

Effectability, LLC, Leadership and Professional Development Workshops and Coaching Services, 2020

At Effectability, LLC, we focus on **building the organization, leadership and team capabilities required to achieve higher levels of sustainable success**. We offer a full complement of organization and team development services delivered by our experienced, credentialed consultants through our instructor-led **workshops, one-on-one and group coaching and consulting engagements**.

Our clients find value with us because of our:

- Versatile, experienced, best-in-industry consultants.
- Fully customizable content, programs and services.
- Focus on actionable and practical strategies, frameworks, techniques and best practices.
- Real-life, relevant examples, recommendations and applications.
- Interactive and inclusive program design and facilitation.
- High quality supporting materials and post-engagement follow-up and support.



Contact us at **608.215.8589** or **info@effectability.net** to discuss how we can help you build more effective, inclusive leaders, teams and organizations!

Leadership and Professional Development Workshops

Workshop delivery options	2
Engaging and Inspiring People (I, D)	2
Leading High-performing, Inclusive Teams (I)	2
Leading Through Change (I, H, D)	2
Leading Through Challenge and Conflict (I, H, D)	3
Understanding Self to Improve Effectiveness (I, D)	3
Communicating Powerfully and Effectively (I, H, D)	3
Understanding Team Dynamics (I)	4
Creating a Culture of Civility and Respect (I, H, D).....	4
From Conflict to Resolution (I, H, D).....	4
Understanding and Leveraging Differences (I, D)	4
Negotiation Skills for Everyday Issues (I, H, D).....	5
Boosting Your Emotional Intelligence (I, H, D).....	5
Creating a Culture of Collaboration (I, H, D)	5
Building a High Performing Team (I).....	6
Managing Workplace Stress (I, H, D)	6
Making Change Stick with Persuasive Storytelling (I, D).....	6
Assertive Communication Strategies for Women (I, D)	7
Personal Empowerment (I, H, D)	7
Leadership and Performance Coaching Services	7
Our Consultants	8

Leadership and Professional Development Workshop Topics

Workshop delivery options:

- Interactive **facilitated group** format (**I**). Full-day, half-day, and meeting break-out options available.
- **Hybrid online** group format (**H**). This includes **two one-hour facilitated Webinars** spaced one week apart with prework and an assessment prior to the first session, hands-on homework in between sessions, and post-session application work with instructor feedback. Includes a one hour of one-on-one instructor coaching session for individual guidance.
- **Deep dive** one-on-one format (**D**). Content is tailored to specific client needs.

Engaging and Inspiring People (**I, D**)

This workshop focuses on fostering an engaged and motivated workplace. We'll share a motivation model and discuss strategies to motivate and empower individual team members to achieve their goals. A majority of the session focuses on providing feedback and performance coaching, two key skills of great leaders.

After completing this workshop, participants will be able to:

- Apply appropriate leadership strategies to work toward team goals based on the situation and the team member's competence and confidence.
- Employ strategies to motivate and empower team members to effectively solve problems and make decisions.
- Confidently use performance coaching to help employees move to the next level of performance and achieve results.
- Effectively provide and receive feedback to accelerate behavior change.
- Define employee engagement and understand why it is important to achieving business goals and employ strategies to engage and retain employees.

Leading High-performing, Inclusive Teams (**I**)

This workshop focuses on the skills and strategies required to lead high-performing functional teams or other types of teams where people are pulled together to achieve a common goal. We'll examine what it means to be "high-performing" and discuss techniques for effectively launching and managing the performance of a team. We'll also discuss how to leverage the differences within a team to increase collaboration and creativity.

After completing this workshop, participants will be able to:

- Understand the characteristics of a high performing team.
- Assess your team's level of effectiveness and identify opportunities to improve team performance.
- Successfully launch a new team and lead them through the stages of team development.
- Manage a team's performance and ensure the team executes its work in a healthy, collaborative, productive manner.
- Describe and apply different strategies to lead matrixed and remote teams.
- Describe how differences like culture and age can impact a team's effectiveness.

Leading Through Change (**I, H, D**)

Understanding the role a leader plays in helping a team navigate through a change is critical to organization success. In this workshop, we'll explore strategies successful leaders employ to lead and coach individual team members through a change and transition process to realize the full benefit of a change.

After completing this workshop, participants will be able to:

- Understand the changes impacting your organization and the driving forces of those changes.
- Describe the difference between change and transition and how personality type influences the behaviors and emotions exhibited during the transition process.
- Identify the behaviors and emotions you exhibit during the transition process and understand how those might influence how you lead others through the process.

- Build a culture of resilience by building the necessary skills in your team.
- Employ effective and appropriate strategies to lead your team through a change in including identifying and removing obstacles, creating a sense of urgency, and defining a clear vision.

Leading Through Challenge and Conflict (I, H, D)

Inevitably, situations arise where a leader's credibility is questioned, or he or she will need to engage in a tough conversation, resolve a conflict between colleagues or team members, deliver bad news or negotiate for additional resources or other items. All of these challenging situations require a high degree of trust in you as a leader and skillful application of conflict management and critical conversation techniques.

After completing this workshop, participants will be able to:

- Build trust and credibility with colleagues and members of your team.
- Demonstrate transparency and authenticity in your communications and negotiations with colleagues and team members.
- Understand different conflict management modes and appropriately use each mode based on the situation.
- Identify when a critical conversation is necessary and effectively engage in that conversation.
- Negotiate effectively to get what you want out of a situation.

Call us at 608.215.8589 or email at info@effectability.net for more information

Understanding Self to Improve Effectiveness (I, D)

Understanding your behavior tendencies and is vital to improving your emotional intelligence and is fundamental to becoming an effective team member and leader. Knowing how you might be coming across to others and how to adjust your style to better meet their needs makes you a more effective collaborator and problem solver, and helps you move things forward with greater effectiveness and success. In this workshop, you'll learn about your natural style and preferences and learn clues to understand others' preferences. We'll share strategies for interacting more effectively with others including tips for effectively giving feedback,

resolving conflict, and negotiating based on style. Workshop uses either the Everything DiSC® Assessment or Myers-Briggs Type Indicator.

After completing this workshop, participants will be able to:

- Understand and describe the preferences and tendencies of four different behavior and communication styles.
- Recognize how your natural style might be perceived by others and how your behaviors may be impacting team work.
- Identify style differences in others and situationally flex your natural style to better meet the needs and build trust in others.
- Give feedback, work through conflict and negotiate more effectively based on style.



Communicating Powerfully and Effectively (I, H, D)

The ability to build productive relationships and communicate effectively is a foundational skill for members of any team. This session focuses on the skills you need to be able to read others' communication and communicate in a way that is powerful and meaningful.

After completing this workshop, participants will be able to:

- Understand your innate communication preferences.
- Describe how your preferred style may or may not be effective in relaying your intent and building relationships.
- Use effective communication to get what you want out of a situation.
- Engage in difficult conversations that ultimately build trust and strengthen relationships.

Understanding Team Dynamics (I)

This workshop is intended for teams to participate in as a group. We focus on understanding how individual behavior preferences contribute to the team's performance, discuss likely areas of conflict the team needs to be aware of and create agreements for working together most effectively. Workshop uses the Everything DiSC® Assessment.

After completing this workshop, participants will be able to:

- Understand and describe the differences in personality types and behavioral styles.
- Identify what each style needs and trusts, how each style prefers to communicate, and how each style solves problems and manages time.
- Describe the behaviors different styles team members may exhibit under pressure.
- Identify implications of the different behavior styles for the work of the team
- Identify strategies the team can employ to work most productively and effectively together to achieve results.
- Implement strategies to ensure the team operates in an inclusive and productive way.

Creating a Culture of Civility and Respect (I, H, D)

Disrespectful and uncivil behavior is on the rise in the workplace, costing businesses millions in lost productivity, lower quality and employee turnover. To address this growing problem, in this workshop we'll examine the concept of civil and respectful behavior and some of the possible reasons behind the trend. We'll share strategies organizational leaders and teams can employ to build and maintain a culture of civil and respectful behavior, and to address disrespectful or inappropriate behavior when they see it.

After completing this workshop, participants will be able to:

- Describe civil, respectful and inclusive workplace environments and behaviors.
- List possible sources and costs of disrespectful and uncivil behaviors (including bullying) in their workplace, and understand the benefits of a respectful, civil workplace culture.
- Examine their own behaviors to determine where they may be behaving in ways that are perceived to be disrespectful, bullying, uncivil or non-inclusive.
- Take steps to adapt organization systems and personal behaviors to establish and maintain

cultures that are respectful, inclusive and productive.

From Conflict to Resolution (I, H, D)

Conflict is an inevitable occurrence in the workplace. Leaders need to be able to quickly identify the root causes of a conflict and employ strategies to effectively manage it and chart a path forward when it occurs. In this session, we'll explore the common sources of workplace conflict, share strategies to keep conflict from escalating. We will discuss the pros and cons of different approaches to conflict and work through a conversation model to help you lead a constructive discussion to find a resolution and move a situation forward.

After completing workshop, participants will be able to:

- Recognize how conflict can be both positive and negative and identify common causes of conflict in the workplace.
- Apply strategies and a conversation model to effectively manage conflict and challenge.
- Understand how differences in behavior styles might cause tension with another person, especially under stress, and effectively coach employees to recognize and manage style differences.
- Describe different conflict management approaches in order to better work together to reach a resolution to a conflict.



Understanding and Leveraging Differences (I, H, D)

An abundance of research supports the fact that organizations that understand and leverage differences in people achieve better results. In this session, we'll discuss unconscious bias and share

strategies to embrace our differences to improve communication, creativity and problem solving.

After completing this workshop, participants will be able to:

- Describe unconscious bias and understand how unconscious bias affects team work and interactions.
- Identify possible biases within the culture of your organization.
- Describe the differences between people belonging to different generational cohorts.
- Identify strategies to leverage differences to communicate and work more effectively together.

Negotiation Skills for Everyday Issues (I, H, D)

The ability to confidently and successfully negotiate is a critical foundational skill for anyone interested in building stronger relationships and moving things forward. During this session, we'll explore the reasons why negotiations succeed or fail and share strategies and a conversation model that will improve your change of success.

After completing this workshop, participants will be able to:

- Identify natural tendencies that will impact a participant's success, both positively and negatively, in a negotiation situation.
- Apply strategies that will improve your chances of success in negotiation.
- Apply a model for conducting a bargaining conversation that will make relationships stronger while coming to a wise agreement.
- Handle tricky negotiation situations.



Boosting Your Emotional Intelligence (I, H, D)

Emotional intelligence describes the ability to recognize, control and express one's emotions and recognize and respond to others' emotions with empathy. Research tells us the more emotionally intelligent you are, the more successful you will be in work and life. Things like working through change, solving problems, managing time and learning new things are all activities that are influenced by emotional intelligence, so being aware of how emotions impact our lives directly affects the people we live and work with. In this session, we'll examine the elements of emotional intelligence, work through several activities to help you become more self-aware, and apply strategies to form stronger relationships.

After completing this workshop, participants will be able to:

- Describe why emotional intelligence is vital for success in today's workplace
- Define the elements of emotional intelligence and evaluate your level of emotional intelligence competence.
- Apply strategies to improve your self- and social-awareness to form stronger relationships and achieve higher levels of success.
- Accurately read and understand others' emotions and use active listening to move emotionally sensitive situations forward.
- Use emotional intelligence to have a more positive impact at work and for continued career success.

Call us at 608.215.8589 or email info@effectability.net for more information!

Creating a Culture of Collaboration (I, H, D)

In today's business climate, the organization that figures out how to work across the aisle, see past cultural differences and dissolve departmental boundaries is the organization that will emerge successful. As the pace of business increases and change becomes continuous, organizations need to create spaces where everyone's ideas and knowledge can be openly and readily exchanged, better, faster decisions are made, and projects are smoothly implemented. In this course, we'll examine the organization systems and structures that can inhibit collaboration and share strategies to

remove barriers to boost collaboration across the organization.

After completing this workshop, participants will be able to:

- Identify structural and other barriers that inhibit collaboration in their organization.
- Take steps to encourage creative, inclusive and efficient problem solving and decision making.
- Find mutual benefit and purpose in situations where conflicting views, disparate goals and incongruent motives exist.
- Form project and functional work teams that are engaged and perform effectively right out of the gate and through the duration of the effort.

Building a High Performing Team (I)

Team work is inevitable in today's business world. Whether you're leading a functional team, a project team, a committee or other group, understanding and applying best practices for launching and managing a team will increase your chances for team success and reduce conflict and frustration.

After completing this workshop, participants will be able to:

- Understand emotional intelligence and apply strategies to improve social skills and build stronger relationships.
- Successfully launch a new team and position the team for success.
- Apply different types of thinking to a problem to solve it more effectively.
- Ensure the team works together in a healthy, collaborate manner.
- Manage conflict within the team and appropriately and confidently engage in critical conversations.
- Describe how differences in culture, experiences, background, etc. can impact a team's effectiveness
- Implement strategies to ensure the team operates in an inclusive and productive manner.



Managing Workplace Stress (I, H, D)

In this workshop, we'll examine the causes and symptoms of workplace stress and identify some of the stressors on participants' work lives. We'll also look at different strategies for handling stress and learn how to more effectively work with team members to make your work environment less taxing.

After completing this workshop, participants will be able to:

- Identify personal and workplace stressors and how these stressors impact their work and personal lives.
- Understand different conflict management approaches and identify the "best" approach to manage a conflict.
- Employ strategies to effectively manage workplace stress.

Making Change Stick with Persuasive Storytelling (I, D)

Storytelling is a timeless skill, used throughout history to ease a transition or get through a tough time. Great leaders know that a well told story inspires and surprises us, helps us identify and remember ideas and identify possibilities in ways that memos and charts don't. In this session, we'll help you "mine" your past to find the stories with the richest content and share how to structure a story for maximum impact. We'll also discuss how to share your story with authenticity to really connect with and engage your audience. We'll also allow ample time to practice your story with other participants and get feedback to help make your story even better.

After completing this workshop, participants will be able to:

- Understand why storytelling is a skill great leaders use to influence, inspire and build credibility with a team.
- Identify specific leadership situations when a story is an appropriate tool to engage, inspire, persuade or mobilize.
- Incorporate elements of good storytelling into their stories.
- Structure a story in a way that keeps the audience engaged and inspires action or change.
- Build a library of stories to be used as part of their leadership toolkit.

Assertive Communication Strategies for Women (I, D)

The ability to confidently and elegantly advocate for what you want or believe in while keeping relationships strong is key to the success of any professional. But research consistently tells us that men feel more confident in comparison to women in situations where advocacy is required and succeed in getting what they want at higher rates than women. During this session, we'll explore some of the reasons why this is and share strategies that will help women more readily and confidently advocate for what they want and believe in. We'll discuss how to set and manage boundaries and leverage your personal power to remove barriers and improve your chance of success.

After completing this workshop, participants will be able to:

- Describe what assertive communication looks like.
- Understand your natural communication tendencies and how these tendencies might be coming across to others.
- Apply strategies to communicate more assertively and powerfully.
- Positively and effectively set and manage boundaries.

- Ask for what you want, including moving a conflict or issue forward.

Personal Empowerment (I, H, D)

All the power you need to accomplish your goals and find satisfaction in your life lies within you. That's the premise of this workshop which is designed to help you identify what personal and professional success looks like for you and equip you with tools and resources to keep you focused and moving forward.

After completing this workshop, participants will be able to:

- List the major sources of social power and identify power they can leverage to move something forward.
- Work through the steps of a personal strategic planning process to create a realistic, actionable strategic plan.
- Effectively prioritize, remove obstacles and set boundaries in order to maintain focus on achieving your goals.
- Employ strategies to manage stress and feelings of burn-out that leave you feeling refreshed and ready to move forward.

Leadership and Performance Coaching Services

Competencies and Topics Addressed

- Transforming cultures to be more inclusive, civil and respectful
- Understanding self, including how others may perceive our behaviors
- Becoming a more effective communicator and collaborator
- Adapting natural behavior styles to meet the needs and build trust with others, including managing emotional reactions
- Engaging and inspiring others to achieve a higher level of performance
- Building and maintaining a trust-based team focused on results
- Thinking comprehensively to solve problems and make decisions
- Thinking strategically to align an organization for success
- Managing time, priorities and energy more effectively
- Improving overall leadership presence and garnering more respect
- Influencing without direct authority
- Working through conflict or situations where mistrust or disrespect are present
- Negotiating with and influencing others to move something forward
- Navigating and leading others through change or transition
- Creating and fostering a high performance culture
- Succeeding in a new role
- Improving overall execution
- Taking care of self and managing the personal realm

Assessments used

- Everything DiSC 363 Assessment for Leaders (Wiley)
- Everything DiSC Work of Leaders (Wiley)
- Everything DiSC (Wiley)
- Myers-Briggs Type Indicator (CPP)

Our Consultants

Allison Cooley, MEd, BCC, Leadership and Professional Development Facilitator and Coach



As founder of Effectability, LLC, Allison specializes in coaching leaders and team members who aspire to a higher degree of performance and effectiveness. In addition to coaching, she helps leaders and teams work more effectively together through her workshops, seminars and retreats, and consults with organization leadership to help strategize and align for success. Allison is based in Madison, Wisconsin.

Professional Background/Expertise

Allison's passion and focus over her 25+-year career has been to help team members, leaders and organizations develop the capability to more effectively work through challenges and transitions to achieve a higher level of success. She is the founder of two organizations dedicated to this passion - Training for Change and currently, Effectability, LLC. She is also a former organization effectiveness consultant and leadership coach for a Fortune 500 organization and a member of the leadership team at an international technology training organization. Known for her enthusiasm, candor, and her deep knowledge of people and organization systems, leaders turn to Allison for her ability to unpack complex problems and perceptively ask the right questions to help them find the root cause, sort through the clutter and see around the next corner.

Certifications and Credentials

- Board Certified Coach (Center for Education and Credentialing)
- Certified Executive Coach (Center for Executive Coaching)
- MBTI® Certified Practitioner, currently pursuing Master MBTI status (CAPT)
- DiSC certified (RealSolutions)
- Organization development certificate (Linkage)
- Master of Education degree, Adult Education specialty (University of Minnesota)
- Certified Talent Management Consultant (Career Partners International)
- Certified New Horizons/Life Options (Career Partners International)
- Certified facilitator - Coach, Lead Succeed (Richardson)

Coaching Niche

Allison has specific experience in the manufacturing, technology, finance/insurance and emerging business fields and has worked with numerous non-profits. Her coaching style and approach can be effective to:

- Develop more inclusive, civil and respectful cultures
- Become a more effective communicator and collaborator
- Develop or improve relationships
- Refine decision making processes and approaches
- Manage time and priorities more effectively
- Improve overall leadership and team member performance
- Work through conflict or mistrust among team members including executive leadership teams
- Negotiate more effectively

- Create or refine organization strategy, mission, vision or values
- Navigate through change, transition or conflict
- Develop non-profit boards to work more cohesively together
- Start a new business

Deborah Biddle, Leadership and Professional Development Facilitator and Coach



A team member of Effectability, LLC, Deborah specializes in coaching leaders and teams to achieve increased professional and personal performance and effectiveness. She provides individual coaching and workshops, seminars, retreats, and consultations for Effectability and with her own organization, High Performance Development Solutions. She creates a safe environment by fostering open and honest conversation around learning, challenges, biases and preferences. Deborah helps leaders and teams focus on how diversity and inclusion can support individual professional growth, organizational development and overall enterprise success. Deborah is based in Madison, Wisconsin.

Professional Background/Expertise

Known for her calm, levelheaded approach in the face of disruption and change, Deborah's clients seek her deep wisdom and ability to help them zero in on their goals and steadfastly move toward achievement. Deborah brings more than 25 years of business leadership, operations, talent development, project and change management, strategic planning and financial analysis experience to her engagements. In her roles as a senior leader for three Fortune 500 organizations, as a business and diversity and inclusion consultant, as a small business owner and as an adjunct faculty member for a local college, Deborah has inspired the highest level of performance in her staff, clients and students.

Certifications and Credentials

- MBTI® Certified Practitioner (The Myers & Briggs Foundation)
- Racial Justice Course (Madison YWCA)
- Gender Based Analysis+ Certification (Status of Women Canada)
- Nurtured Heart Approach® Certified Trainer (Children's Success Foundation)
- Certified Talent Management Consultant (Career Partners International)
- Certified New Horizons/Life Options (Career Partners International)
- Interactive Style Self-Profile Mini Certification (PPS International Limited)
- Online Faculty Certification Course (Edgewood College)
- Activity Based Costing Certificate (Kellogg Graduate School of Management)

Coaching Niche

Deborah has specific experience in the pharmaceutical, telecommunications, technology, manufacturing, insurance, education and non-profit fields. Her coaching style and approach can be effective to:

- Understand unconscious bias and how it affects team development and performance
- Become a more inclusive leader and develop or improve relationships
- Develop diverse teams and organizations
- Become a more effective communicator and collaborator
- Improve overall leadership and team member performance
- Increase positivity in the workplace and among team members
- Work through conflict or mistrust among team members including executive leadership teams
- Develop a career transition plan or discover a retirement path

Sarah Gibson, MS, Leadership and Professional Development Facilitator and Coach

A team member of Effectability, LLC, Sarah specializes in coaching leaders and high potential employees who want to learn specialized skills to help develop healthy team environments and personal leadership habits. In addition to coaching, Sarah owns Accent Learning and Consulting, LLC, a firm focused on developing teams into stronger, healthier, and more emotionally intelligent environments through professional development and communication skills. Sarah is based in Stoughton, Wisconsin.



Professional Background/Expertise

Sarah founded Accent Learning and Consulting, LLC in 2004 to allow her to share her passion for speaking and teaching practical workplace skills that help individuals and businesses succeed. Her 17 years of experience guiding individuals and teams has earned her the respect and role of a skills development and business coach. Organization and academic leaders seek her out for her engaging, open style and her expertise around issues related to multiple generations in the workplace.

Beyond her corporate experiences, Sarah has also taught for the University of Wisconsin-Madison evening MBA program and as an adjunct instructor at Madison College, UW-Whitewater and North Dakota State University.

Certifications and Credentials

- DiSC certified (InScape Wiley)
- Five Behaviors of a Cohesive Team certified (InScape Wiley)
- Perceptive Behavior (Erickson Company)
- Train-the-Trainer certified (Langevin)
- Master of Science degree, communication specialty (North Dakota State University)

Coaching Niche

Sarah has specific experience in the banking, government, finance, healthcare, insurance, nonprofit, manufacturing, and small business fields. Her coaching style and approach can be effective to:

- Become a more effective communicator and collaborator
- Develop or improve relationships
- Assist teams when communication is a barrier to effectiveness
- Prepare for and lead teams through for change
- Navigate conflict and mistrust between team members
- Understand the political and organizational structure impeding business advancement
- Improve overall leadership and team member performance