

THE CORPORATE MIND: A Mastermind Group

Finally...a Mastermind Group For Owners, Executives, Entrepreneurs and Sales Executives

The concept of Mastermind Groups was first introduced in Napoleon Hill's book "Think and Grow Rich." National Mastermind groups have been around for many years and have proven to yield huge growth opportunities for businesses. Members have the opportunity to think beyond operational issues and benefit from other leaders' experiences, insights, and knowledge. A Mastermind group is about the power of the "third mind"... made possible through regular collaboration with peers.

The higher you rise within an organization the less objective feedback you receive, the more difficult it is to find peers who understand your challenges and issues.

It's easy to feel isolated in a leadership role.

*Who do you discuss and explore ideas? Einstein said, "**we can't solve problems with the same mind that created it**".*

A Master Mind group provides a safe haven for executives to share and inspire creative solutions.



Starting February 2016

The Corporate Mind

**For CEO's & executives
a monthly interactive
exchange**

8AM -1PM

Hahn training ~ 716-432-5741 ~ dhahn@Champtainer.com



The Corporate mind

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Corporate Mind Essentials

- Facilitation by Entrepreneurs, Certified Professional Coaches and Trainers
- TTI Trimetrix Assessment for Coaching
- Expert Guest Speakers
- Leadership Development Resources and Tools
- Monthly one-on-one Coaching Sessions
- An online resource: The managers toolkit offering scores of tools and processes
- A WEEKLY online accountability tool

Corporate Mind Electives

- Access to Hahn Training workshops
- Additional Executive & Leadership Coaching
- Business Consulting and Strategic Planning
- Behavioral Assessments
- Consulting

Standard Agenda:

TIME	EVENT
8:00	Breakfast & coffee
8:30-9:30	Guest Speaker/Leadership Development workshop
9:30-11:45	Member forum, Feedback, Reactions
11:45-12:00	Action Planning & Wrap-up
12:00	Departures or lunch

The Corporate Mind overview

- Each Group is limited to 15 members maximum
- Members must be approved for membership
- Industry exclusivity provided
- 80%+ attendance is required
- Must be Executive Level or Entrepreneur
- Guidelines, operating procedures, and agendas are adopted by membership
- Liaison: A liaison selected from the group will be established by the members to guide the content and act as a voice of the members

Terms & Conditions

- All members are required to sign a confidentiality agreement
- New member applications must be approved by the membership

Workshop Topics Required (6)

- **Leadership Starts with Self-Awareness**
- **Reconnecting with Values, Vision, and Purpose**
- **Professional Leadership Development: Creating Balance in Life and Work**
- **Coaching for Improved Performance, Productivity, and Profits**
- **Strategic Planning: Create and Execute**
- **Recruiting and On-boarding: Finding the Right Players for Your Team**

Optional (All six optional workshops and/or speaker topics will be chosen by the members.)

Time Management	Sales & Sales Management
Customer Service	Compensation Planning
Branding	Social Media
Negotiation Skills	Setting Goals and Making Deadlines
Mentoring programs	Revitalize Your Fatigued Employees
Making Supervisors into Leaders	Advertising
Dealing with Conflict	Developing a Marketing Plan
Marketing and PR	Performance Improvement
Other?	Other?

Corporate Mind core curriculum:

Leadership Starts with Self-Awareness:

- Traits of great leaders
- Leadership and culture
- Your corporate culture
- Compare /Contrast Leadership/management/supervision
- Time management and focus

Strategic Planning: Create

- Reconnecting with Values, Vision, and Purpose
- Building the plan
- Hedgehog to KPI's
- The planning pyramid
- The one page strategic plan

Strategic Planning: Execute

- Accountabilities
- Track and measure
- Rhythm and communications
- Town hall meetings/quarterly reviews/monthly/weekly/huddles

Coaching for Improved Performance, Productivity and Profits

- What coaching is and isn't
- Your definition
- Role plays
- People plan
- PIP's: why everyone needs a PIP

Recruiting and On-boarding: Finding the Right Players for Your Team

- Key elements of talent management
- Benchmarking
- Recruitment and vetting
- The interview process
- Mistakes to avoid

Tools & Toolkits: what is included??

Manager toolkit:

Corporate Mind members receive access to an online management toolkit consisting of hundreds of forms, tools and best practices amassed over the years and refined by Hahn Training.

Corporate Mind LinkedIn group: Corporate mind members will receive access to a closed linked in group solely for the use of members. This allows the sharing of best practices and information exclusive to members, insuring your privacy.

15 Five accountability tool: Each corporate Mind participant will be provided access to a powerful online coaching tool. It takes 15 minutes a week to complete and keeps you focused on your goals and objectives, by offering direct two-way access to your coach.

Coaching: Each participant will receive two- 45 minute executive coaching sessions monthly with Don Hahn, CFCC, CPBA, CPVA, CPTRHD, your executive coach

Discounted services on Hahn Products: As a member in good standing, your organization will receive a 20% discount on the following services:

- Online behavioral assessments
- Public workshops
- Sales training
- Consulting
- Strategic Planning
- Additional coaching
- On-site CHAMP modules

C.H.A.M.P. The Pillars of any Corporate Mind



Underscoring the corporate mind are 5 critical modules that lead to effective leadership... These are complete independent modules delivered at your location, customized and includes your leaders, managers and associates, as needed

Coach: Corporate growth in the 21st century requires management to reach far beyond traditional skills such as training, supervision and management. Personnel development in the 21st century has less to do with these “oversight” skills than the need to develop human capital. Workers flooding the workforce today are seeking self-actualization and personal growth. The Coaching Pillar develops your coaching skills and those on your key leadership team to drive improved performance across the enterprise

Hire: Human Capital is the greatest asset within any organization. The most successful organizations understand this. They know that the RIGHT people in the RIGHT jobs results in happier, healthier employees who drive superior results. The hiring pillar provides

- Fundamental best practices in selecting top talent
- A powerful Benchmarking tool which clearly identifies selection criteria
- A rigorous and repeatable process which reduces false positives
- A selection grid designed to separate real talent
- A 3 step proven process which matches behaviors to the specific job

Assess: Human capital is the greatest asset a company possesses.

Top performers are twice as productive as average employees

100 Best Companies are more than 2 X as profitable as the S&P 500

100 Best Companies’ stock price grew at nearly 3 X rate of other companies

A significant concern for organizations is identifying, finding, attracting and retaining the very best talent. Technical skills are not the primary reason why new hires fail. Instead, poor interpersonal skills dominate the list; flaws which many of their managers admit were overlooked during the interview process. Your ability to assess and best utilize talent will be a key determinant of your success. We will work with you to deliver a comprehensive analysis of your culture and your organization and identify coaching and training opportunities to fill the gaps.



C.H.A.M.P. The Pillars of any Corporate Mind (cont'd)

Manage: The most common challenges we uncover when dealing with selling managers are:

- Lack of support/peer guidance
- Transitioning from selling to managing coaching and leading
- Inability to delegate
- Micromanagement tendencies
- Inability to create accountability

There are several key steps that you can take to solve these challenges.

- Step back and recalibrate
- Develop a strategic plan, become more strategic
- Create a sense of purpose and team
- Create accountability
- Coach your people

The management pillar provides a focus on the key high gain activities, allowing you and your leadership team to break free of distractions and interruptions.

Plan: “Things are created twice; first in vision, second in reality. That which you cannot envision cannot be attained.”

Strategic sales and marketing planning is one of the most critical components in today’s business world. Unfortunately, it is also one of the most widely misunderstood components. There are two key aspects of strategic planning: building it, then executing upon it. Sadly, few companies do both well. Our planning pillar provides a remarkably simple planning tool and the accountabilities needed to maintain focus. We facilitate a 2 day planning workshop which provides a well-conceived plan with Tactics, metrics and accountabilities



Management Toolkit Table of Contents

Coaching & Mentoring

- | | |
|---------------------------------------|-------------------------|
| Client Policies & Procedures | Five Levels |
| Coaching Topics | Mission Statement |
| Characteristics of an Effective Coach | Coaching...A Definition |
| FAQ's about Coaching | |

Coaching & Mentoring Tools

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|--|--------------------------|
| 101 Things to Work on with Your Coach | Values Inventory |
| Client Prep Form | Job Effectiveness |
| Coaching Wheel | Effectiveness Grid |
| Performance Assessment | K.A.S.H.-an overview |
| Coaching Template | K.A.S.H. Success Model I |
| How to Get the Most Out of Your Coaching | K.A.S.H. Success Model |
| Steps to Success | Sales Coaching Form |
| | Rock, Shell, Sand, Coach |

Time Management

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|-----------------------|--------------------------|
| Improved Delegation | Time Management Progress |
| Management Priorities | Time Management Tips |
| Time Allocation | Writing Objectives |
| | Sales Priorities |

Account Planning

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|-------------------------------|----------------------|
| Sales Strategy Worksheet | Strategic Analysis |
| Sales Strategy Worksheet Plus | Positioning Matrix |
| Account Planning Worksheet | Go, No-Go Worksheet |
| Strategic Account Profile | Top 20 Opportunities |

Activity Performance & Planning

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|--|----------------------------|
| Cookbook Worksheet | Call Debriefing: |
| Handling Objections | Call Debriefing Sheet |
| Income Optimizer | Telephone Debriefing |
| Measuring Sales Performance | Interview Checklist |
| A Good Sample Sales Meeting Agenda | Twenty Questions that Help |
| Performance Improvement Plan | |
| YTD Performance | LeadTrak: |
| Organizational Assessment – Sales Representative | Active Sales Funnel |
| Organizational Assessment – Management | LeadTrak Light |
| Good Fit Prospects | |
| People Plan | |
| Joint Calls | |
| INITIATE-PENETRATE-RADIATE | |

Strategic Planning

- | | |
|---------------------------------|-----------------------------|
| Sales & Marketing Plan Template | Sales Rep Planning Template |
| The Hedgehog Concept | |
| Sales & Marketing Agenda | |

Recruiting & Hiring

- | | |
|---------------------------------|---------------|
| 14 Common Interviewing Mistakes | Salary Wizard |
| Creating a Job Description | |
| New Hire Checklist Month 1 | |

Appendix & Personal Use

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| Recommended Reads | Notes |
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Sales Champions: uncommon techniques for exceptional sales people

The series of 10 weekly workshops take Sales CHAMPions members through a structured learning process allowing them to learn and apply what they learn at their own pace. Sales CHAMPions members learn the fundamentals of selling in the workshops they attend during the first 60 to 90 days of their membership. As they are introduced to the strategies, approaches and behaviors of the selling system, they become fully aware of the reasons behind the roadblocks they have been facing.

Sales CHAMPions members role-play through scenarios to not only contribute toward greater understanding, but to help them build the belief, courage and confidence necessary to apply strategies in real-world situations.

Problem Solving sessions provide a safe environment in which Sales CHAMPions members can debrief a sales call that may not have gone as planned and learn what to do the next time a participant faces a similar situation. (They can also debrief a call that went well to reinforce the positive behavior and result.) They can plan the strategy for an upcoming call and, through role-play, discussion and peer reinforcement, hone their skills and build their confidence.

Sales CHAMPions topics are not limited only to selling strategies and tactics, but also include the *behaviors* and *attitudes* necessary to reach the highest levels of success, both personally and professionally. Sales CHAMPions members set specific goals and then are guided through a step-by-step process to reach those goals as they build their skills, courage and confidence. Learning how to take risks, make better decisions, stay motivated and act assertively (without being “pushy”) are just some of the achievements of Sales CHAMPions members.

Sales CHAMPions provides an ongoing program of training, support and reinforcement to help members develop and refine their skills in the areas of sales and sales management, human relations/communications, goals setting and implementation, time and territory management, risk taking and decision making.

Seminars and workshops are sessions where strategies, approaches and techniques are presented, developed, practiced and mastered. The focus of these sessions is to help Sales CHAMPions members develop an attitude of possibility where self-limiting perceptions or beliefs now exist; to help them develop specific goals and a plan for accomplishment; and finally, to help them develop or refine the skills required to carry out the plan of action.

Reinforcement and problem solving sessions help Sales CHAMPions members “massage” the strategies and techniques to fit their selling environment and their personality in real-world situations.

One-on-one coaching helps members develop goals, establish benchmarks and measure progress. For the first three to six months, we meet with new Sales CHAMPions members individually to help them develop goals and define the specific activities required, track activities and results, deal with roadblocks and head off problems. Subsequently, one-on-one meetings are scheduled as needed.

Towards greater sales success,

Donald J. Hahn CFCC, CPVA, CPBA. CPTA
Chief Learning Officer

Systematic Selling

Discover the power of a learned and comprehensive selling system and overlay it on your current sales approach.

Bonding and Building Rapport with Prospects plus The Platinum Rule of Selling

Using DiSC methodologies and NLP techniques, apply specific technologies to the art of establishing an emotional bond and positive rapport with prospects. People buy from people with whom they bond, people Bond with people who communicate with them in an effective manner. Learn techniques to build trust and grow your business

Making Up-Front Contracts with Prospects

Take control of the sales process by applying this powerful technique to every step of the sale

Questioning Techniques

Through effective questioning techniques such as the “Dummy Curve,” learn to vastly improve your information gathering ability and to exert greater influence over your sales prospects.

Qualifying the opportunity:

PAIN Learn the high-powered qualification/questioning processes needed to probe for true buyer motivations.

Money issues Uncover the budgetary constraints that underlie every sales situation.

Identifying the Prospects Decision Making Process You need to know precisely how your prospect’s organization makes its decisions, and insure that you are dealing with the REAL Buyer.

Closing the Sale

Learn to consistently close, by applying a strong set of steps to each part of every sales encounter

Contact Management

Build a powerful value proposition and scripting to get past the gate keeper and confidently achieve your objective: Get more appointments.

Comfort Zone & Managing your KASH Account

How does your self image impact your behaviors. We reexamine DiSC to uncover deep seated behaviors and discover ways to expand our comfort zone. Sales success is based on 4 key attributes; Knowledge, Attitude, Skills and Habits. We will explore the interaction between each and create more positive behaviors.

Setting Goals & Creating a Prospecting Plan

Only 3% of the US population has written goals, Those that do have written goals out-earn their counterparts by a margin of 10-1. Join the minority and learn how goal setting and time management will take you to the top. You will create a specific sales and marketing plan tailored to your market

Strategic and tactical Planning

Reverse engineer your goals to create tangible activity metrics which keep you on task, Create Dashboards and scorecards to hold yourself to a greater level of accountability.

About your Facilitator



A lifelong sales professional I am passionate about enabling organizational change through leadership and coaching. As a trainer, mentor and coach, I deliver blended learning experiences including strategic planning, management training, leadership workshops, executive coaching, and mastermind groups that serve as the foundation for a top performing company.

Great organizations with which I work focus on five critical leadership disciplines: Effective Coaching, adherence to rigorous Hiring and Talent Selection processes combined with thorough Assessment and Manage practices. Companies maintain alignment across the enterprise through the use of a proven powerful Strategic Planning methodology.

Based on these focus areas, I have authored and published a comprehensive experiential learning curriculum entitled C.H.A.M.P. (Coach, Hire, Assess, Manage and Plan) a series of tools, training and workshops that provides a dashboard for companies to sustain competitive advantage.

I have successfully sold these programs to hundreds of Business Owners, CEOs and Executives, leading to the training and coaching of thousands of sales and leadership professionals. I deliver change management to businesses by using tools and representing world class organizations to deliver results:

Certified Franklin Covey Coach
TTI Certified Behavioral Analyst, Values Analyst and TriMetrix Analyst
Experienced Seminar Speaker and Workshop Facilitator
Author
University at Buffalo (UB) MFC Faculty
UB School of Management Alumni (SOMAA)
UB Center for Entrepreneurial Leadership Alumni
Mentor and reactor to CEO's and business owners throughout Western New York
Chief Learning Officer Business Intelligence Board (2014 & 2015)

A lifetime Buffalo resident, Don calls East Amherst his home where he resides with his wife of 36 years, Debby. If you look him up you will probably find him golfing, gardening or chasing his Grandkids around.

Favorite Book: *Good to Great (still)*

Favorite Quote: *What is honored in a country will be cultivated there ~ Plato*

Favorite Restaurant: *Russell's (why) consistently high quality*

**It is said that a person can be measured by the company they keep.
Here is what they are saying...**

By combining your “training schools,” coaching and tools and techniques from your website we have been able to work together in establishing a systematic selling process and create a more disciplined sales management approach. Through your guidance and mentorship, we are now able to hold our people accountable to meaningful measurement tools and coach them to greater heights. By combining the teachings and mentoring of the Strategic Sales management class with a very powerful website, I feel that for the first time, I am able to truly measure and modify the behaviors of everyone on my team.

-Larry LaDuca, Vice President of Sales, Perry’s Ice Cream

“Don has greatly impacted my life both personally and professionally. He has helped me improve upon my weaknesses, harness my strengths and renew my focus and direction. I highly recommend Don and all the services provided by his firm. Since being involved with Don, I not only increased my performance by 20% each year, but also did so in 30% less time. I certainly offer my recommendation to any companies looking to grow and strengthen their sales force. Don is a valuable resource, excellence trainer, effective coach and successful businessperson.”

-Paul Manley, Regional Manager, Siemon

“Through your coaching and training our sales reps have taken greater accountability and ownership and have indeed embraced our corporate vision and goals. The result is a more empowered and motivated team with a clear focus on results. Thank you for bringing us this fresh perspective. You have helped direct our people towards what we expect. I would highly recommend your services to any sales organization that wishes to raise the bar.”

-Paul F. Catalano, President ABC/ Amega

“After securing the services of Hahn & Associates as a sales trainer and coach, we found Don’s business acumen and expertise in sales training and coaching to be a critical catalyst to our continued business success. We have seen continued improvement in our sales and service leaders. They have enhanced their focus on our “Human Capital” through the use of processes, tools, practices and philosophies they adopt through the assistance of Hahn & Associates. While there are numerous coaching/training options available to all of us. Hahn & Associates has been a clear cut choice as they really deliver the goods.”

-Scott Bieler, President, West Herr Automotive Group Inc.