



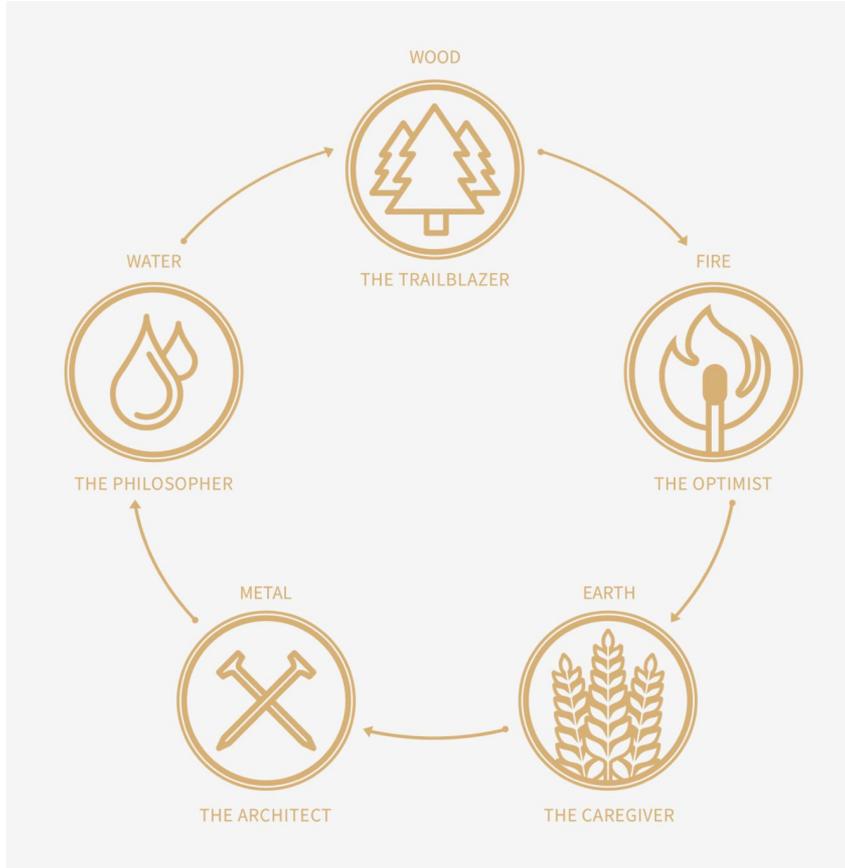
An Exciting Inflection Point for Setting Company Values

You're at an exciting inflection point at HermesPR as you begin laying the groundwork for business expansion and creating a reliable workforce value system within which your team can grow its customer service focus.

You and your team recognize the opportunity for how self-mastery and internal / external communication strategies can anchor this work.

Insights and action items will:

- Fuel better, more predictable workflows
- Inspire a cohesive team culture that ensures you deliver a high standard product
- Improve workforce consistency, drive and follow through



5A Workshop Objectives - Illuminate & Leverage Growth Areas for Building Customer Service Values

Exploring the intrinsic nature of the team in the context of customer service values will reveal a robust **body of insights** to build internal communication structures and accelerate the healthy growth of HermesPR.

- Desired behaviors and actions that drive **customer service success**
- Most pressing obstacles to staff meeting those behaviors
- What's working / not in the current communication structure and how to **optimize**

We'll walk away with **rich, vivid** and **actionable** learning to achieve your goals...

1. For a **stronger team commitment** to drive, thoroughness and client care
2. **Foundation for company value statement** - clarity on expectations and custom guidance for staff adaptation
3. **Up-leveling internal and external communication** strategy - enhanced empathy to nurture all stakeholder connections

Project Flow and Timing



1

Kickoff



2

Set-Up



3

Training



4

Fieldwork



5

Now What?

1 - Kickoff call to align on goals, 45-minutes

2 - Set-Up staff with an introduction email, instructions on taking the assessment

3 - Five Archetypes workshop, 90-minutes

4 - Develop reports and reference sheets for staff communication and self-regulation strategies, 1 week

5 - Debriefing and strategy session to analyze findings and uncover strategic and tactical opportunities - 1 hour

Engagement Length = 2 - 3 weeks

Workshop Design - In-Depth & Interactive

To achieve your goals we agree **interactive group learning paired with reports and custom resources** are ideal.

Best practice: Your team will each take the assessment and participate in a lively discussion about the different archetypes. Through a shared learning experience, staff will align with individual and team areas of potential, and take ownership of a cohesive & unified effort to enhance team effectiveness and meet #1 goal.



Bring it all Together

Post-workshop, we will come together in a one-hour **debrief and strategy session** to interpret findings and define opportunities ahead.

- What we heard - Nate, Amy and Carey share observations and we surface themes
- What it means - interpret the learnings, greatest areas for growth, what are the implications?
- Now what? Action - generate strategic and tactical recommendations, drill down on how to use your reports and resources, guidance for company values language, discuss and agree on next steps



The Project Workflow

TASK	DETAILS
1. Kickoff Session	Create workshop learning objectives, align on communication to the staff, timing and next steps
2. Setup	Create invitation and introduction to staff and send assessment instructions
3. Training	Group workshop translating objectives into the right information, exercises and activities
4. Reporting	Develop reference resources for the team to use going forward to learnings are sustainable
5. Debrief & Strategy Session	Final session: Nate & Amy debrief and strategy session to interpret findings and align on opportunities ahead

How Will We Work Together?

TASK	DETAILS	ROLES
Kickoff Session	Create detailed learning delivery plan Session to align on details and marching orders	CD creates plan CD facilitates for HPR team / Nate & Amy
Setup	Create custom invitation and introduction to staff and send assessment instructions	HPR leads with CD consulting
Training	Facilitate group 5A workshop	CD facilitates and leads organic learning experience for HPR team
Reporting	Create customized resources and reports	CD leads with input from HPR
Debrief & Strategy Session	Group session to interpret findings, identify opportunities and create strategy and tactics	CD facilitates session for HPR team in one of two ways <ul style="list-style-type: none">• Guiding team to explore possible answers OR• Actively consulting on strategy development