

BET ON TALENT

WORKSHOPS

*Create a Remarkable Culture
Select Extraordinary Talent
Provide Amazing Customer Experiences*



Based on the best-selling book, “**Bet on Talent**”
by Dee Ann Turner, the former VP of Talent for Chick-fil-A



BET ON TALENT WORKSHOPS

When it comes to running a business, the most important decisions a leader makes are not about products or locations – they’re about people.

A company’s culture and brand reputation are rooted in the people on the team and the attitudes, behaviors and actions that define how they work together. To get the results you want, it’s important to learn the **critical difference** between hiring to fill a position and selecting talent to develop a team.

Based on the best-selling book **Bet on Talent** by Dee Ann Turner, the former VP of Talent for Chick-fil-A, these workshops equip you with key principles and tools to create a remarkable culture and enable you to attract, select and retain extraordinary talent. If you want to transform your culture and increase your competitive advantage, then bet on talent.

BET ON TALENT WORKSHOPS



WORKSHOP #1

THE RECIPE FOR A REMARKABLE CULTURE



WORKSHOP #2

WIN WITH WHO



WORKSHOP #3

THE SECRET SAUCE OF LEGENDARY CUSTOMER SERVICE

The workshops are offered in three formats:

- **Individual** 90-minute sessions of each of the three workshops
- **Half-Day** (3.5 hours) customized with content from each of the workshops
- **Full Day** (6 hours) customized with content from each of the workshops

These interactive learning experiences can be **conducted on-site** or **virtually** depending on the client's preference and each workshop includes a participant workbook.



WORKSHOP #1

THE RECIPE FOR A REMARKABLE CULTURE

The starting point for every organization is to create a remarkable culture that is modeled and reinforced by the leaders. There are three components to strong cultures: a meaningful purpose, a challenging mission and demonstrated core values. In this workshop, participants evaluate their current culture and learn practical steps to develop and hone these culture elements in order to get the results they want.

Learning Objectives:

- Understand the value of each culture element (purpose, mission and core values)
- Evaluate the effectiveness of your current culture components and identify areas for improvement
- Identify specific steps to clarify your culture and cast vision to all team members



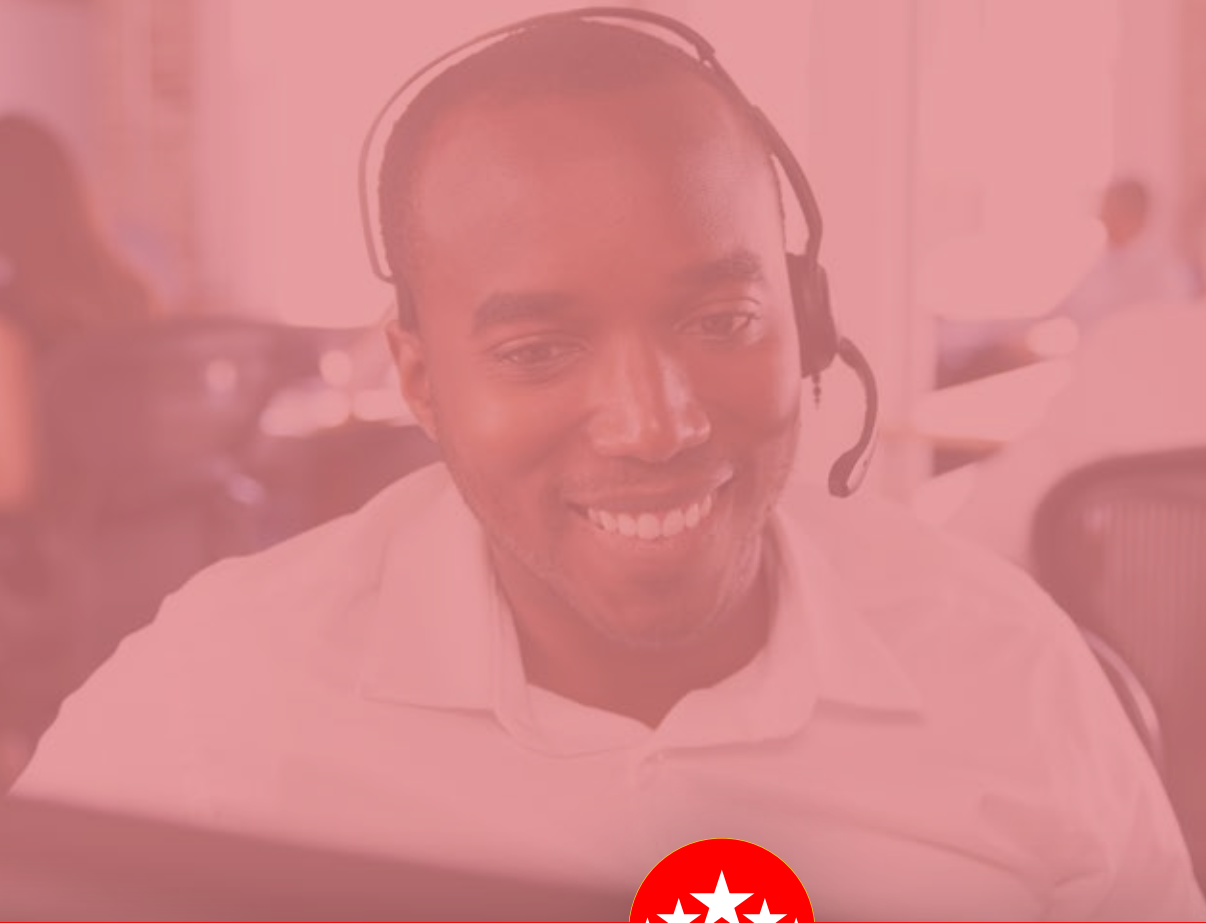
WORKSHOP #2

WIN WITH WHO

After clarifying why an organization exists (purpose), what the organization does (mission), and how the organization demonstrates its commitment to those they serve (core values), the next step is to select the very best WHO to be on the team. Outstanding companies are created by selecting extraordinary talent to grow their leadership bench and prepare for the future. In this workshop, participants learn practical steps to develop a comprehensive strategy for selecting top talent.

Learning Objectives:

- Learn six must-do steps to select the right person for a role
- Discover the best methods for conducting interviews and getting references during the selection process
- Increase the capacity of your team to select extraordinary talent



WORKSHOP #3

THE SECRET SAUCE OF LEGENDARY CUSTOMER SERVICE

After carefully selecting talent, great organizations inspire and equip those team members to embody their organizational values and make emotional connections with customers. Beyond great products and service, organizations who achieve their goals form emotional connections with customers that generate long-lasting loyalty. In this workshop, participants learn how to develop engaged team members who literally shape the customer experience in a way that creates raving fans.

Learning Objectives:

- Establish guiding principles that provide clarity and focus around the customer experience in your organization.
- Inspire and equip your team to create customer experiences that develop raving fans and a competitive advantage

BET ON TALENT WORKSHOPS

PRESENTERS



DEE ANN TURNER

www.DeAnnTurner.com

Dee Ann Turner began her career at Chick-fil-A more than 30 years ago. She served as Vice President, Talent and Human Resources and became the first female officer of the corporation. In her role, Dee Ann oversaw all aspects of talent acquisition, selection and management for the corporate office as well as the franchise owners of restaurants. Dee Ann now speaks and consults to audiences around the world helping them discover how to leverage talent and culture to create legendary customer experiences. She is the author of the best-selling books, *It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture* and *Bet on Talent: How to Create a Remarkable Culture that Wins the Hearts of Customers*. Her next book, *Crush Your Career: Ace the Interview, Land the Job and Launch Your Future* will release in March of 2021.



HOLLY MOORE

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Holly Moore is an accomplished senior executive with more than twenty years of diverse leadership experience in a large, publicly traded corporation as well as both large and start-up nonprofit organizations. Currently, she is the President of Hollis Strategies where she consults with organizations to help them create scalable and sustainable people development systems that build leaders at every level. Holly is also sought-after speaker and leadership coach who uses her expertise as a Certified Myers Briggs Practitioner and a Certified 5 Voices Coach to discuss personality-based communication patterns and how they apply to relationships and team performance. Holly has spoken to audiences throughout the United States as well in Egypt, Brazil, Zambia, Mexico, Costa Rica and Singapore. Her passion is to help leaders maximize their influence and impact to exponentially grow their organizations.