



The S2K Middle Management Leadership Development Program (LDP)

*A Comprehensive Leadership Development Program designed
specifically for Mid-Level Management & Client Relationship Teams*

The S2K Middle Management LDP is a comprehensive program designed to help middle level managers lead in the "middle zone". Managing in the "middle zone" is about connecting strategy to the everyday work. This is the group who is accountable for product/service delivery as defined in the contracts committed to by Stakeholders and Executive Management.

The program provides a highly personal experience that is tailored to help Client Relationship Management Organizations get the most out of each component of the program by providing a safe environment for practical learnings, skill practice, and peer-to-peer mentorship. Highly applicable learning sessions and individual coaching provides participants the personal insight and perspective that will help them unlock their leadership potential and develop and refine key leadership skills needed to achieve impactful, tangible results throughout their organization and on behalf of their customers.

Participants learn skills as well as gain awareness and insight into how to show up strong in their position as a representative of the company and its leadership position. It is about consistency of brand image from the minute the client relationship is transitioned into the operations area.

Program Components

1. Education (Leadership workshops) – Learning Leadership Strategies and Applications
2. Peer-to-Peer Masterminding (Virtual) – Practical Networking & Mentoring
3. One-on-One Coaching (Virtual) – Unlocking Personal Leadership Style

Program Format (Conveniently Scheduled over a 12 month period)*

- 16 Hours Classroom Learning: Four Half Day Customized Leadership Workshops
- 12 Hours (Monthly) One-on-one Executive Coaching (Managers)
- 6 Hours (bi-Monthly) Custom Selected Leadership Book Club/Discussions
- 12 Hours (Monthly) Peer-to-peer Mastermind Group Leadership Sessions

**Flexible scheduling and formatting to provide each participant with a 46-Hour/12-month development program regardless of when they join the program.*

Program Size:

Customized programs are scalable for groups of 10-100 participants

Program Investment:

\$1,000-\$2,000 per participant based on group size

Contact:

Mike Malinchok, CPC * ph.: 215-341-9740 * email: mike@s2kcoaching.com * www.s2kcoaching.com

The Business Case for Investing in your Client Facing Operations Teams

The Situation

Long-term success in managing a strategic buyer/supplier relationship has evolved to require more than operational execution of the contract. To build a working partnership with the client, organizations of any size require the account-level professionals to be able to LEAD THE RELATIONSHIP. That requires professionally developed mid-level management LEADERS!

The Challenge

Most successful service organizations have built a well credentialed, polished, and poised sales messaging process that creates a solid foundation for a client relationship that is positioned to grow into a mutually beneficial partnership.

Once the sales process is complete, the responsibility to now LEAD that relationship forward and cultivate its growth falls to professionals who have strong operational credentials but little-to-no formal LEADERSHIP training, coaching, or structured mentorship in place.

The Opportunity

The benefits of quality Professional Coaching, once considered the privilege of the C-Suite, has quickly gained recognition as an effective & efficient way to drive employee engagement, increase efficiency, and result in higher quality output throughout all levels of an organization.

From a competitive position perspective, demonstrating what makes 'our people' truly unique from the others (who are ALL saying the same thing) in a tangible way requires a show of investment and attention beyond a bullet point or anecdote on a sales slide. Showing prospects, clients, and employees a Professional Leadership Development Program in place at your company shows that you walk the talk!

The S2K Coaching Advantage

Deeply experienced and respected in the Travel & Meetings Industry, S2K Coaching complements that domain knowledge with professional, credentialed coaching and leadership development best-practice training methods. The result is a one-of-a-kind, immediately relevant Leadership Development Program designed to bring value to the organization from day One.

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The Symptoms that suggest your team would benefit from this program?

Quotes from buyer-side organization executives:*

“I thought our account team would work more like consultants vs. being order takers.”

“Why do they think everything I ask for is exactly what I want or need...I depend on their input and consultative guidance...even if I don't always appear to ask for it.”

“Why do they think they can never say ‘no’ to me? I am in business with them and want them to succeed (or else it impacts me)...if I'm asking for something unreasonable, walk me through another way to get what I need!...Don't say ‘yes’ to it and then down the road tell me my account is unprofitable to them!”

Quotes from supplier-side account/relationship management staff:*

“I don't know how to say ‘no’ to my clients for fear of losing them or management chastising me for putting the account at risk.”

“I spend my entire day putting out fires, I don't have time to think strategically or effectively lead a team.”

“I wish I had tools and training on ways to motivate and lead my team...that would make my job so much easier.”

“I'm not growing in my career...this has become just a job.”

The kinds of benefits this Leadership Development program delivers:

A partial list of the leadership skills and tools participants will learn...

- How to lead and thrive from Difficult Conversations
- Thinking like an Owner
- Making it ok to say ‘no’
- Connecting day-to-day busy-ness to strategic purpose
- Turning scope-creep into revenue expansion opportunities
- Creating dashboard success metrics

** S2K Coaching has worked in the Travel & Event Industry for 25+ years. The above quotes were taken directly from interviews during consulting projects within the last 3 years from both supplier side organizations as well as buyer side organizations.*

The client endorsements about S2K Coaching:

‘Mike worked extensively with my sales team to educate, train and coach them on managing the complex (and sometimes conflicting) nature of channel partnerships in our marketplace. He has excellent communication skills that enable him to continually resolve conflicts, clarify next steps, and move the conversation/action forward toward mutually beneficial results. He has a natural ability to take broad, high-level, and strategic concepts and encapsulate them into direct, relevant, and compelling information that can be put to positive use to help close sales.’

Joe Ehrline

‘Mike has an absolute gift for taking complex and potentially controversial information and presenting it in a way that is logical, sensible, and easily understood. His calm demeanor and impeccable level of professionalism establish his mastery to the audience from the minute he starts speaking. His respect for and authenticity with his audience set the stage for a powerful learning experience for anyone fortunate enough to be in his audience. I would urge anyone interested in mastering the art of public speaking to watch Mike, listen to Mike, and learn from Mike.’

Mike Boulton

I’ve watched Mike make many business presentations on a variety of topics to diverse audience groups. There are two things that have always impressed me: First, he has the ability of creating a sense of trust and confidence in his audience that is remarkable. People who are in his audience from the moment he steps up in front of the group become engaged and open up to listen to what he has to say. Second, he stays on task.....he informs the audience what his purpose is, he checks in with them along the way, and finishes his presentations by validating with his audience that he delivered what he outlined. He’s an outstanding speaker, consistently scoring very high evaluations from his audience. I would highly recommend Mike as he has a style that is to be emulated.

Betty McNulty

Mike is a very accomplished speaker and is as comfortable in a board room setting as he is on stage at a large convention. I am always impressed by his composure and his ability to communicate clearly to all. He conveys confidence and instant credibility in his style and approach.

Bob Bennett

The Reviews on the LDP program workbook, entitled *Think About it* :

“A successful combination of solid coaching strategies, insightful personal observations, and very practical hands-on exercises make *Think About It* an easy-to-use tool for anyone seeking to take their professional game, and life, to the next level.”

Bruce D Schneider, Author, Energy Leadership

“... Mike concisely identifies the key areas of differentiation that need to be mastered in order to be a more effective contributor both in and outside of work. After knowing and experiencing Mike for over a decade, I’ve come to appreciate his sound theory and practical application tips and techniques. His personal insight into situations helps crystalize the concepts into tangible, bite-sized nuggets, suitable for consumption by anyone.”

Brad Langley, President & CEO

“As my executive coach, Mike helped me prepare for one of the most significant, game-changing interviews of my career. His patience and persistence in having me find the answer to the ultimate questions of “Who am I?” and “What do I do?” were critical pieces of my preparation....”

Donna Peterson, President & CEO

“Successful leadership is the result of a diligent, consistent effort that transforms a personal vision to reality. ***Think About It!***... Mike has compiled a guide book to help you get focused and serious about personal improvement, and most importantly, he coaches you out of your comfort zone and on the road to meaningful change. ... this one has something for the leader in all of us!

John Pino – Chairman, CEO and Founder

“Finally! A handbook that breaks down coaching into categories and checklists, complete with useable templates. If you have been putting off coaching, Mike provides you with a head start in this wonderful book. Most books are about concept, but his is different as it focuses on actions that you can take NOW!...”

Debi Scholar, President

“*Think About It* is setup for personal action and change. Mike reveals four key areas of self that we must ‘think about’. Once he has your attention he encourages you to take action through a series of exercises designed to help make you accountable. It is a great self-coaching investment constructed by a great coach.”

Jack Kelly, Vice President

Think About It is a must read for any executive who is seeking the next level of success. This power packed work book forces the leader to take a serious inventory of skills, thoughts, and strategies; then, turn them on their face, and heighten one’s awareness level to do the hard work of growth. Malinchok takes the four key areas of leadership and breaks them down into thought provoking and meaningful ways that allows the reader to self- assess and then self-coach.”

Pinkie D. Mayfield, Vice President

“This workbook is vital for anyone who is searching for the right resources that will enable a significant forward leap in personal satisfaction, professional advancement and overall life success..... In this workbook, he (Mike)opens his world and shares his insights with you and guides you to maximize the earning and growth possibilities of each one.”

Linda J. McNairy, Vice President

“*Think About It* provides you with the tools needed to identify your leadership style in a very creative way. The practical techniques outlined in this book empower you to take control of and manage life’s decisions whether they be career or personal. While the book is geared to mid-level managers, it will benefit anyone looking to achieve success in work and life.”

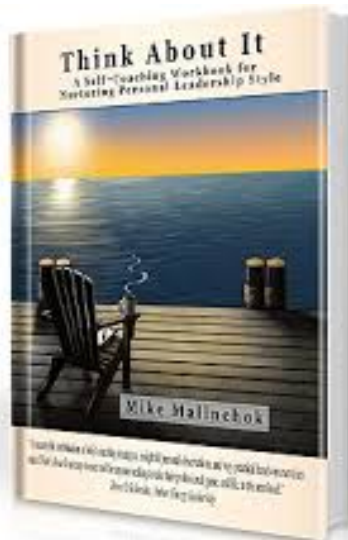
Sharon Tolliver, Senior Director

“....Michael’s wit and wisdom come clearly through in this well written and easy to use workbook. His keen focus on personal accountability and exposing with brutal honesty of where we are versus where we want to be are at the core of his success. Get this workbook, whip out a pen and get ready to dig in – it will be worth every minute you spend. I’ve been on the receiving end of Michael’s support and wisdom for the better part of a decade – we are lucky he’s made available his unique perspective and tools for success to the broader audience that is the world. Now take advantage, unlock your personal leadership potential, and LEAD!”

Kari Wendel, Senior Director

“Mike does a fantastic job by setting this book up to be used as a learning tool as well as workbook. The quotes throughout are extremely powerful and the book recommendations are a great little extra. As a leader in the Meetings Industry, I read this as I was going through a career transition and trying to figure out “Who am I” and “What do I do”. The overarching message of this book pertains to Personal Leadership. Mike ties in his personal experiences throughout the book which leaves a very powerful impact on the reader; the importance of remembering to be human. This book engaged my mind and took me on a extraordinary self defining journey.”

Dana Cronin, SMMC



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The Partial S2K Coaching Client Roster:

Association of Corporate Travel Executives (ACTE)
American Express
Bayer HealthCare
BCD Meetings & Incentives
Bondurant Consulting
Creative Group, Inc.
CWT, Meetings & Events
Fiduciary Benchmarks, Inc.
Financial & Insurance Conference Planners (FICP)
Global Business Travel Association (GBTA)
Graham Holdings (formerly The Washington Post Company)
Ground Floor Marketing
Hamlyn Senior Marketing
Helms Briscoe
Hospitality Sales & Marketing International (HSMIAI)
IMEX
i-Meet
Leadership Greater Washington
MassMutual Financial
Maxvantage (former partnership between Maritz+American Express)
Munich Health North America
Meeting Professional International (MPI)
PhocusWright
SignUp4
StarCite (Active Network/Vista)