

# Loretta's Most Frequently Requested Programs

## I Want More Clients Now!

Do you need more clients? Better clients? Do you need to make more money with less effort?

People in service-oriented businesses get the best results from active, time-dependent marketing strategies such as outreach, networking and referral-building rather than passive, money-dependent strategies such as advertising. Assess the effectiveness of your current strategies, identify where you're stuck in the marketing process and walk out of this hands-on workshop with new ideas for accomplishing your business goals.

## Referrals Rock: Work Less, Make More

Most people are afraid to ask for referrals and as many are reluctant to give them when asked. Learn the 5-step system that will gracefully generate a dramatic increase in referral revenue for you. Discover how to activate the people you already know to turn them into referral machines. Come ready to work and walk out with a plan.

## Land Big Deals: Transform Your Company

Most companies settle for low-risk, low-return commodity sales because they're dependable and easy to do. Highly successful companies however, take a more strategic approach and actively 'hunt whales', large customers that could potentially add substantial revenue and profitability to the bottom line. Learn how to identify big opportunities that are perfect for your business and how to pursue them with a well-thought out strategy that will help ensure your success. The Whale Hunters® methodology will teach you how to land big deals and transform your company.

## When 'Off with their Heads!' Won't Work

When things don't go your way, it's common to judge and blame others or stick your head in the sand and hope things will just blow over. Sometimes people don't feel equipped to talk about unpleasant situations or aren't sure how to broach a really sticky subject without exploding or 'wimping out'.

Whether you're currently embroiled in or avoiding a conflict or just want some tips for when that inevitable moment occurs, you'll walk out of this workshop with simple tactics you can use right away! Through alternately hilarious and touching stories, you'll be inspired to reflect on, and devise strategies to deal with, your own disputes in life and at work.

## Unleash Your Inner Leader™

This workshop is designed to build leadership capability to powerfully connect with, influence and inspire others to action. Learn the 7 keys to being a *transformational leader that delivers*: vision, values, trust and integrity, motivational style, planning, execution and continuous improvement. You will utilize a 4-step process to clarify personal values and vision, assess yourself and your performance, identify areas of change, and structure accountability mechanisms to enhance success. You will walk away seeing new possibilities for the future, feeling refreshed and renewed knowing what steps to take right away.

## Hire, Inspire & Fire Power: 3 Essential Skills for Leaders

Business owners and managers often hire 'by the seat of their pants,' relying on less-than-effective newspaper ads or friends and family for candidate referrals, and on gut instinct in the interview selection process. Valuable time and money are often lost through costly hiring mistakes and ineffective management practices.

Learn how to improve your profitability by attracting and selecting the right people for your operation, keeping them motivated and releasing them prudently when they are not working out.

## Balance & Rejuvenation: Reap the Rewards of Success

Living in a fast-paced, always changing and information-laden world, seems to place almost unbearable demands on us and our psyches. In attempting to meet everyone else's needs, we often neglect to take time for ourselves to replenish our own energy reserves. If you've been feeling depleted, tired, frustrated, angry or resentful, this workshop is for you!

## **Partial Client List**

**Ahwatukee Chamber of Commerce, Women in Business luncheon**  
**Alliance of Technology & Women – Phoenix**  
**American Society of Interior Designers – Los Angeles Chapter**  
**American Society of Specialty Toy Retailers**  
**American Society of Training & Development - Phoenix**  
**Anita Borg Institute Technical Leaders**  
**APLUS – African American Postal League National Conference**  
**National Association of Insurance Women (NAIW) – Arizona Council**  
**Arizona Probation, Parole & Corrections Association Conference**  
**Arizona Small Business Association**  
**Arizona State University**  
**Chartered Property Casualty Underwriters (CPCU)**  
**City of Phoenix - Water Services Department Managers**  
**Dial Corp / Henkel of America**  
**eWomenNetwork – Scottsdale, Phoenix, San Jose & Elk Grove CA**  
**Fresh Start Women’s Foundation**  
**Hispanic Employee Program Managers & Federal Women Program Managers**  
**International Foundation of Employee Benefit Plans**  
**International Public Management Assn for Human Resources – Western Region Conference**  
**J. P. Morgan Chase**  
**KPMG – Los Angeles**  
**Maricopa County Dept of Transportation** (Sr Mgmt Retreat, Executive Development School, Leadership Academy, System Wide Training, Workforce Development Annual Retreat)  
**Meeting Planners International (MPI) – Sunbelt Chapter**  
**Mujeres Latinas de Exito**  
**National Association of Black Accountants – ASU chapter**  
**National Association of Catering Executives – Phoenix**  
**National Association of Insurance Women**  
**National Association of Women Business Owners – Sedona & Tucson**  
**National Charities**  
**National Forum for Black Public Administrators**  
**National Network to End Domestic Violence**  
**National Speakers Association – Arizona**  
**National Urban League Annual Conference**  
**Salt River Project - Land, Risk Management, PPC and Telecom**  
**Society of Human Resource Management (Baton Rouge, Utah)**  
**Support Network for Battered Women**  
**Tucson/Southern Arizona Black Chamber Expo & Conference**  
**University of California** (Academic Business Officers Group, Women’s Leadership Symposium)  
**Women Entrepreneurs Business Boot Camp**  
**Women’s Leadership Exchange**