

Language Leverage™ Certification

Powered by Systemkey™ Risk Solutions

What would it be worth to your organization as a whole, to foster an environment people told us what we **need to hear** rather than what they *thought we wanted to hear*? That's what Language Leverage™ certification brings to customer service **because** world-class sterling customer service is among the most potent, most effective and most scalable risk management strategies any organization can deploy. These 3 practical workshops deliver concrete ways to build trust quickly, across all levels of the organization and even across industry groups.

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The Problem

The **biggest threat** all organizations face is staring back at them in the reflection from the screen! Current market leaders have grown up with more screen-time than face-time, so they attempt to solve the challenge of complexity with more complexity, rather than increasing clarity[1]. In their ongoing studies, IBM and the Economist Intelligence Unit interviewed over 28,000 CEOs and global leaders. Communications clarity, called by various names in various years, is always in the top five. More than half of those surveyed believe their organization is not equipped to deal with the rising impact of complexity on their firm.

Our greatest resource, our experienced workers, are the very ones leaving the workforce at the rate of eight *brains+souls* every single minute of every day. (11K/(24/60)) Very often technical people like to dress up their ideas with complex sounding labels like “cluster-distance mapping” when they mean they are assigning higher risk values to profiles that differ from a model profile, *built on assumptions made by analysts then reworked by the marketing department*. If we view the actual “implementers” of any project or program in bucolic terms, we can bring **needed clarity** to a profession awed by labels, bells and whistles:

- We have the front line staff, as residents of their own “small town,” who know everyone and actively participate in creating the tapestry of detail that goes with that shared cultural intimacy (Read <http://stipress.com/sally> for an effective culture vignette.)
- And then, the executive suite as residents of the “big city” where money, power, prestige and ego have largely replaced the virtues and values of the small town.

IBM's 2015 research reports that CEOs view tech factors as the chief external influence on their enterprises, which correlates with the German insurance giant Allianz 2010 survey of 300 of their

largest clients. 97% of those Allianz surveyed in middle management and 99% of those in the C-suite didn't even consider internal risks (the small town) and confined their top-ten focus to big city concerns.[2] THAT IS HOW YOU GET BLIND-SIDED! What good is the most advanced software in the world loaded with the answers *people thought you wanted to hear*?

- It is vital to know what the baseline data actually are, yes or yes?
- To do that you have to gather accurate data.
- To do THAT, you have to actually have interactions with people who will tell you what you need to hear, not what they think you want to hear.

The Solution

Clarity brings understanding. People make timely decisions when they understand what to do. Doesn't your organization deserve people willing to tell you what you need to hear even if it's uncomfortable? Are you ready to acknowledge that our grandparents' (or great-grandparents') timeless wisdom has more to offer our business than the latest app?

What makes these workshops different from anything you've ever experienced is that Language Leverage™ certified training uses a simple-to-learn structured question framework that delivers more **granular detail** on what you want to improve. Every session is tailored. You can choose, or leave the heavy lifting to us.

Evidence-based training and data-driven decisions are at the heart of all effective process improvement. More importantly, at the heart of every business is people: Colleen Barrett, former CEO of Southwest Airlines famously said, "We're not in the airline business, we're in the customer service business. We just happen to use planes to deliver our product."

A systems thinking-infused perspective restores the rich cream of **business intimacy** to the skim milk of today's "bottom-line transactions" which have all-too-often ignored full life-cycle costs (including less tangible *people costs*), viewing everything through the lens of the fiscal budget this quarter. Language Leverage™ offers three tiers of certification designed to build incrementally, yet each tier can be taken independently.

Tier I: 2 hours, What Geckos Teach Us About Networking, \$175

Tier II: 4 hours, Language Leverage™, \$350

Tier III: **3 days**, Vocal Presents™: Giving the Gift of Y.O.U.R. Voice to Others, \$3600

Your Workshop Facilitator

When asked what he does for a living, Matt Weilert responds "I create Columbos." With his unique leadership coaching style, he has equipped staff at all organizational levels to ask playful yet deeply penetrating questions that unravel knotty problems and uncover hidden risks across the organization's complete value-delivery network, sometimes still called supply-chain (in both for-profit or non-profit environments).

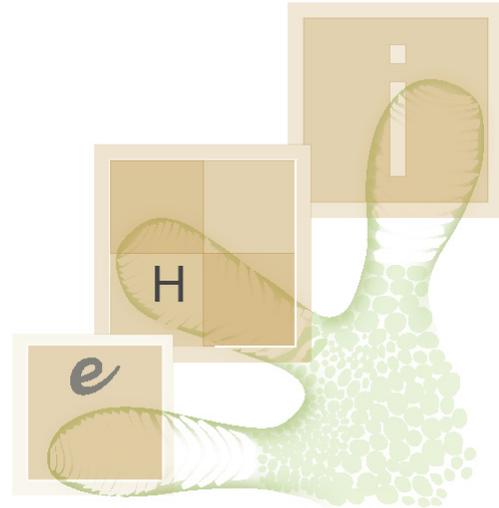
Once recognized, these topics can be addressed in strategic priority, rather than the typical *ad hoc* frenzy that sweeps away any hope of sound schedules.

The Details

TIER I: WHAT DO GECKOS TOES TEACH US ABOUT NETWORKING?

Because the common garden gecko can stick instantly yet release easily, they are a perfect metaphor for the nearly-instant relationship building that has opened doors and delivered results across North America and across the globe. (See globe.systemkey.net, *you may need to enable Java for the animation to run.*)

Transient teams are part of today's business reality. At the pace of business today, leaders aspiring for their firms to flourish through wave after wave of innovation need Gecko Bonding™ to solidify the vital bridge of trust that opens hearts then minds; only then can real dialog take place. When people witness us acting transparently, we have fostered the environment for people to tell us what *we need to hear* not merely what they *think we want to hear*.



Gecko Bonding™ is practical, ethical, effective.

Is this a must have workshop?
No, survival is optional.

For everyone else, *What Do Gecko's Toes Teach Us About Networking?* sets a new baseline for organizational effectiveness, opening up silos, increasing transparency. The sessions balance instruction with live role-play to activate learning and make it natural to use back in your home environment. The on-line community continues the conversation after the session concludes!

Outcomes: Successfully completing Tier I, participants will be able to:

- Demonstrate the real-time relationship building with focused, structured questions that drive your business objectives.
- Handle routine interactions (meetings, conference calls, required business outreach) with more clarity, more poise and confidence, which comes across without saying a word!
- Learn more at <http://langlev.skerja.net/#TierOne>, <http://langlev.skerja.net/#syllabus>

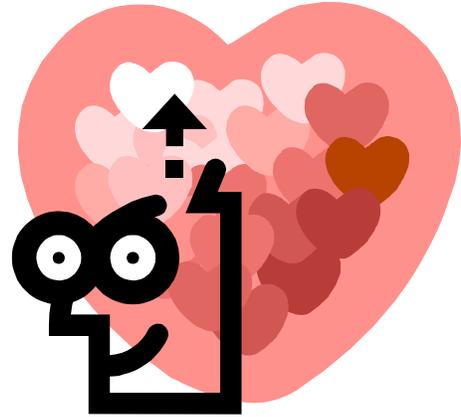
Tuition per person: \$175 USD

Duration: 2 hours

Minimum Size: 6 persons

TIER II: THE EMOTIONAL ECONOMY

Building on the basic course, *Language Leverage™ Tier II: The Emotional Economy*, unlocks the door to participant's natural wisdom with an intense focus on the subtle aspects of voice tone, inflection, pacing and posture. This workshop deepens mastery and extends the range of situations in which they are equipped to use the gift of their voice in practical servant leadership. The on-line community continues the conversation after the workshop concludes!



Outcomes: Successfully completing Tier II, participants will be able to:

- Deal with more challenging situations transparently in ways that reinforce the goals of the organization.
- Understand and apply the “scalable detail” concept to say *just enough but not too much* in reporting events upstream.
- Learn more at <http://langlev.skerja.net/#TierTwo>, <http://langlev.skerja.net/#syllabus>

Tuition per person: \$350 USD

Duration: 4 hours

Minimum Size: 9 persons

TIER III: VOCAL PRESENTS™:

GIVING THE GIFT OF Y.O.U.R. VOICE TO OTHERS [SEE NOTES 1-4]

The platform for the full 19 Days movement, *Tier III: Vocal Presents™* integrates all the material covered in the basic and intermediate sessions with the innovative Systemkey™ Risk Solutions performance model: <http://stipress.com/learn-review-teach>. A copy of *19 Days to Business Intimacy* is included with participants' workshop materials and serves as the blueprint for advanced discussions.



“19 Days is more than a book, it's a movement to reclaim clarity in our lives” says international speaker, author and advisor Matthew E. Weilert. In the business fable tradition of *Peoplenare; Wicked Problems, Righteous Solutions; The Goal; The Dream Manager; and Death by Meeting* comes a new volume from Skerja Press with a cross-disciplinary approach to global leadership challenges.



Given the global evidence that people today search for direction more than ever before, *19 Days* maps out a path to the destination of business intimacy, the widely understood yet rarely acknowledged reality that people have to trust us to tell us what we need to hear rather than what they think we want to hear.

Participants are expected to have read the material before arriving and be ready to engage in high-level, intense personal development work. The on-line community continues the conversation after the workshop concludes!

Outcomes: In the flow of mastering Tier III, participants will:

- Demonstrate advanced facility with directive techniques that respect the personal integrity of all levels of the organization without compromising the business discipline that drives the bottom line.
- Learn more at: <http://langlev.skerja.net/#TierThree>, <http://langlev.skerja.net/#syllabus>
- The top 30% of participants in Tier III (selected by a joint team of our/your leaders) will be offered the opportunity to participate in Train-the-Trainer follow-on sessions, based on their demonstrated engagement and their organization's membership in [STETA Group](http://www.steta.com), (see <http://systemkey.org>) advancing the state-of-the art in risk management.

Tuition per person: \$3600 USD

Duration: 3 days

Minimum Size: 12 persons

Summary

There is a saying that there is no stopping an idea whose time has come. The time is right to bring next-generation customer service performance as the core element of sustainable risk discovery. To keep pace with the growth of the communities we love, contact us today to schedule your staff for Language Leverage™ and bring these concrete ways to build trust quickly into your organization!

Notes:

1. IBM, *Capitalizing on Complexity*, 2011, the specific “more than half” quote is from p. 8 <http://public.dhe.ibm.com/common/ssi/ecm/gb/en/gbe03297usen/GBE03297USEN.PDF> and *The New Value Integrator*, 2010, has variants of it as well. <http://www-935.ibm.com/services/in/cfo/cfostudy2010/gbe03277usen.pdf>. IBM's Global C-Suite study (overview), <http://www-935.ibm.com/services/c-suite/study/studies/ceo-study/> Redefining Competition: Insights from the Global C-suite Study – The CEO perspective <http://public.dhe.ibm.com/common/ssi/ecm/gb/en/gbe03719usen/GBE03719USEN.PDF>
2. Bruch, Michael and Kruetzer, Dr. Rudolf, “The Inside Job,” *Strategic Risk*, Apr 2010, pp. 41-43, retrieved from <http://www.agcs.allianz.com/assets/PDFs/Special%20and%20stand-alone%20articles/StrategicRisk2009-FutureRisks-BruchKruetzer.pdf>
3. Economist Intelligence Unit, “Too Good to Fail?” retrieved from http://www.sas.com/offices/europe/slovakia/documents/WP_Economist_Intelligence_Unit_Risk.pdf and “Ascending the maturity curve,” <http://digitalresearch.eiu.com/enterpriseriskandcompliance/content/files/download/report/EIU+Ascending+the+maturity+curve.pdf>.
4. See: <http://www.skerja.net/your.html>

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