ OVERVIEW OF ASERET

▽ BACKGROUND

- ▶ Aseret Congruence LLC was created by individuals that have experience as sales people, front line managers, directors, educators, coaches, executives and parents.
- ▶ Human capital is the driver of success in any enterprise and it is their desire for continued quality improvement that is the inspiration behind the mission of Aseret.
- ▶ Aseret owns over 80% of the programs we offer. This means that we can adapt or modify programs to the unique needs of each client.
- ▶ Aseret believes development and growth comes with sustained efforts. As a result, programs are structured to become an integrated part of our clients' growth platform.

▽ GENERAL OBJECTIVES

- ▶ Provide simple and effective methods to optimize communication effectiveness in Human Resources for all levels.
- ▶ Create consistent habits of effective listening, understanding and convincing communication
- ▶ Increase measurable results (sales, management, leadership, team) and customer satisfaction (internal and external)
- ▶ Provide a common language that all stakeholders can apply and build upon
- ▶ Optimize internal productivity, satisfaction and success

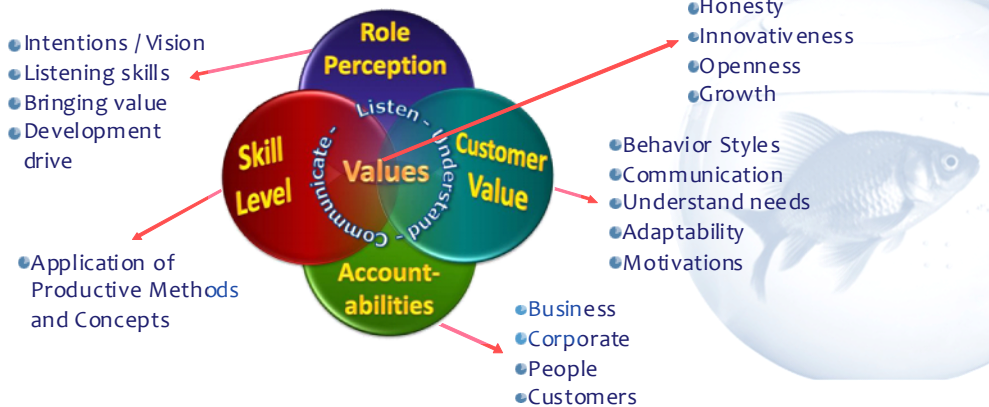
▽ KEY CONCEPTS

- ▶ Effective people in sales, leadership, business development and team environments are first and foremost excellent communicators
- ▶ Trust is often the ultimate efficiency point
- ▶ Collaboration and partnership develop trust and sustained success
- ▶ Relationship building is generated through effective communication with respect to understanding and satisfaction of true needs
- ▶ People are different and so are their needs. Therefore, each person deserves an adapted approach

▷ CORE CONCEPTS ▷ THE FOUNDATIONS

CONGRUENCE

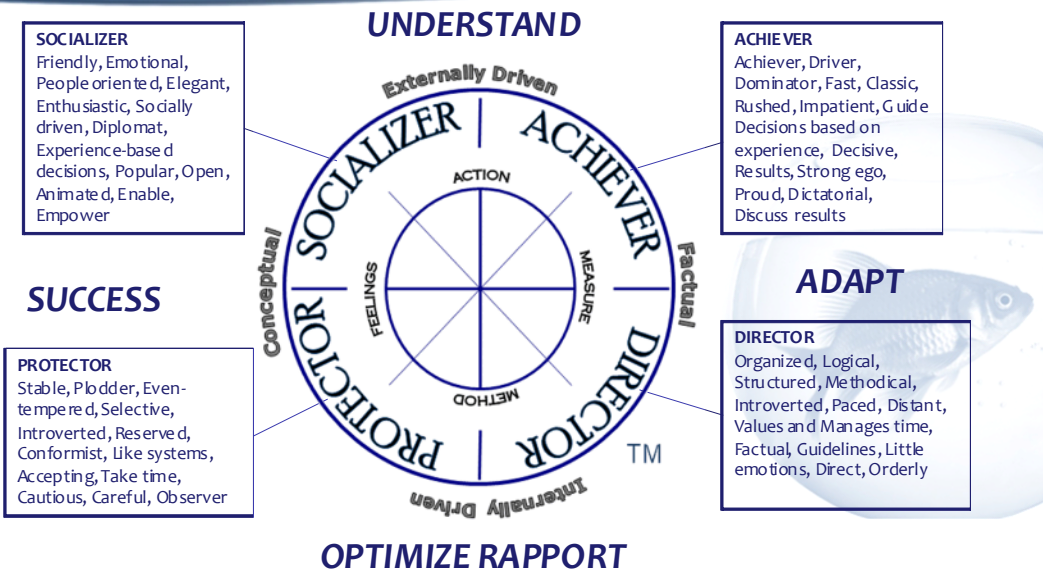
► Productivity and congruence



ALL 4 DIMENSIONS NEED TO BE IN BALANCE (CONGRUENCE) AND CENTERED ON THE VALUES OF INDIVIDUALS AND CORPORATIONS. WHEN EITHER OF THOSE DIMENSIONS IS OUT OF HARMONY WITH OTHERS, PRODUCTIVITY SUFFERS. OUR OBJECTIVE IS TO HELP PEOPLE FIND THEIR CONGRUENCE AND RESTORE OPTIMAL PRODUCTIVITY

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BEHAVIOUR STYLES



STRESS, PRESSURES, RESPONSIBILITIES, RISKS, SAFETY AND SECURITY, PREDICTABILITY, CIRCUMSTANCES AND OTHER ENVIRONMENTAL FACTORS INFLUENCE THE CHOICE AND EXPRESSION OF THE DIFFERENT STYLES

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▷ SUMMARY OF PROGRAMS & SERVICES

Communication Effectiveness and Productivity

- ▶ Leadership and management
- ▶ Coaching and feedback skills
- ▶ Selling skills and Account Management
- ▶ Negotiation
- ▶ Hiring and interviewing
- ▶ Presentation and facilitation skills
- ▶ Managing challenging situations and people (EI)
- ▶ Conflict management
- ▶ Decision making for directors and executives
- ▶ Team building and team dynamics

Strategic Development

- ▶ Team management and dynamics
- ▶ Decision making strategies
- ▶ Business etiquette
- ▶ Job descriptions and Competency models
- ▶ Guiding Principles in effective Management of Stakeholders
- ▶ Training curriculum
- ▶ Executive coaching

Tools and Systems

- ▶ Behaviour Identification Questionnaire
- ▶ Interaction and Strategic Plan
- ▶ Presentation Planning
- ▶ Facilitation Planning
- ▶ Job descriptions and Competency models
- ▶ Progress Evolution Imaging
- ▶ Mapping Tool
- ▶ Competency Development Map



▷ OBJECTIVES ▷ CORE PROGRAMS & SERVICES

▽ CONGRUENT MANAGEMENT™

(other similar: *Congruent Coaching™*, *Effective Feedback™*, *Effective Coaching Letters™*)

Program objectives:

- ▶ Review and use the Productivity model as managers and coaches
- ▶ Build trust with people you are helping
- ▶ Acquire a functional understanding of Attributes and EI to increase your coaching abilities and foster competency development
- ▶ Review the application of Coaching and Behaviour Styles™, the Intervention™ Tool, Motivation and Effective™ Feedback
- ▶ Build listening skills
- ▶ Review, understand and utilize the Management and Coaching communication Model
- ▶ Analyze and understand specific situations, plan accordingly and practice feedback skills.
- ▶ Develop and write feedback letters
- ▶ Elaborate a COMP™ development plan
- ▶ Apply these ideas to better coach and increase people's productivity

▽ CONGRUENT SELLING™

(other similar: *Convincing Communication™*, *Optimal Use of Promotional Materials™*)

Program objectives:

- ▶ Define and promote Productivity
- ▶ Understand and take action on Emotional Intelligence
- ▶ Develop and refine your listening skills
- ▶ Learn and start using the ARGU method to handle challenging situations and people
- ▶ Review the different Behaviour Styles, your selling style and identify ways to better adapt and build trust
- ▶ Review and understand what motivates customers to adopt your products then plan your interactions with them accordingly
- ▶ Define and determine what will most positively impact your clients
- ▶ Review, understand the Convincing Communication™ model and its application
- ▶ Analyze and understand specific situations, plan accordingly and adopt the optimal approach.
- ▶ Apply an efficient approach to negotiate differences
- ▶ Decide what tools will best impact your interactions and bring value to customers
- ▶ Build your communication skills and create healthy habits.
- ▶ Apply these ideas to generate more sales and maintain your business.

▽CONFLICT MANAGEMENT™

Program objectives

- ▶ Introduce U&I,DO™ and practice effective communication
- ▶ Define conflict and its underlying reasons
- ▶ Discuss the attributes of effective conflict management
- ▶ Understand and apply the principles of Emotional Intelligence
- ▶ Identify and adapt to Body Language
- ▶ Understand and adapt to Behaviour Styles
- ▶ Develop and practice Listening
- ▶ Develop a practical understanding of the A.R.G.U. tool to manage difficult situations and people
- ▶ Develop a solid conflict management plan

▽NEGOTIATING FOR SUCCESS™ (FROM MARACON & ASS. INTL INC.)

Program objectives

- ▶ Be introduced to a model of collaborative negotiation
- ▶ Become aware of your profile as a negotiator
- ▶ Identify and apply key elements of the negotiation process
- ▶ Prepare an ongoing Action Plan
- ▶ Identify and apply five behavioral tactics for negotiating
- ▶ Gain practice in dealing with difficult people
- ▶ Identify five stages of negotiation
- ▶ Integrate and apply styles, profiles, elements, tactics and stages in a collaborative negotiation

▽HIRING AND INTERVIEW™

Program objectives

- ▶ Understand and use the concept of strategic hiring
- ▶ Use human behaviour patterns and communication to bring out the “real” person
- ▶ Identify candidates that will best to corporate and team needs
- ▶ Master the art of questions that generate the most authentic answers

▽CONGRUENT PRESENTATIONS™ & FACILITATION

Program objectives

- ▶ Consolidate abilities of presentation
- ▶ Review and understand the Congruent Facilitation™ Model
- ▶ Analyze and understand specific situations, plan accordingly and practice feedback and facilitation skills
- ▶ Develop facilitation skills through video coaching and feedback

▽DECISION MAKING™

Program objectives

- ▶ Understand problems associated to bad decisions
- ▶ Recognize situations that influence decisions
- ▶ Develop skills and methodologies to enhance communication and generate optimal decisions

▽COMPETENCY MODELS AND DEVELOPMENT PLANNING

Key concepts

- ▶ Concerted actions come with common objectives
- ▶ Clarity of objectives
 - ▶ Same standards for all, Based on values and productivity
- ▶ Simplicity of objectives
 - ▶ 3-4 levels of competencies, Related to daily activities
- ▶ Application and value based on Leadership
 - ▶ Leaders prioritize on Model for all, One standard, one directions, various routes
- ▶ Continuous progress reports lead to motivated development
 - ▶ Performance review done quarterly, No surprises bring beautiful surprises

Structure

1. The customer leads the way
 - ▶ Market needs, Specific customer needs
2. The customer primary contact comes next
 - ▶ Competencies, Value, Productivity
3. Then come their managers/leaders/coaches
 - ▶ Develop competencies, Increase value, Ensure adaptability
4. The corporation makes it work
 - ▶ Openness, Clarity, Information, Environment

Process

1. The customer leads the way
 - ▶ Ask the customer, Prioritize their needs, Validate the priorities
2. The customer primary contact comes next
 - ▶ Establish the necessary competencies
 - ▶ Determine what needs to be done for optimal productivity
3. Then come their managers/leaders/coaches
 - ▶ Determine their role and priorities, Put in place the optimal structure, Make them accountable
4. The corporation makes it work
 - ▶ Establishes values and principles

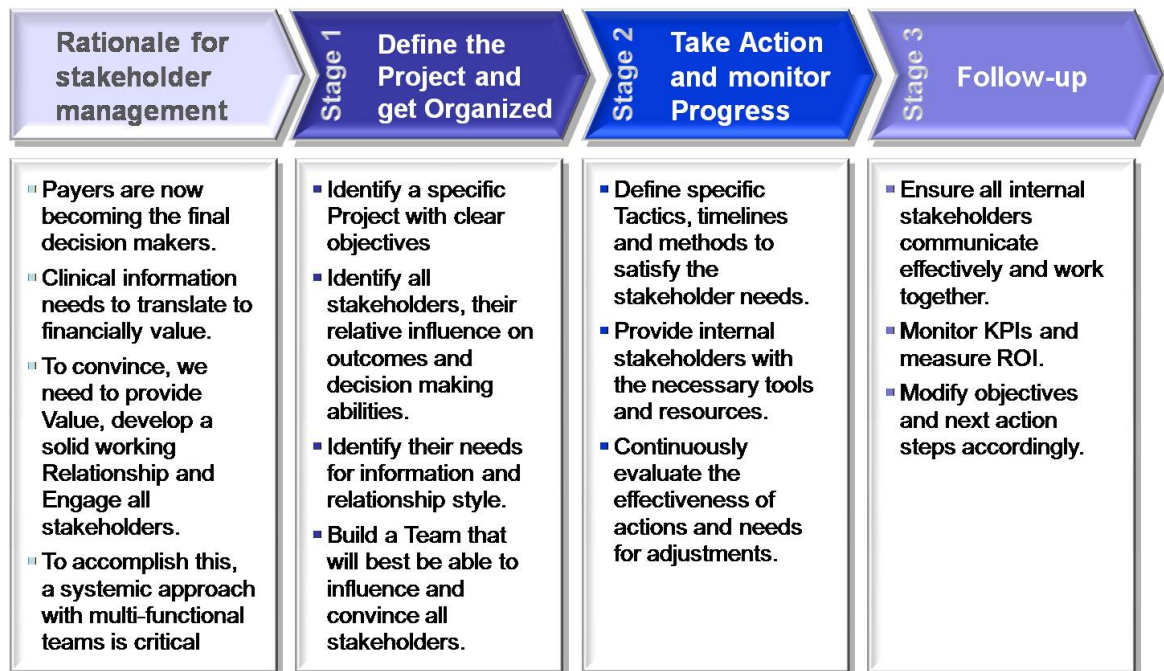
▽TEAM BUILDING

Cross functional-based development

- ▶ Build understanding for varied contribution
- ▶ Adapted to specific CUSTOMER needs:
 - ▶ Communication challenges
 - ▶ Culture
 - ▶ Business objectives
- ▶ Build on Skills and Interdependency
- ▶ Translate game into reality
 - ▶ Activities relate to current situation
 - ▶ Continuous debrief to identify learning
- ▶ Encourage new perspective in individuals



▽ GUIDING PRINCIPLES IN STAKEHOLDER MANAGEMENT



Methodology

1. Define an objective for a given project
2. Identify all stakeholders
3. Define how and why each stakeholder will be most influential in reaching objectives
4. Determine the various levels of decision making ability
5. Identify the types of relationships that exist or need to exist (including competition) with each stakeholder
6. Identify the needs of each stakeholder with heir preferred style and communication type
7. Identify what needs to be done to satisfy the needs of the stakeholders and influence them
8. Determine which of the internal stakeholders will be able to impact the success of the project
9. Develop a strategic plan of action with specific tactics that take into consideration the locally available resources
10. Provide internal stakeholders with the necessary tools in order to help them satisfy the external stakeholders' needs
11. Define and manage a communication system to share information on actions on a daily basis and allowing continuous updates on progress
12. Monitor efforts and results, and continuously adapt strategies and actions

A project management tool with stakeholder profile, support progress tool and tactical updates can be available online or via internal data management systems for each internal stakeholder.

▷ EXAMPLE OF A PROGRAM STRUCTURE

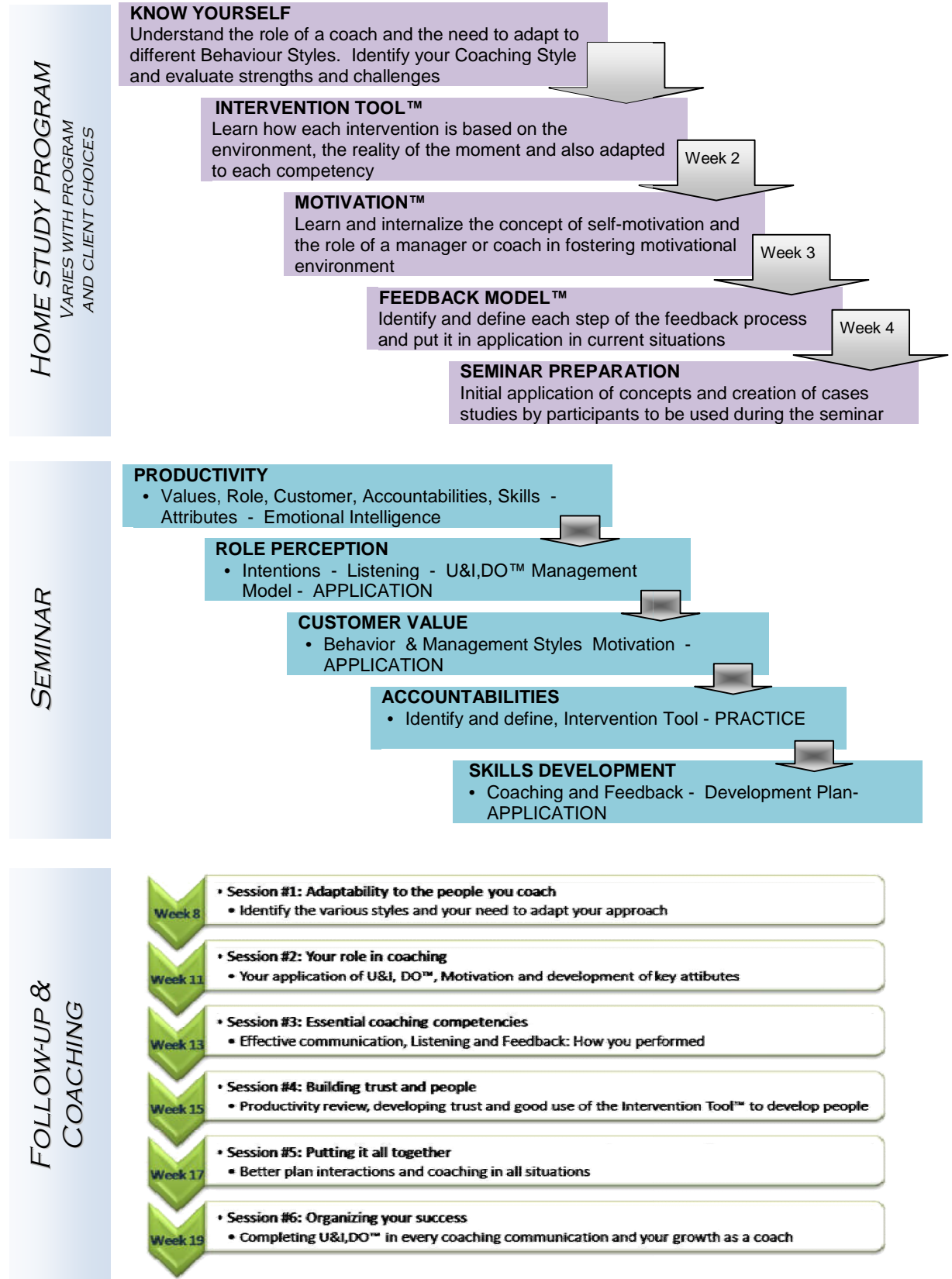
CONGRUENT MANAGEMENT™ : FULLY INTEGRATED ROLL-OUT & MANAGEMENT



This exemplifies the choice of one of Aseret's clients for implementation

▷ EXAMPLE OF STRUCTURE DETAILS

CONGRUENT MANAGEMENT™ : FULLY INTEGRATED ROLL-OUT & MANAGEMENT



▷ PROGRAM METHODOLOGY

- ▶ Preparation and adaptation
 - ▶ Evaluate needs, situation and objectives
 - ▶ Determine if the programs or solutions can meet the needs
 - ▶ When necessary or required, customize programs to fully adapt to the needs
 - ▶ Send Needs Assessment to participants/stakeholders
 - ▶ Analysis and customization
 - ▶ Approval of final program

- ▶ Pre-Seminar/session/activity
 - ▶ Participants receive some pre-work materials
 - ▶ Inclusion in the program materials
 - ▶ Separate from the program materials
 - ▶ Introduction/discussion of key concepts with application
 - ▶ Self-analysis and development plan
 - ▶ Preparation for strategic and tactical application
 - ▶ Vary from a few hours of preparation work to multiple remote sessions
 - ▶ Increases retention and applicability
 - ▶ Increases “in-class” effectiveness and practice time

- ▶ Seminar
 - ▶ In-depth understanding of concepts and methods
 - ▶ Dialogue on situational application
 - ▶ Strategic plan development

- ▶ Follow-ups
 - ▶ “Real play” creating good habits through sharing with colleagues
 - ▶ Emphasis on daily application with customers
 - ▶ Discuss and share solutions and successes
 - ▶ Consolidate what was acquired

- ▶ Coaching
 - ▶ Aseret provides one-on-one coaching
 - ▶ Support of internal coaching

- ▶ Remote sessions
 - ▶ Some situations or program options can be adapted in order to bring teams or groups together remotely



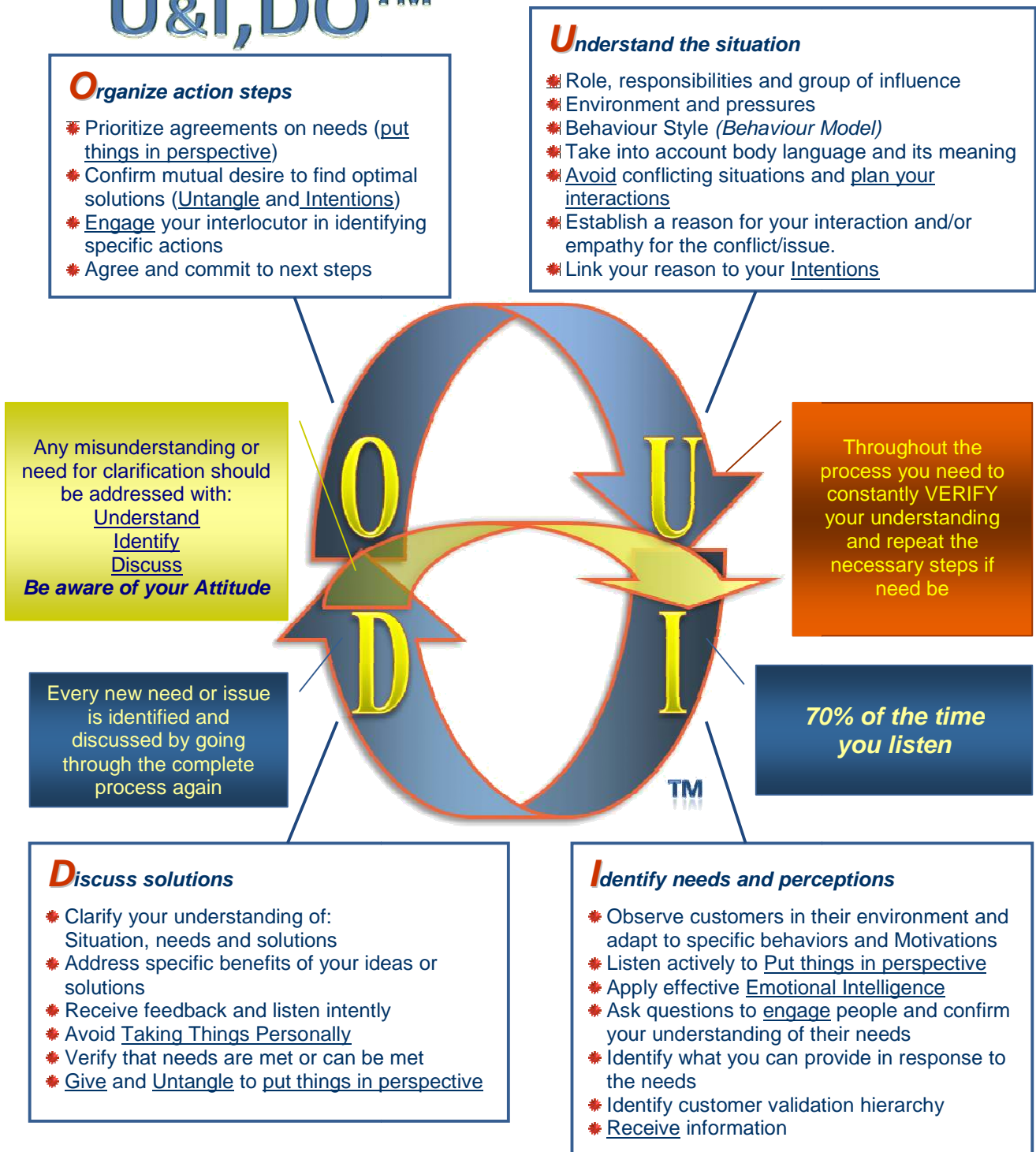
▷ COMMENTS FROM PARTICIPANTS

Excerpts from various program evaluations

- ▶ “I have been through two other similar courses and this was the best by far. It is the only such course where it was relevant to my daily activities and feel that I can actually apply what I learned today. Thank you.”
Sales Representative - Lundbeck
- ▶ “Has made me think about my interactions with others and me more mindful of how I am perceived, as well as how I can become a better communicator in time.”
Sales Manager – ConvaTec Canada
- ▶ “I thought this was a great program, one that I could immediately see results/applications. The ongoing follow up sessions were incredibly worthwhile - if for no other reason than to keep reminding us of the model and to see others' successes for motivation. Thank you!!”
Karen Petznick – IMS Health
- ▶ “The facilitator was exceptional, one of the best I have seen.”
Account Manager – IMS Canada
- ▶ “This was an excellent training session. With regards to the follow up meetings, I had wondered why we needed to go through them. However, the preparation required and the additional thought processes needed to get ready for the meetings was really beneficial for overall learning process on the concepts that had been presented in the training.”
Kim Doherty-Smith – L’Oreal
- ▶ “People make the difference and Phillip is no exception. He had a terrific balance of knowledge and experience that he was able to communicate in an effortless manner ”
Product manager – UCB Inc.
- ▶ “This session was the most relevant to DSA positions as it was synthesized to meaningful activities as a coach and as a representative.”
District Sales Associate– Lundbeck Canada
- ▶ “Philippe is an exceptional facilitator. Very effective and entertaining presenter.”
Matt Fraser– Bank of Development Canada
- ▶ “I learned mostly what I will decide before doing a call, I will prepare based on the style of the customer.”
Sales Professional– Pharmascience
- ▶ “The facilitator is one of the best trainers I've ever worked with”
Wassim Adel– Lundbeck Middle-East
- ▶ “This is a great program that everyone in IMS should take part in. I think too many of us jump to the "DO" part of the model and skip listening to what the client really needs or is telling us. All tools are supplied to make sure we utilize the model on a daily basis.”
Chris Hankey – IMS Health

▷ ASERET'S COMMUNICATION MODEL

U&I,DO™



“Until U and I communicate and work together, we cannot DO anything”
 Quote from a program participant

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Making a difference Today, Developing for Tomorrow

Faire la Différence Aujourd'hui, Développer pour Demain
