



learnlogic[®]

Workforce Strategies Training and Consulting

**Workforce Insights,
Consulting, and Training.**
That gets results, guaranteed!

MyLearnLogic.com

A next-generation training, certification, and workforce development organization.

We deliver the freshest content to organizations and their stakeholders to help them manage superstar enterprises. Unlike competitive online training and certification programs, we provide a forward-facing curriculum that ensures “future readiness” for our students and the enterprise they serve. We also leverage the patent pending, NanoPacket™ technology to deliver the best curriculum in the shortest period of time that drives the highest degree of retention and career relevancy.

Capabilities.

Learnlogic® provides a wide range of customized training programs and implementation consulting services. These comprehensive services help our clients deliver on the promise of enterprise excellence.

We have developed a wide range of capabilities to help organizations optimize their workforce while giving them the skills they need to drive enterprise excellence.



Our Unique Value Proposition.

Unlike many online training and certification programs, we provide far greater value to our students and the organizations they work for. Firstly, our content is updated each year to address the major disruptions that are occurring within the new economy and marketplace. This provides our students with a competitive edge over students of other programs that are based on research dating back decades. Secondly, we are practitioners in the fields that we teach so we have expertise across many organizations and industries that validate the practicality and relevancy of our curriculum. Thirdly, our NanoPacket™ technology reduces the time it takes to get trained and certified by as much as two thirds. We remove wasteful content such as historical context and reams of statistical data while focusing on actionable fresh insights with the simple goal of training superstars. Our delivery approach is fun and conversational, real, and most importantly, actionable - our students love it!

The Best Return on Your Training Investment.

With our three-step approach, we ensure that clients receive the best ROI for their training investment. First, our comprehensive assessment of an organization's current developmental maturity allows us to tailor training to the client's specific competency level, resulting in a significant improvement in measurable results. Second, we develop custom training programs that maximize stakeholder engagement, content retention, and content deployment, ensuring that clients receive scalable, and predictable returns on their training investment. Finally, we provide skills benchmarking insights that allow clients to measure progress and results. By working with LearnLogic, clients can achieve more effective training outcomes, better employee performance, and improved organizational success.

We Go Beyond Generic and Outdated Training Methods.

Our handcrafted approach towards creating 100% customization for our clients delivers a far better return on training investment. Our steps include:



Why the best brands in the world choose us?

- Vetted research from multiple number-one best-selling books
- Curriculum developed by one of the top 30 global experts in the world
- Live, Live/virtual, or asynchronous training delivery options
- Our recognized US-registered trademarks certificates and certifications show your employees and your customers that you're committed to enterprise excellence
- 100% customized training programs that address the specific developmental needs of your organization, based on our proprietary State of Competency Assessments (SCA)
- Proprietary instructional design to increase student engagement, resulting in better knowledge retention and content deployment.
- Proprietary Competency and Skills Benchmarking (CSB) to measure return on investment
- Our programs are specifically designed to improve employee quality of work-life that drives employee attraction and retention
- Enhanced employee performance and productivity for improved enterprise outcomes
- Access to the latest research and best practices in employee development, ensuring that training programs are up-to-date and effective
- Scalable approach that allows organizations to expand their training programs as needed to meet the changing needs of their workforce

Full Stack Workforce Development.

Insights • Consulting • Training

We bring a fresh perspective, using human-centered strategies to not only ensure an outstanding return on investment but also significantly enrich the employee experience. Our three pillars provide a comprehensive and contemporary approach that leverages the latest research and innovative learning techniques.

Our Comprehensive Suite of Services.

Employee and Customer Insights

Typically, organizations rely on antiquated surveys for understanding employee satisfaction and customer perceptions, limiting the potential for initiative and strategic success. Our strategy revolves around deriving enhanced insights using advanced, more precise methodologies.

RealRatings®

Our RealRatings® program offers superior insights into employee and customer satisfaction enabling us to tailor the training for Leadership, Sales, Customer Experience, and more. We address real-time, specific challenges and opportunities. Accurate insights form the foundation of improved strategies and skillsets.

Net Customer Experience™

Our proprietary NCX approach gives you the critical insights to significantly enhance your customer experience, innovation, and sales development. This methodology brings a new level of customization by looking through the lens of your customer in the development of your strategy and training.

Soul of the Customer®

Our proprietary consumer insight methods go far beyond outdated Voice of a Customer (VOC) methods to help our clients really understand the nature of their customer's needs, problems, and opportunities. These insights serve as a foundation of all of our consulting and training programs.

Consulting

For over three decades, we've been trusted consultants to the world's top brands. Our services provide a comprehensive solution, aiding our clients as they translate insights into actionable initiatives. We offer both management and workforce development consulting services, ensuring your initiatives' success.

Happiness as a Strategy®

The best organizations in the world are deploying Human Experience™ (HX) Strategies and Happiness as a Strategy® programs. These programs increase productivity, presenteeism, and ultimately Return on Human Capital. HX programs will also significantly increase sales revenue and customer satisfaction. Let us help you build a transformational culture of happiness.

Training

Our training programs, rooted in contemporary research from multiple bestselling books, cover all areas of modern workforce development needs. Simply put, we deliver the most impactful training programs that guarantee the best return on investment.

Certification and Certificate Training

Our trademarked and proprietary certification and certificate programs cover the most in-demand training programs for the best organizations in the world. Our categories include:

- Ethical Sales - Training and Coaching
- Lucid Leadership - Training and Coaching
- Customer Experience - Consulting and Training
- Patient Experience - Consulting and Training
- HR Executive - Strategies and Training
- Human Experience - Strategies and Training
- Professional Communications - Training
- Speaking and Presentation - Training and Coaching
- Innovation and Creativity - Consulting and Training
- Custom Employee Onboarding - Consulting and Training
- Event, Conference, and Keynote Speaking see: www.nickwebb.com
- Custom Training - Event and Workshop Development

Avoid the Pitfalls of a Fractional Approach

The key to a successful Workforce Development or Strategic Initiative investment lies in a “Holistic” approach rather than a “Fractional” one. Our comprehensive suite of services ensures client success while circumventing the common shortcomings of traditional methods.

Connecting Fast Moving Trends to Training and Consulting

Our TrendGPS™ proprietary insights methods provides a significant benefit to our clients by surgically connecting over 120 contemporaneous trends to Enterprise Strategy, Workforce Development, and Training.



Simply the Best Leadership Training and Coaching, Bar None!

In a time of “hyper complexity” the best leaders in the world have developed the new discipline of lucidity. Our training and coaching builds superstar leaders.

Leadership.

How We Build Great Leaders

We help great organizations and Leaders deliver far better returns on mission while driving sustainable and predictable enterprise growth. We do this by leveraging our 40 years of experience with some of the top brands in the world. Our services include:



- Comprehensive workforce and leadership development strategies
- Training on how to lead in a time of hyper-complexity
- Leader, manager, and board of directors facilitation and problem-solving
- On-site and live virtual certification workshops
- Sales, customer experience, management-specific certification and leadership training
- Happy work and cultural strategies

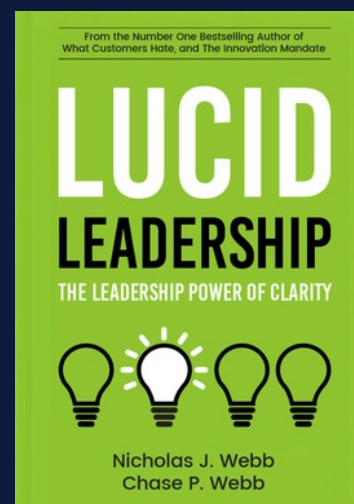
We Help Organizations Achieve Predictable and Sustainable Growth.

The overwhelming majority of organizations fail to deploy a holistic approach towards leadership and workforce development. We go beyond outdated generic approaches that worked just a few years ago that have now been rendered completely ineffective. In a time of massive disruption and change, leaders need new approaches, skills, and support. That’s what we do.

We Help Our Clients Thrive!

We are in a time of massive disruption and hyper-competition. Yet most organizations are using the same management and enterprise strategies that they used over the last decade. These organizations are failing to achieve meaningful returns on strategy.

We help organizations develop board of directors, leaders and managers to ensure that they have the contemporaneous skills to manage a complex workforce in disruptive times. Today, organizations need to attract and keep great talent. They need to increase the speed and size of innovation, and they need to build superstar teams to deliver exceptional customer experiences. We help our clients become superstars!



Certified Ethical Sales Professional[®] Training Program.

Revolutionize your sales performance with our Certified Ethical Sales Professional[®] (CESP) Training Program.

Helping Organizations Drive Scalable Growth

Less than half of an organization's sales come from direct sales and marketing efforts. The overwhelming majority are derived from customer retention, customer promotion, and the avoidance of customer deflection. In this powerful program, you will learn how to become a sales success machine, not through tricking customers or exaggerating value, but through the power of customer advocacy, ethics, and consultative sales. You'll learn how to capture 75% of new opportunities through our straightforward training programs. Some of our program takeaways include:



- How to capture new opportunities and increase sales by 75%
- Why customer advocacy is the key to sustainable growth
- Learn the secrets of the top sales performers in the world
- Leverage interpersonal and impactful communications to get results
- How to keep clients for life

Why Choose our Certified Ethical Sales Professional[®] (CESP) Training?

In today's competitive landscape, sales executives need advanced tools to foster sales growth. Our Certified Ethical Sales Professional[®] (CESP) program, built on the strategies of top-performing sales professionals, accelerates sales growth and customer satisfaction.

Investing in our CESP program goes beyond improving numbers—it cultivates a culture of transparency and trust, generating long-lasting value. Achieving CESP certification signifies not just a commitment to sales targets but also to ethical sales processes. Choose CESP, and distinguish yourself with principled sales excellence.

The Benefits of CESP Training Program

Exponential Sales Growth

Our robust ethical sales strategies have been shown to increase closing rates by as much as 75%.

Client Retention and Promotion

Learn proven techniques for building lasting relationships and retaining customers while promoting their unique benefits.

Unveil New Value Propositions

Master the art of identifying and delivering new value propositions for your customers, driving their success and your own.

Elevated Communication Skills

Boost your effectiveness in communication, fostering trust, and building strong relationships with clients.

Comprehensive Understanding of Customer Personas

Deepen your understanding of the range of customer personas you serve and tailor your sales approach accordingly.

Certified Ethical Sales Professional[®] Training Program.

Leverage Your CESP Certification Designation

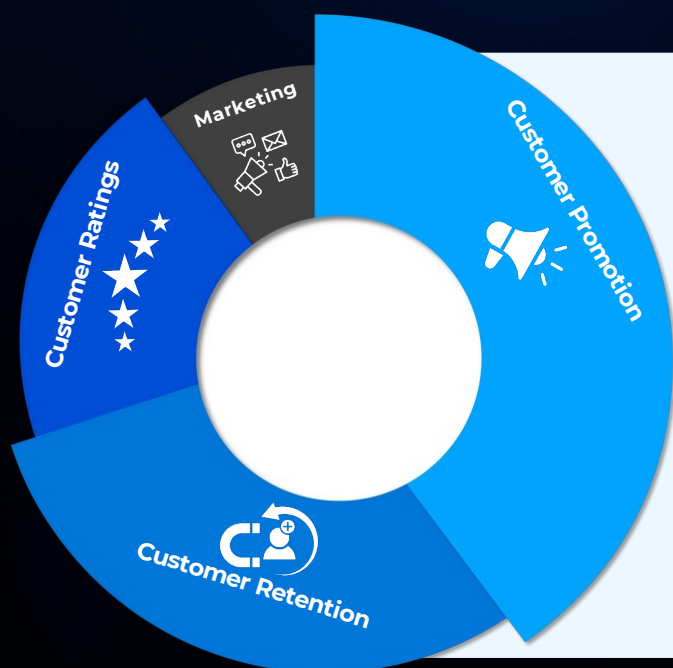
Leverage our Certified Ethical Sales Professional[®] Trademarked logo on your business card, website, and social profiles to show the world that you are a committed ethical sales professional. This allows you to stand out from the crowd, and attract more prospects, while increasing your closing rates.

Elevate Sales Growth through The Four Quadrants - Beyond Prospecting

While most organizations prioritize filling their sales funnel with new prospects, our research indicates that the true catalysts for growth are often overlooked. Successful sales professionals and rapidly growing organizations emphasize the 'prospect experience'. Contrary to popular belief, marketing efforts typically account for only 25% of an organization's revenue.

The remaining 75% arises from customer retention, preventing negative reviews, and transforming customers into active referrers. Our program adopts a human experience design approach, aiming to unlock this untapped 75% potential, thereby facilitating accelerated sales growth.

The Four Quadrants of Sales Growth[™]



SUPERSIZE SALES BY AS MUCH AS 75%

You need more than just marketing to drive predictable and scalable sales growth

Marketing

A "cost center" that can result in new customer acquisition

Customer Promotion

A FREE method that also has the highest likelihood of driving rapid growth

Customer Ratings

Unhappy customers are 300% more likely to post an adverse rating and this can collapse sales growth

Customer Retention

Critical for scalable sales growth as "the easiest customer to get is the one that you already have"

 Growth opportunities beyond just marketing

Rapidly and Significantly Improve Customer Satisfaction.

Our Customer Experience Training Programs address the new mandate of providing exceptional Customer Experiences in the ever-evolving market and economy.

Our program is designed to connect stakeholder training to over 120 evolving market and consumer trends that dynamically impact the way in which we deliver Exceptional Customer Experiences.

We recognize that outdated so-called "customer experience training" is no longer relevant in a time of hyper-consumerism and new customer expectations. Customers today have higher expectations of organizations and they are demanding a seamless and personalized experience. Therefore, our program is designed to equip executives, managers, and team members with the latest skills and knowledge necessary to provide exceptional customer experiences. However, we know that you cannot improve customer happiness without improving employee happiness.

Therefore, our program emphasizes significantly improving the quality of work-life while improving customer happiness. This approach provides a significant return on investment (ROI) by allowing our clients to attract and keep mission-critical talent.

Our curriculum is based on multiple best-selling books on future trends, consumer experience, and enterprise innovation. Additionally, our curriculum is designed by one of the top 30 customer experience experts in the world. Further, we serve some of the top brands including Salesforce, Pfizer, McDonald's, HP, Johnson and Johnson, Verizon, and DHL, just to name a few.

As we transition from Disruptive Innovation to our current state of Chaotic Innovation, your team members need new core competencies in order to drive happy customers and employees, while delivering sustainable and predictable revenue growth. Lastly, our proprietary RealRatings® System will help you gain rapid and actionable insights on customer sentiment that goes far beyond traditional customer satisfaction surveys.

Connecting Trends to Training.

Our proprietary TrendGPS™ Trend Map is constantly evaluating emerging trends. This allows us to fold relevant market trends into our curriculum. This approach ensures that we provide training based on the best research and updated trend analysis.



Our Proprietary Tiered Training.

The Customer Experience Ecosystem comprises 1.) Executives, 2.) Leaders, and 3.) Customer Facing Employees. These three tiers require very specific training in order to ensure sustainable and predictable improvements in Customer and Employee satisfaction. Our three tiers include:

Training for Customer Experience Executives and Leaders



Our CMCE certification training program is specifically designed to provide customer experience certification training to executives and leaders that own the responsibility of customer experience in their organization. This program is also targeted to HR leaders and other leaders within the organization that have an impact on the strategy of customer and employee happiness.

Training for Customer Experience Managers



Our CCRA certification training program has been developed to provide training for managers that manage customer-facing employees. This training provides specific insights into the areas of active observation, conflict resolution, facilitation, and customer experience management.

Training for Customer-Facing Employees



The CCC certificate training is designed for all customer-facing employees and provides a wide range of powerful insights on how to improve engagement, empathy, communication skills, and overall customer happiness. This program also includes a module for online and telephone engagement for employees.

Rapidly and Significantly Improve Customer Satisfaction.

Improved Customer Satisfaction and Loyalty Scores

By providing exceptional Customer Experience (CX), customers are more likely to return and recommend your services to others. In fact, as much as 75% of new revenue comes from significant improvements in customer satisfaction.

Increased Revenue

Satisfied customers are more likely to accept recommended services and products, leading to increased revenue for your organization. Our program has been designed with revenue growth at the center of what we do. We leverage our expertise in sales, marketing, and HR to create the proper linkage to customer experience, employee happiness, and revenue growth.

Enhanced Reputation

Your organization's reputation will improve as customers share their positive experiences with others. Public ratings have a significant impact on revenue and growth. Our programs help you rapidly improve both satisfaction scores and public ratings.

Far Better Customer Insights

Our proprietary RealRatings® System will help you gain rapid and actionable insights on customer sentiment that goes far beyond traditional customer satisfaction surveys. Most importantly, this approach provides actionable insights that instantly transmute into innovations.

Improved Employee Happiness

Employees who are trained to provide exceptional customer experiences are more engaged and motivated, leading to a positive work environment. Additionally, the foundation of our training program is a focus on improving the experience for the employee. You cannot have optimal customer satisfaction without having happy employees.

Key Trends Impacting Customer Satisfaction.

- The impact of digital disruption on buyers and buyer sentiments
- Hyper consumerism, and the rapidly rising level of customer expectation
- Chaotic market change combined with economic shrinkage
- Higher levels of competition that focus on customer experience over transactions
- Vastly new economic, and customer value models that are displacing traditional organizations
- Employee attraction, retention and engagement
- Emerging technologies and the impact of Artificial Intelligence (AI)
- Improved customer engagement through asynchronous engagement and AI customization

**Our training programs are designed by one of
world's Top 30 Global Customer Experience Gurus**



Best-in-Class Patient Experience Training.

Our Healthcare Consumer Experience™ (HCX) training programs address the new mandate of providing exceptional patient experiences in the ever-evolving landscape of healthcare. Our program is designed to connect stakeholder training to over 120 evolving healthcare trends that dynamically impact the way in which we deliver exceptional patient experiences.

We recognize that outdated so-called "Patient Experience (PX) training" is no longer relevant in a time of hyper-consumerism and new patient consumer expectations. Patients today have higher expectations of healthcare providers and demand a seamless and personalized experience. Our program is designed to equip healthcare executives, managers, and professionals with the latest skills and knowledge necessary to provide exceptional patient experiences. We know that you can't improve patient happiness without improving employee happiness.

Therefore, our program emphasizes significantly improving the quality of work-life while improving patient happiness. This approach provides a significant return on investment (ROI) by allowing our clients to attract and keep mission-critical talent. Our curriculum is based on multiple best-selling books on future trends, consumer experience, and healthcare innovation. Additionally, our curriculum is designed by one of the top 30 customer experience experts in the world.

As we transition from Disruptive Innovation to our current state of Chaotic Innovation in healthcare, your team members need new skill sets in order to drive happy patients and stakeholders while delivering sustainable and predictable, revenue growth. Lastly, our proprietary RealRatings® System will help you gain rapid and actionable insights into patient sentiment that goes far beyond traditional patient satisfaction surveys.



Patient Experience (PX) is out... Human Experience (HX) is in!

The only way to significantly improve the patient's experience is to also improve the experience for staff and providers. Our proprietary Human Experience strategies and training improve Patient Experience while improving the experience for Staff and Providers. This allows you to attract and keep mission-critical talent, and alleviate Provider burnout while rapidly improving Patient Satisfaction Scores.



Go Beyond Outdated Patient Experience (PX) Training.

Our research has proven that the only way you can achieve sustainable and scalable improvements in Patient Satisfaction is through the new science of Human Experience (HX) Design. Human Experience design takes a holistic approach towards improving the experience of Staff, Providers, and Patients. This is the secret of the best organizations in healthcare.

Training for Patient Experience Executives and Leaders



Our CMPE Certification Training Program is specifically designed to provide Healthcare Consumer Experience™ (HCX) certification training to executives and leaders that own the responsibility of Healthcare Consumer Experience™ (HCX) in their organization. This program is also targeted to HR leaders and other leaders within the organization that have an impact on the strategy of patient and employee happiness.

Training for Patient Experience Managers



Our CPRA certification training program has been developed to provide training for managers, nurse managers, and other stakeholders that manage patient-facing employees. This training provides specific insights into the areas of active observation, conflict resolution, facilitation, and patient experience management.

Training for Patient-Facing Providers



The PCC Certificate Training is designed for all patient-facing providers and provides a wide range of powerful insights on how to improve engagement, empathy, communication skills, and overall patient happiness. This program also includes a module for telemedicine engagement for providers.

Rapidly and Significantly Improve Patient Satisfaction.

Improved Patient Satisfaction and Loyalty Scores

By providing exceptional Healthcare Consumer Experience™ (HCX), patients are more likely to return and recommend your services to others. Studies show that you can increase revenue by as much as 75% by significantly improve in patient experience.

Increased Revenue

Satisfied patients are more likely to accept recommended treatments, leading to increased revenue for your organization. Public ratings have a significant impact on revenue and growth. Our programs help you rapidly improve both patient satisfaction scores, and public ratings.

Far Better Patient Insights

Our proprietary RealRatings® System will help you gain rapid and actionable insights on patient sentiment that goes far beyond traditional patient satisfaction surveys. Most importantly, this approach provides actionable insights that instantly transmute into innovations.

Improved Employee Happiness

Employees who are trained to provide exceptional Healthcare Consumer Experience™ (HCX) are more engaged and motivated, leading to a positive work environment. Additionally, the foundation of our training program is a focus on improving the experience for the employee. You can't have optimal Patient Satisfaction without having Happy Employees.

Key Trends Impacting Patient Satisfaction.

- Decentralization of Care
- Generation II Telemedicine, and Asynchronous Telemedicine
- Engagement Automation through Artificial Intelligence
- Rapidly Evolving new economic and delivery of care models
- Consumerization and the rapid growth of “retail care”
- Emerging technologies that reduce friction while improving Patient Satisfaction
- The impact of fractional staffing and traveling nurses
- The impact of One Medical and other rapidly evolving subscription care models
- In total, over 120 trends will be impacting the delivery of patient care

Our training programs are designed by one of world's
Top 30 Global Customer (Patient) Experience Gurus





Other programs provided by LearnLogic.

We provide 100% customized training in the areas of human experience (HX) design, innovation, ethical sales training, professional communications, leadership, workplace happiness, employee onboarding, and other custom certificates, and non-certificate training.

Impactful Communications.

Mastering Presentation Skills Through Communications

Master presentations skills, industry talks, digital presentations and verbal impact through our best-in-class training program developed by one of the top keynote speakers in the world. Our exciting communication training program helps leaders and managers significantly improve their impact on providing better returns on mission while building a superstar brand of expert communicators. Studies prove that presentation and interpersonal communication skills drive the best careers and the best organizations. Our live in-person and live virtual programs include:



- Give a killer talk for your industry or teams
- Gain the superpower of impactful interpersonal communications
- Learn top 10 tips of the best speakers in the world
- Five video meeting disastrous mistakes and prevention strategies
- Fast track your career through confident communications
- Gain significant impact with your teams and audience through persuasive engagement

Salesforce Development.

Our Abbreviated Certificate Sales Training

Less than half of an organization's sales come from direct sales and marketing efforts. The overwhelming majority are derived from customer retention, customer promotion, and the avoidance of customer deflection. In this powerful program, you will learn how to become a sales success machine, not through tricking customers or exaggerating value, but through the power of customer advocacy, ethics, and consultative sales. You'll learn how to capture 75% of new opportunities through our straightforward training programs. Some of our program takeaways include:



- How to capture new opportunities and increase sales by 75%
- Why customer advocacy is the key to sustainable growth
- Learn the secrets of the top sales performers in the world
- Leverage interpersonal and impactful communications to get results
- How to keep clients for life

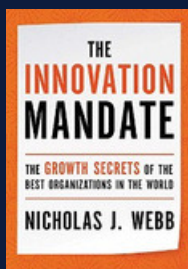
Innovation Superstar® Training Program.

Leading Your Markets in Enterprise, Strategic, and Technology Innovation

We help great organizations leverage fresh innovation research from number one best-selling books to drive innovation across their enterprise. We help your teams become Innovation Superstars by leveraging our deep research on Innovation, Design and Creativity. Remember, innovation is not just about inventing “bright shiny objects.” Rather, innovation principles can be applied to every department within your organization to significantly improve efficiency, while driving predictable and sustainable growth. Some of the key benefits of building innovation as a core competency, include:

- Improve return on strategy and mission
- Lead your market with the best technologies, products and business processes
- Significantly improve stakeholder engagement
- Get far better employee and customer insights
- Significantly increase productivity
- Rapidly improve employee satisfaction

Our programs are based on number one best-selling books:



Our Innovation Superstar® Training Programs Include:



LearnLogic's Innovation Superstar® training program is a customized leadership and management program that leverages multiple best-selling books and LearnLogic's proprietary instructional design to teach leaders and managers how to cultivate a culture of innovation within their organization. The program covers how innovation can drive significant improvements in organizational excellence, cost management, employee satisfaction, customer happiness, and organizational growth. The training focuses on specific obstacles to innovation and how to overcome them while providing examples of innovative practices that have led to success in each area. The program encourages and rewards innovation, and helps leaders and managers develop the skills needed to become an Innovation Superstar and drive growth and success for their organization.

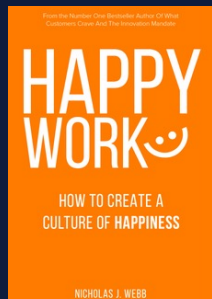
Program Overview

- **Definition of innovation**
- **Importance of innovation for driving organizational excellence, cost management, employee satisfaction, customer happiness, and organizational growth**
- **Common obstacles to innovation in organizations**
- **Explanation of the obstacles**
- **How to overcome these obstacles**
- **How innovation can improve organizational excellence**
- **Examples of innovative practices that have led to organizational excellence**
- **How leaders and managers can cultivate a culture of innovation to drive organizational excellence**
- **How to develop an integrated HX strategy**
- **How to leverage Innovation Acceleration in a time of chaotic change**

Happiness as a Strategy® (HaaS™).

Building a Culture of Happiness to Attract and Keep the Best Talent

Our workplace happiness training and consulting programs get results, plain and simple. In order to attract and keep mission-critical talent, organizations need to develop the infrastructure, training, and support necessary to build a "Culture of Happiness". Our Certified Training Programs provide significant benefits to include:



- Attract and keep the best talent
- Successfully lead and manage remote teams
- Drive and foster employee-based innovations
- Reduce onboarding and retention costs
- Create major improvements in social ratings
- Build a Culture of True Happiness
- Significantly increase staff productivity
- Rapidly improve employee satisfaction

LearnLogic's "Happiness as a Strategy®" (HaaS) Training Program is a state-of-the-art program designed to educate executives and managers on how to implement a cultural transformation of organizational happiness. The program focuses on the benefits of organizational happiness, which include increased employee attraction and retention, improved employee productivity, presentism, and return on human capital. HaaS covers the specific strategies and tactics that leaders and managers can use to foster a culture of happiness within their organization. The program offers actionable steps for implementing change and provides best practices and case studies to illustrate the impact of organizational happiness on employee satisfaction, productivity, and the bottom line. LearnLogic's HaaS training program is a powerful tool for organizations looking to improve their culture and achieve greater success by prioritizing the happiness of their employees.

Program Overview

Introduction

Importance of organizational happiness
Benefits of implementing "Happiness as a Strategy" (HaaS)

Understanding Organizational Happiness

Definition and key factors of organizational happiness
The impact of organizational happiness on employee satisfaction and productivity

Implementing HaaS

Steps and best practices
Case studies of successful implementation

Strategies for Increasing Organizational Happiness

Creating a positive work environment
Encouraging work-life balance and appreciation
Fostering a culture of recognition

Measuring Organizational Happiness

Methods for measuring organizational happiness
Using data to improve organizational happiness

Overcoming Obstacles

Common obstacles to implementing HaaS
Strategies for overcoming obstacles

Conclusion

Recap of course contents
Importance of prioritizing organizational happiness
Call to action for leaders and managers

Human Resources & Remote Training.

HR Executive and Employee Training for the New Workforce

We help the best organizations lead Superstar Cultures. Our programs include Human Resource (HR) Executive, Leader, and Manager Training and Certified Master of Human Experience (CMHX). Other programs include Certified Remote Worker Leader (CRWL) and Remote Worker Certificate (RWC) training. Our programs significantly improve remote worker productivity, while concurrently providing measurable improvements in their quality of remote work life.

Certified Master of Human Experience[®] (CMHX[™]).

Leadership and Executive Training



This powerful program recognizes that “Human Experience” today is an innovation activity. It further recognizes that old-fashioned stakeholder surveys and scoring systems do not provide actionable insights. You will learn how to lead and manage teams to gain the highest level of stakeholder insights while delivering new stakeholder experience innovations.

Certified Remote Workforce Leader[®] (CRWL[™]).

Remote Workforce Leaders and Managers Training



The “Zoom economy” has changed the way in which we engage employees. This goes far beyond understanding just the technology of remote engagements. In this powerful program, you will learn how to leverage new systems and tools to engage and measure the performance of remote employees. You'll also learn how to significantly improve their quality of work-life.

Remote Work Certified[®] (RWC[™]).

Leadership and Executive Training



Our certified remote workers become superstars at managing the disparate tasks of a home and work life. We provide great insights on compartmentalizing work and home, through leveraging weekly trajectory planning to maximize productivity and reporting while significantly reducing stress. We focus to improve the quality of work-life for remote workers while managing and measuring productivity. Our program can provide returns on investments in increased productivity in just a few weeks.

Need help with strategies and implementation?

Our LeaderLogic[®] Management Consulting division can help!

Learn more at goleaderlogic.com



Student Experience Design (SXD).

The best universities and colleges are leveraging formal Student Experience Design (SXD) to drive admissions, retention and alumni support

We are proud to offer a certified Student Experience Professional (SEP) program that provides colleges and universities with the tools they need to deliver an exceptional student experience in today's rapidly changing higher education landscape. Our program is designed to help managers, leaders, and educators enhance their skills and knowledge to create an environment that fosters student success and satisfaction.



Our program is focused on three key areas: student experience, stress management, and alumni loyalty. By training your staff in these critical areas, you will be able to improve curriculum, retention rates, and overall student satisfaction. Our program is flexible and can be customized to fit the unique needs of your institution, whether you are a small community college or a large research university.

Benefits of our Student Experience Professional program include:

Improved Student Experience: Our program will help your staff understand the importance of creating a positive and supportive environment that fosters student success. By providing the tools and resources necessary to deliver an exceptional student experience, you will be able to attract and retain more students, improve graduation rates, and enhance your institution's reputation.

Stress Management: College can be a stressful time for many students. Our program provides tools and strategies to help students manage stress, anxiety, and other mental health issues. By supporting your students in this way, you will create a healthier and more productive learning environment.

Enhanced Curriculum: Our program will help your staff identify areas where your curriculum can be improved to better meet the needs of your students. By working to create a more relevant and engaging curriculum, you will be able to keep your students engaged and motivated.

Improved Retention Rates: By creating a positive and supportive learning environment, you will be able to improve retention rates and ensure that more of your students successfully complete their degree programs.

Increased Alumni Loyalty: Our program will help your institution build stronger relationships with your alumni, creating a network of advocates who will support your institution and help attract new students.

We are committed to helping you create an exceptional student experience that will benefit your institution and your students for years to come. Contact us today to learn more about our Student Experience Professional program and how we can help your institution thrive in a time of rapid change in higher education.



Certified Membership Experience[®] Master Training.

Associations that are experiencing sustainable and scalable, membership, growth, and membership, satisfaction or leveraging a completely new range of human experience design to add layered and dynamic value to their membership. This exciting program gives association executives the superpower to drive exponential growth and member happiness

Association Executive Leadership Training.

Associations and membership-based organizations are living in a time of hyper-competition for the loyalty and commitment of their membership. Unfortunately, many membership executives are still delivering the same level of membership engagement, innovation and value as they did a decade ago. In a time of leadership complexity, the best association leaders are mastering Membership Experience Design (MXD), innovation, and Lucid Leadership. Leading executives are also deploying a new range of strategies that are driving exceptionally happy members and scalable and sustainable association growth.

In this powerful program, you'll learn how to build a core competency of membership happiness while developing a wide range of new strategic skills to master association executive leadership and growth.

Certified Membership Experience Master[™] (CMXM)



Members are consumers, and they are demanding far more for their membership financial and time investment. Surprisingly, only the top associations have actually implemented formal membership experience strategies and training. Associations do not enjoy the benefits of living in an experience vacuum.

The best associations have become membership experience rockstars - and that's driving predictable, scalable, and sustainable growth. Our program leverages our proprietary instructional design to deliver market-leading insights in just six instructional hours.

Executive Leadership, and Board of Director Facilitation, Mediation and Retreats.

LeaderLogic stands at the forefront of providing world-class executive, leadership, and Board of Director facilitation services.

Serving some of the best organizations globally, we have established our reputation as a trusted partner in fostering strategic success, board and CEO continuity, and leadership excellence.

At LeaderLogic, we recognize the unique challenges that top executives and board members face in steering their organizations toward their strategic objectives.

Our services are designed to act as a catalyst, enabling these leaders to overcome obstacles, seize opportunities, and drive their organizations toward a successful future.

Strategic Results Improvement

We partner with top executives, providing them with tools, insights, and techniques to improve strategic results. Our team of seasoned facilitators works closely with executives, helping to identify strategic objectives, align actions with goals, and implement effective monitoring systems.

We are committed to delivering measurable improvements, and translating strategic plans into tangible success.

Board and CEO Continuity

Understanding the critical role of continuity in organizational leadership, we facilitate smooth transitions at the highest level. Our services encompass succession planning, leadership development, and capacity building, ensuring seamless changes in the board and CEO positions. We work collaboratively with the board and the executive team to foster an environment of stability, continuity and shared vision.

Executive Success Enhancement

LeaderLogic's services extend beyond facilitation to encompass a holistic approach to executive success. We support leaders in areas such as decision-making, conflict resolution, communication, and relationship-building. Our interventions are designed to enhance executives' abilities to lead effectively, fostering a culture of success that permeates every level of the organization.

In a rapidly evolving business landscape, the need for effective leadership has never been greater. LeaderLogic's facilitation services provide top executives and board members with the support they need to excel. Trust us to empower your leadership, transforming potential into performance, and strategy into success. At LeaderLogic, we don't just guide leaders; we build legacies.



The Best Live and Live-Virtual Training on the Planet.

LearnLogic's state-of-the-art training program is a comprehensive solution that includes our full professional digital training studio for live virtual events, as well as on-site custom training programs. Our training programs are 100% customized to meet the unique needs and challenges of each organization. All of our programs begin with a comprehensive "State of Competency Analysis" that helps us identify areas of improvement and inform the development of a tailored training curriculum.

We pride ourselves on delivering effective and efficient training that drives greater retention in a short period of time. Our proprietary learning system ensures that the material is engaging, interactive, and memorable. We offer both live and live virtual training options to accommodate the preferences and needs of our clients.

Our professional digital training studio provides a state-of-the-art environment for live virtual events that creates a seamless experience for participants. We use the latest technology to provide a high-quality experience that is easy to access and navigate. Our on-site custom training programs offer a more immersive experience that allows participants to engage with the material in a hands-on way.

Overall, LearnLogic's training programs are designed to provide organizations with the tools and knowledge they need to achieve success. We believe that customized, engaging, and effective training is the key to driving organizational excellence and growth.

Serving the Best Organizations in the World.

For 40 years we provided the freshest research and the best values, guaranteed.

Below is a small sampling of some of the top organizations in the world that we have served over the last four decades. Unlike large bureaucratic and overpriced consulting firms, we take a handcrafted approach with a laser focus on delivering a predictable return on investment for our clients.



Our Market-Leading Research.

Providing Exceptional Value

Our research comprises multiple number one best-selling books and deep trend research. Our programs ultimately provide the following key benefits:

- Best-in-class live and virtual training programs
- World-class curriculum
- NanoPacket® instructional design for optimal retention
- Exceptional return on investment
- Full-service training, coaching and consulting



Enterprise and Workforce Training.

Addressing the most pressing issues in the changing workforce and enterprise landscape for 2023 and beyond

CESPTM

CERTIFIED ETHICAL
SALES PROFESSIONAL[®]

CICTM

CERTIFIED IMPACTFUL
COMMUNICATOR[®]

CCRATM

CERTIFIED CUSTOMER
RELATIONSHIP ADVOCATE[®]

CCCTM

CERTIFIED CUSTOMER
CHAMPION[®]

HaaSTM

HAPPINESS AS A STRATEGY[®]
HR CERTIFICATE

SEPTM

STUDENT EXPERIENCE
PROFESSIONAL[®]

CMPETM

CERTIFIED MASTER OF
PATIENT EXPERIENCE[®]

CMCETM

CERTIFIED MASTER OF
CUSTOMER EXPERIENCE[®]

CMHXTM

CERTIFIED MASTER OF
HUMAN EXPERIENCE[®]

LLMTM

CERTIFIED LUCID
LEADERSHIP[®] MASTER

CMCXTM

CERTIFIED MASTER OF
CUSTOMER EXPERIENCE[®]

CPRATM

CERTIFIED PATIENT
RELATIONSHIP ADVOCATE[®]

PCCTM

PATIENT CHAMPION
CERTIFIED[®]

ISLTM

INNOVATION SUPERSTAR
LEADER[®]

ISMTM

INNOVATION SUPERSTAR
MASTER[®]

HCLTM

HAPPINESS CERTIFIED
LEADER[®]

CRWLTM

CERTIFIED REMOTE
WORKFORCE LEADER[®]

RWCTM

REMOTE WORK
CERTIFIED[®]



Beyond 2024

Embracing Chaotic Innovation for Future Success

The Future of Everything

Technology • AI • Innovation Leadership • Workforce • Healthcare

In today's rapidly evolving landscape, every organization across industries, from Healthcare to Retail to Business Industries, is being profoundly impacted by Chaotic Innovation. To secure future success, it is crucial for organizational leaders to understand and navigate the Roadmap of Chaotic Innovation, enabling them to become Future Ready Organizations.

Embracing “the blur of chaotic change” is paramount for managing the new complexities that lie ahead. The good news is that by unraveling the DNA of the future, organizations can harness its superpowers to drive sustainable growth, foster innovation, and achieve strategic success.

In this powerful, upbeat, and engaging Keynote presentation, Nick Webb goes beyond conventional thinking to deliver novel and actionable insights that resonate with every audience member. Nick deciphers the complexities of the future and transforms them into practical and valuable insights that your audience will enthusiastically embrace.

Our CEO Nicholas Webb is one of the Top Keynote Speakers in the World. He provides Keynote Presentations in the area of Organizational Management, Growth, Future Trends, Innovation, Workplace, and Leadership. He also provides custom board and executive retreats, panels, moderation, and event facilitation.

About your Instructor, Nicholas Webb.

Award-Winning Inventor, Number One Best-selling Author, CEO, and Innovation and Strategy Management Consultant

Nicholas Webb (Nick) is the CEO of LeaderLogic®, a management consulting firm that provides consulting services to some of the top brands of the world. His clients include the likes of Johnson & Johnson, McDonald's, FedEx, Salesforce, Pfizer, and Verizon, just to name a few. As an Innovator, Nick has been awarded over 40 US patents for technologies ranging from one of the world's smallest medical implants to one of the first wearable technologies.

Nick is a prolific best-selling author with books that include *The Innovation Mandate*, *The Healthcare Mandate*, *What Customers Crave*, *What Customers Hate*, *Happy Work*, and *Lucid Leadership*. Nick has served as a Chief Innovation Officer and an Adjunct Professor at one of the country's top medical schools. Nick is also an award-winning documentary filmmaker and has recently been listed as one of the Top Keynote Speakers in the World for Global Guru's Top 30 Award - seven years in a row (2014-2022).



Working with us is simple and fun.



Michelle Lynn is your Client Concierge. She is always available to make certain she finds you the perfect resource you need quickly. She is available Monday through Friday from 8 AM to 5 PM Pacific Time. You can reach her on her direct dial at **(530) 782-2625**. If she is serving another client, she will reach back to you immediately.

If you have an urgent matter, or if it's after our normal business hours you can call our hotline at **(530) 355-6190**. Our main email is nick@goleaderlogic.com You can also contact us through our website at www.goleaderlogic.com

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