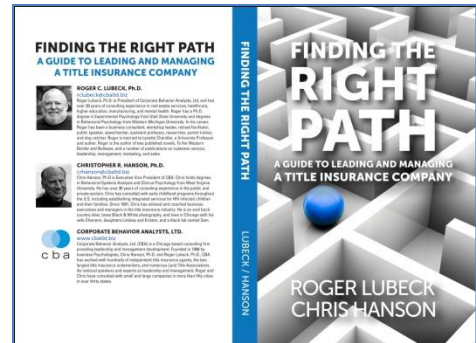




Finding the right path to your business success

FINDING THE RIGHT PATH WORKSHOPS

All Corporate Behavior Analysts, Ltd. workshops are customized to meet the individual needs of Title Insurance Companies. We customize our training workshops and consultation for executives, managers and supervisors. All workshop participants receive a copy of *Finding the Right Path: A Guide To Leading And Managing A Title Insurance Company*. You can select chapters from *Finding the Right Path* to include in your workshop(s) and we can design one or more workshops to fit your needs. Below are workshops from *Finding the Right Path*, as well as additional topics we will discuss in a second volume dedicated to *Strategy*:



LEADERSHIP WORKSHOPS

- **Setting Clear Direction:** Before company leaders can set out on the right path they have to determine a clear direction. This workshop provides a systematic process for leaders to assess the strengths and weaknesses of their operations and then set or refine their overall direction. Participants learn the differences among vision, values, business drivers, mission statements and developing measurable goals. The workshop focuses on helping leaders determine which of these concepts best fit their needs and provides practical steps to follow for implementation.
- **Putting Great Customer Service back into the Equation:** During this recession, many title agencies have seen customer service levels suffer due to reduced hours of operations and staff reductions. It is time to start planning how you can raise customer service levels, throughout your company, to attract and retain new customers and ensure loyal customers do not look elsewhere. CBA's Customer Service Training focuses on combining basic service skills with learning how to provide customer hospitality and WOW experiences. Participants learn how to elevate customer service in each of the functional areas of a title company and a step by step process to put customer service back into the equation.
- **Making Change Practical and Successful:** Change in our society is occurring at a transformational pace that is both energizing and frightening. Title companies are no exception to this phenomenon and must learn to adjust to remain viable. Organizational change can be large or small, company-wide or at the level of a single employee or procedure. Whatever the level and reasons for change, there are basic steps a leader can take to prepare an organization and its employees. In this workshop, CBA provides eight practical steps critical in any change effort. The workshop focuses on why change efforts fail and what leaders and managers can do to prevent failure and promote successful change. CBA provides a list of practical change recommendations; actions every title company will benefit from doing in the next two years.

FINDING THE RIGHT PATH WORKSHOPS

MANAGEMENT WORKSHOPS

- **Building a Strong Team:** Your people are your most important resource. Successful title insurance companies need strong leadership and management. CBA can help you evaluate your management bench strength and provide insight into the leadership and management potential among your management team. Because management is the backbone of every company, it is critical to understand your management team's strengths and weaknesses. In this workshop, CBA teaches leaders and managers how to use Inscape's Everything DiSC® to profile their management style and understand different employee styles in each work team. Using the DiSC and other professional assessments, managers will learn how to build a stronger, more effective work team. Building a strong team will be one of the most important steps you can take to make your company successful.
- **Using Performance Measures:** It is critical that you have a process in place to track your monthly performance that enables you to make timely management decisions. As order volume changes, you need to be able to change staffing levels at points where profit and productivity levels merit adjustments. CBA will help you install and manage a set of performance measures that will help you stay on top of the critical financial and operational decisions you need to be making.
- **Influencing Employee Behavior:** Most managers and supervisors in the title industry have not been trained to lead or manage. This workshop series integrates five chapters from *Finding The Right Path* that focus on basic people management skills: Starting To Manage; Influencing Behavior; Setting Expectations; Supportive Coaching; and, Managing Problems. The workshop provides examples of common employee management challenges from title and escrow operations. Participants learn a set of practical steps they can apply to develop and motivate their employees and solve behavior and performance issues.

SALES WORKSHOPS

- **Developing New Sales Strategies and Tactics:** Targeting new sales opportunities and developing new sales tactics is a critical step in planning for business development. CBA can help you develop a simple but thorough sales plan that will target your sales opportunities and detail what sales actions are needed to meet your revenue goals. The workshop helps participants understand the differences between marketing and sales approaches and provides a practical sales plan template that can be updated yearly.

