



Action-Strategies-By-Design

Strategic Direction, Coaching & Training



Training Courses and Workshops

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Trainings and Workshops may be combined or delivered in modules to create customized programs. Additional topics are available upon request.

Interpersonal Communication

Communicating to Engage, Energize & Mobilize

Communication skills are the foundation of an effective organization and the basic building block of success. It's not just top leaders who must be good communicators. Communication must occur at all levels of the organization. If there is one skill that you can infuse across the organization in every single employee that will realize real returns it is effective communication.

Outcomes: As a result of the program participants will:

- Have a model for understanding their communication style as well as the communication styles preferred by others
- Have strategies for more quickly connecting with colleagues and customers
- Resist shutting down communication by making assumptions, jumping to conclusions or making judgments
- Choose their words for maximum impact
- Understand the impact of body language and non-verbal communication

Format & Delivery Options: The recommend delivery time for this program is a half day or full day. Includes a personalized Everything DiSC® profile

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Delivering Feedback Effectively: *The Good, The Bad & The Ugly*

To be effective in changing behavior feedback must be delivered in a way the receiver can hear and accept – this includes positive as well as negative feedback. And research indicates that to maintain the highest level of performance positive feedback must out number negative feedback more than five to one.

Outcomes: As a result of the program participants will:

- Understand the importance of delivering both positive and negative feedback
- Develop strategies to diffuse defensiveness and deal with negative emotions
- Know the components of effective feedback and the process for delivering it
- Be able to plan for and deliver effective feedback sessions

Format & Delivery Options: The recommend delivery time for this program is a half day to full day.

Ask First & Listen Next:

Leveraging the Two Most Underused Tools in Communication

Questions are often a more powerful form of communication than statements for several reasons. First, for someone to respond to a question their brain must engage. Second, we are more likely to believe what we hear ourselves say than what we hear someone else say. Third, when you ask questions it gives you information and helps you understand the situation more fully. Finally, asking questions opens up possibilities. Asking questions – especially asking questions to effectively elicit information – is a skill far too many people in all walks of life lack. And using the information you receive requires effective listening skills. Do you want to be a more effective communicator? **Ask more and listen longer.**

Outcomes: As a result of the program participants will:

- Understand the value of asking questions
- Develop a questioning strategy to effectively elicit information and develop a full understanding of the situation
- Know the different types of questions and when to use each for maximum results
- Identify their listening style and its associated strengths and limitations
- Identify common listening filters and how to minimize their impact

Format & Delivery Options: The recommended delivery time for this program is a half day to full day. Includes a Personalized Listening Profile.

From Conflict to Collaboration:

Using Disagreement as a Problem Solving Tool

Conflict, in and of itself, is not bad. In fact, it is inevitable and if managed productively it leads to new and better ways of doing things. Full potential is not realized in a serene environment – especially if the serenity is a result of artificial harmony. The key to productive conflict is to focus it around ideas and issues – not people and personalities.

Outcomes: As a result of the program participants will:

- Recognize the difference between productive and unproductive conflict
- Understand the benefits of productive conflict
- Have a toolbox of conflict resolution tools and understand when to use each
- Be able to productively manage conflict in a way that leads to win/win solutions.
- Have a process for leveraging the power of productive conflict

Format & Delivery Options: The recommend delivery time for this program is a half day to full day. Includes a personalized Everything DiSC® profile

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Leadership Effectiveness

The Work of Leaders: *Vision, Alignment & Execution*

- When you are creating a vision should you remain open or seek closure?
- When building alignment is it best to present information or exchange perspectives?
- When championing execution do you maintain harmony or address problems?

Work of Leaders explores the actions necessary for an organization develop a Vision, achieve Alignment and Execute on a plan of action, as well as 18 behaviors that represent leadership best practices. Using The Everything DiSC® Work of Leaders assessment, leaders gain an understanding of their own leadership behaviors and how these behaviors impact effectiveness. It's an opportunity for leaders at all levels to learn by reflecting on how they approach each step of their work. In addition, *Work of Leaders* encourages reflection and discussion about the team and the organization.

Outcomes: As a result of the program participants will:

- Understand the process for creating a Vision, Achieving alignment and Executing on a plan of action
- Understand 18 leadership best practices
- Identify their individual level of performance on each best practice
- Develop a personalized action plan for improving their performance as a leader

Format & Delivery Options: The recommend delivery time for this program is one to two days. The program can be delivered on consecutive days or in two to three sessions over a period of time. Includes a personalized Everything DiSC® Work of Leaders profile and **The Work of Leaders** book.

Everything DiSC® 363: *A 360 Degree Feedback Experience*

Everything DiSC 363 for Leaders combines the best of 360° feedback with the simplicity and power of DiSC®. The result is a 360 experience that's more productive, actionable and satisfying.

Outcomes: As a result of the program participants will:

- Understand how they are perceived by their manager, colleague and employees
- Know their strengths and weaknesses as a leader
- Have three personalized strategies for improving leadership effectiveness

Format & Delivery Options: Individual or group coaching program of 3 to 6 sessions. Includes an Everything DiSC® 363 profile.

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Additional Topics Available Upon Request

Leader-Language™:

Communicating to Engage, Energize & Mobilize Your Team

Great leaders are first and foremost great communicators. Leadership expert John Maxwell says, “*Leadership is Influence*”. We influence others through communication. If you want others to follow you, you must be able to influence them. We influence others through communication. Great communicators know their audience, they ask great questions, plan their message and delivery, and choose their words wisely.

Outcomes: As a result of the program participants will:

- Understand their communication style and the communication styles preferred by others
- Have strategies for connecting with their audience (whether an audience of one or hundreds) more quickly
- Ask great questions and really listen to the response
- Resist shutting down communication by making assumptions, jumping to conclusions or making judgments
- Have the skills to develop a communication plan
- Choose their words for maximum impact
- Understand the impact of body language and non-verbal communication

Format & Delivery Options: The recommend delivery time for this program is a half day or full day. Includes a personalized Everything DiSC® profile

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Delivering Feedback: *The Good, The Bad & The Ugly*

To be effective in changing behavior feedback must be delivered in a way the receiver can hear and accept – this includes positive as well as negative feedback. And research indicates that to maintain the highest level of performance positive feedback must out number negative feedback more than five to one. Providing employee feedback that leads to performance improvement is one of the most important roles of a leader – and clearly that can’t be just negative feedback.

Outcomes: As a result of the program participants will:

- Understand the importance of delivering both positive and negative feedback
- Develop strategies to diffuse defensiveness and deal with negative emotions
- Know the components of effective feedback and the process for delivering it
- Be able to plan for and deliver effective feedback sessions
- Understand their strengths and limitations when it comes to delivering feedback.

Format & Delivery Options: The recommend delivery time for this program is a half day to full day. Includes an Everything DiSC® Work of Leaders Profile.

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Becoming A Multi-Dimensional Leader:

How to Adapt Your Natural Leadership Style for Maximum Effectiveness

To be effective, leaders must know their leadership style. But no single style is effective in every situation. A Humble leader may have a hard time making tough decisions. A Commanding leader may run roughshod over potential allies. This program, based on the Everything DiSC® leadership model, looks at the strengths and limitations of each style, as well as situations where each style is most effective – enabling participants to craft a multidimensional approach to becoming an even more effective leader.

Outcomes: As a result of the program participants will:

- Discover their natural leadership style
- Explore strengths of their style and how to leverage those strengths to enhance their effectiveness as a leader
- Illuminate blind spots that may be getting in their way and causing unnecessary struggle
- Be able to adapt their style to most effectively meet the needs of the situation

Format & Delivery Options: The recommend delivery time for this program is one day. Includes a personalized Everything DiSC profile and **The 8 Dimensions of Leadership** book

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Unleashing The Potential Of Your People:

How to Direct, Delegate, Motivate & Coach for Maximum Results

What would it mean to your organization if employees showed up at work tomorrow even 20 to 25 percent more engaged? Managers hold the key to engaging and motivating their teams. Unlocking the potential of each employee requires an acute understanding of the different filters through which we experience the world and how those filters drive beliefs, priorities and perceptions, as well as actions. Everything DiSC® Management provides a model for understanding the lenses through which employees see the world and a framework for directing, delegating, motivating and coaching for maximum results.

Outcomes: As a result of the program participants will:

- Understand their management style and the strengths and limitations of their style
- Identify ways to adapt their approach to work more effectively with other styles including their employees, colleagues and manager
- Improve their effectiveness in directing and delegating
- Learn to create an environment for motivation
- Identify skills for coaching and developing others

Format & Delivery Options: The recommend delivery time for this program is a half day to full day. Includes a personalized Everything DiSC® Management profile

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Additional Topics Available Upon Request

From Conflict to Collaboration: *Harnessing The Power of Disagreement*

Conflict, in and of itself, is not bad. In fact, it is inevitable and if managed productively it leads to new and better ways of doing things. Full potential is not realized in a serene environment – especially if the serenity is a result of artificial harmony. Leaders have a responsibility to seek out conflict and assure that it is dealt with productively. The key to productive conflict is to focus it around ideas and issues – not people and personalities. Conflict is simply a disagreement between two or more people and when resolved effectively the result is increased creativity, innovation and productivity.

Outcomes: As a result of the program participants will:

- Recognize productive versus unproductive conflict
- Understand the benefits of productive conflict
- Know how to identify and bring conflict to the surface so it can be effectively managed
- Have increased confidence in their ability to identify and productively address conflict
- Have a toolbox of conflict resolution tools and understand when to use each
- Be able to productively manage conflict in a way that leads to win/win solutions.
- Have a process for leveraging the power of productive conflict

Format & Delivery Options: The recommend delivery time for this program is a half day to full day. Includes a personalized Everything DiSC® profile

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Gaining Support for Change: How to Create Alignment & Obtain Buy-in

You cannot effect change in a vacuum. Implementing change requires support and gaining that support requires that those you are asking to make a change understand the reason for the change, the benefits of changing, and the impact of failing to change. It requires a clear and compelling message and it requires the opportunity for dialogue.

Outcomes: As a result of the program participants will:

- Have a model for understanding the different ways people react to change
- Develop strategies for helping each style to more effectively deal with change
- Discover a simple question to ask themselves and others to totally shift their perspective regarding a change
- Learn an easy-to-implement process for letting go of the past and shifting your focus to the future
- Develop a compelling message to communicate the need for and the impact of change
- Identify process which can be replicated to deal with change of all types

Format & Delivery Options: The recommend delivery time for this program is a half day to full-day. Includes a personalized Everything DiSC® profile

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Team Development

The team development training courses and workshops are designed for intact teams.

Five Behaviors of a Cohesive Team™

The Five Behaviors of a Cohesive Team is based on the best-selling Book, *The Five Dysfunctions of a Team*, by Patrick Lencioni. It is designed exclusively for intact teams and work groups who are:

- Experiencing lack of clarity around direction, priorities and decisions,
- Failing to take the actions needed to reach goals and hit targets,
- Missing windows of opportunity due to delayed decision making or lack of a sense of urgency

The Five Behaviors of a Cohesive Team is an assessment-based team development experience that helps individuals and organizations develop the behaviors it takes to build a truly cohesive and effective team.

Outcomes: As a result of the program teams will:

- Develop an increased level of commitment and accountability
- Makes better faster decisions
- Tap into the skills and ideas of all team members
- Avoid wasting time and energy on politics, confusion and destructive conflict
- Avoids wasting time talking about the wrong issues and revisiting the same topics over and over again because of lack of buy-in

Format & Delivery Options: This program is a facilitated team development experience for intact teams. It can be conducted as a two to three day retreat or in a series of 3-6 sessions over time. Includes a Five Behaviors of a Cohesive Team profile and **The Five Dysfunctions of a Team** book.

The Five Behaviors of a Cohesive Team is a trademark of John Wiley & Sons, Inc.

Trainings and Workshops may be combined or delivered in modules to create customized programs. Additional topics are available upon request.

Creating a Team Culture That Understands & Values Individual Strengths

What does it take for staff to be more committed, work together more effectively and feel good about contributing? It requires a team that not only understands the strengths of each team member but also appreciates and values those strengths. When a team moves from judging to valuing each individual contributor, a culture of problem solving and innovation develops where the skills and ideas of each individual are fully utilized and potential is maximized.

Outcomes: As a result of the program teams will:

- Understand their style and how it drives their priorities, beliefs and behaviors
- Understand, appreciate and value the individual strengths of each of their team members
- Be able to adapt their style to relate more effectively to others
- Develop an increased level of commitment and accountability

Format & Delivery Options: This program is a facilitated team development experience for intact teams. Recommended delivery time is 4 to 8 hours. It can be delivered in one session or in two to four sessions over time. Includes a personalized Everything DiSC® Workplace profile and/or a Team Dimensions profile.

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From Conflict to Collaboration:

Harnessing The Power of Disagreement on Your Team

Conflict, in and of itself, is not bad. In fact, it is inevitable and if managed productively it leads to new and better ways of doing things. Full potential is not realized in a serene environment – especially if the serenity is a result of artificial harmony. Leaders and team member alike have a responsibility to seek out conflict and assure that it is dealt with productively. The key to productive conflict is to focus it around ideas and issues – not people and personalities. Conflict is simply a disagreement between two or more people and when resolved it results in increased creativity, innovation and productivity.

Outcomes: As a result of the program participants will:

- Recognize the difference between productive and unproductive conflict
- Understand the benefits of productive conflict
- Know how to identify and bring conflict to the surface so it can be effectively managed
- Have increased confidence in their ability to identify and productively address conflict
- Have a toolbox of conflict resolution tools and understand when to use each
- Be able to productively manage conflict in a way that leads to win/win solutions.
- Have a process for leveraging the power of productive conflict

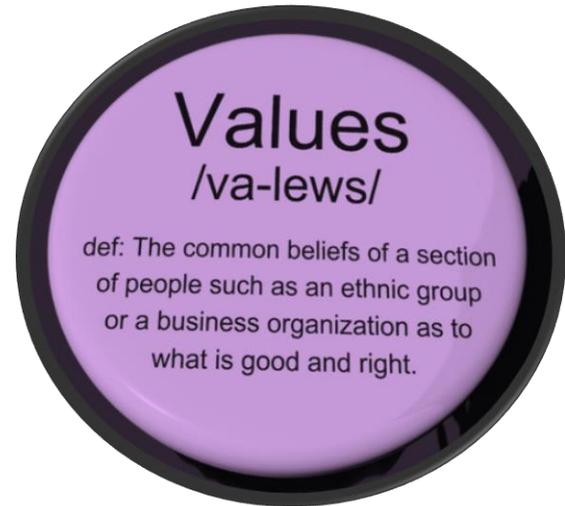
Format & Delivery Options: This program is a facilitated team development experience for intact teams. Recommended delivery time a half-day to a full-day. Includes a personalized Everything DiSC® Workplace profile.

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About Action-Strategies-By-Design

You Can Expect Us To...

- Be easy to work with*
- Practice what we teach*
- Embrace challenges*
- Go beyond the obvious*



Action-Strategies-By-Design, LLC helps organizations create and maintain a competitive edge through a focus on four fundamentals: Leadership Effectiveness, Team Development, Strategic Alignment, and Interpersonal Communication.

A unique blend of consulting, coaching, training and facilitation services are provided to an array of companies including healthcare organizations and hospital systems, governmental agencies, manufacturing firms, and professional services firms.

In working with clients, the company brings to the table not only its expertise in strategic direction, operations, marketing and leadership but also an acute understanding of human behavior and interaction.

Founded in 2002, Action-Strategies-By-Design is certified as a Woman Owned Business. The company is also an Authorized Partner for Everything DiSC® as well as for The Five Behaviors of a Cohesive Team™.



Meet The Founder



Julie Chance, President

Action-Strategies-By-Design, LLC

Julie Chance is the founder and president of Action-Strategies-By-Design and has almost 30 years of professional experience in training, coaching, consulting, management, operations, sales and marketing. She has taught at the University of Texas at Austin and Incarnate Word College in San Antonio and currently serves as faculty for the Goldman Sachs 10,000 Small Businesses program.

Julie uses her gift of intuitive understanding, her strength of seeing the uniqueness in each individual, and her distinctive ability to view situations from strange yet enlightening angles to help her clients realize results. It is Julie's goal to assist companies to improve communication, working relationships and processes at all levels of the organization in order to improve overall performance and bottom-line results.

Before starting her own business in 2002, Julie spent 17 years in the behavioral health field where she held a variety of corporate positions including director of marketing, director of operations and vice president of consulting.

Julie has a passion for learning and a knack for bringing her learning to life for others by creating elegant yet simple explanations for complex concepts. She has an MBA from the University of Texas at Austin and a bachelor's degree in marketing from Louisiana State University. Julie is a certified Executive Coach and a certified Business Coach. Julie is a frequent speaker. Her articles have been published internationally and her *Leader Language*[™] newsletter is read by subscribers from around the world.

Julie also has a passion for giving back. Julie is currently the Immediate Past President of the Board of Directors for Our Friends Place, a Dallas not-for-profit helping girls and young women break the generational cycle of abuse, neglect, homelessness and poverty.

For More Information:

www.Strategies-By-Design.com

www.Success-Strategies-U.com

Contact us by phone: 972-701-9311

Contact Julie Chance by email: JChance@Strategies-By-Design.com

Connect with Julie on Linked-in: <https://www.linkedin.com/in/juliechance>

Like us on Facebook: www.Facebook.com/Strategies.By.Design

Action-Strategies-By-Design, LLC
14902 Preston Rd. #404-306
Dallas, Texas 75248

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