

# What can Smikle Training Services do for you?

Joanne has an extensive client list. She serves leading organizations in business, industry and government.

## Associations

Virginia Credit Union League

Maryland Hospital Association

American Society of Association Executives

American Psychological Association

Society of Government Meeting Professionals

Maryland Association of Nonprofit Organizations

International City/County Manager's Association

National Association of Healthcare Transport Managers

National Council of Staff, Program and Organization Development

Tennessee Credit Union League

American Psychiatric Association



**Joanne L. Smikle** moves minds with exciting keynotes, workshops and retreats. She specializes in leadership development, customer satisfaction and collaboration. Joanne uses the market intelligence gained through her thriving consulting practice to create captivating presentations for corporate and association events.

Joanne's action-packed sessions are filled with tools that participants readily use! She focuses on delivering learning that lasts in an engaging manner peppered with insightful, real-world examples. Case studies, assessments and simulations make her sessions meaningful and memorable.

A noted author, her informative articles are featured in trade publications and journals. Visit [www.smiklespeaks.com](http://www.smiklespeaks.com) for complimentary copies of many of these published works. She is the author of three books: *Calamity-Free Collaboration: Making Teamwork WORK!*; *Coaching: The Lost Leadership Art*; and, *Rules of Engagement: Timeless Tips for Team Leaders*.

*Joanne customizes all of her presentations to meet each client's unique needs.*

## **Appreciative Inquiry: Tools for Transforming the Enterprise**

The work of a doctoral student from Case Western Reserve University could radically transform your organization! The student, now a graduate, is Dr. David Cooperrider. He began studying the human side of the Cleveland Clinic as his doctoral research project in 1980. At a point in his research he became more interested in what was

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Arthritis Foundation

National Automobile Dealers  
Association

Sales and Marketing  
Executives of Milwaukee

Sales and Marketing  
Executives of South Dakota

Florida Credit Union League

Maryland Credit Union League

Maryland Banker's Association

American Bus Association

American Gem Society

National Correctional Industries  
Association

Ohio Credit Union League

North Carolina Credit Union  
System

San Diego SHRM

Missouri Credit Union  
Association

North Carolina Credit Union  
League

American Staffing Association

going right than what was going wrong. He became fascinated by the cooperation, collaboration and innovation that were breeding success. This shift in focus led to the birth of something called Appreciative Inquiry.

This session introduces principles and practices that we can implement to create sustainable change in our organizations. We can use it to get more from staff, enhance our personal performance and simply as another tool in our professional development arsenal. The session is enhanced with case studies and assessments that make the topic come to life.

### Lead With Your Strengths...and WIN!

This high energy session introduces the core concepts of strength-based leadership. Participants will learn how to identify and tap their innate personal power. They will get practical tools for getting beyond deficit-based thinking so that they can master the art of playing to their strengths. The session also introduces core competencies required to instill confidence and trust. Participants will leave with a clear understanding of what it takes to use their innate gifts to inspire collaboration, commitment and cooperation. Based on the principles of Emotional Intelligence and Appreciative Inquiry, this high-substance session provides tools for transforming leaders at all levels.

### Building a Mission-Driven Organization

Write it anyway you want, the bottom-line is still the same: the most credible organizations are guided by the principle tenets articulated in the mission. It provides the guidance and clarity required for sustainable success. Without a clearly comprehended mission resources are wasted, managers are frustrated and a plethora of other impediments to productivity will surely emerge.

This session provides strategies required to make the mission come to life. Participants will get practical tools for directing resources (human, technological and financial) in ways that are clearly consistent with the mission. Participants will learn how to create intentional congruence



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PIHRA

American Banker's Association

Minnesota Credit Union  
Network

Copy Dealer's Association

Association of American  
Medical Colleges

Help Desk Institute

Arizona Health Care Association

American College of Health  
Care Administrators

International Public Manage-  
ment Association

Southern Nevada International  
Public Management Association

Clarksville TN SHRM

Tennessee SHRM

Space Coast HR Association

Texas Health Care Association

Florida Health Care Association

American Health Care  
Association

Wisconsin Credit Union  
League

throughout the organization. Participants will be exposed to both best practices and pitfalls in creating organizations where mission, vision and values correspond with form and function. They will learn how to develop, implement and evaluate a communication plan that reinforces the strategic intent. This session is designed for decision-makers capable of affecting large scale organizational change.

### Lead **FORWARD!** Focus on **What Matters NOW**

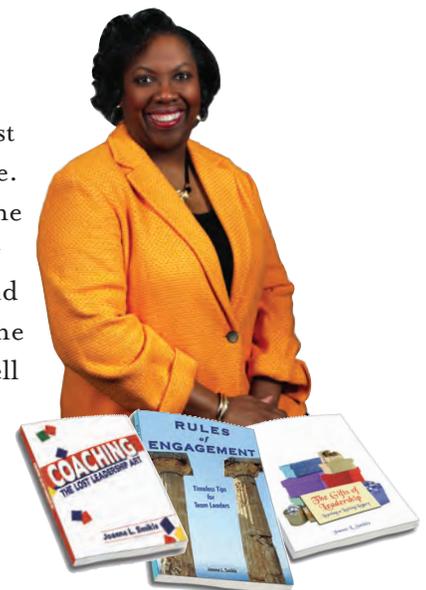
It's time to shed the tired clichés and excuses for mediocre performance! Turbulence, change and economic ups and downs are nothing new. Savvy leaders know that opportunities exist in the midst of turbulence and scarcity. These professionals have survived recessions, resource shortages and reductions in force.

The real challenge is to lead forward. Strategic positioning is your primary responsibility! It is up to you to be forward-focused and to redirect your team so that they can move ahead and serve customers.

This session presents ideas you can immediately implement to maximize available resources, capitalize on collaboration and play to your strengths. This session provides tools you can use to problem solve more effectively and replicate winning strategies for sustainable success.

### Employee Engagement: 7 Strategies for Inspiring Commitment

Every manager has days when they'd like to send at least a few members of their staff to the unemployment line. Instead of acting on that urge, learn to capitalize on the latent talent lurking in the organization. Learn how to engage every employee by helping them understand that, whatever their role, it is mission-critical and the success of the organization is contingent upon how well they execute.



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North Dakota Banker's  
Association  
Professional Convention  
Management Association

California Society of  
Association Executives

Institute of Real Estate  
Management

## Healthcare

Mercy Healthcare System

Levindale Hebrew Geriatric  
Home

Deaton Specialty Hospital  
and Home

Doctor's Community Hospital

St. Agnes Hospital

Northwest Hospital Center

Whitman Walker Clinic

Mercy Family Care

Anne Arundel Medical Center

Maryland Healthcare  
Education Institute

Sioux Valley Healthcare System

Opis Management Resources

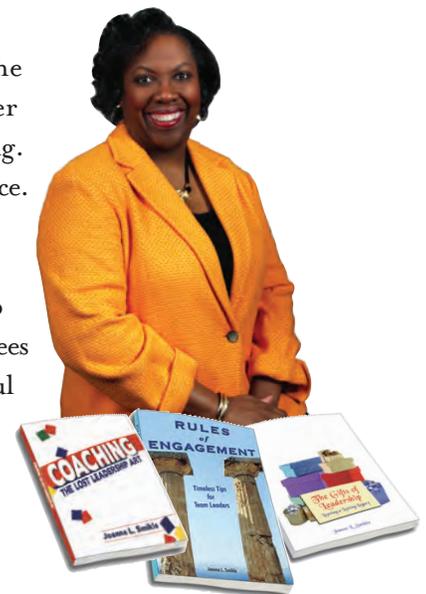
This session will give managers the tools they need to spark sustainable commitment, care and concern from employees at all levels. Participants will learn how to fire up the organization by creating customer-focused energy, building developmental paths for all positions and auditing the work environment. Employee engagement is of particular importance in the service environment because of the direct relationship between employee satisfaction and customer satisfaction. Participants will get practical tools that they can immediately apply to enhance satisfaction, thereby ensuring the survival of their enterprises.

## Connectivity---Gadgets Won't Get It! Engagement Will!

You have tech tools that give you instant access and immediate information, but do they really help you engage on an enduring, human level? Probably not! This highly interactive session provides leaders with powerful techniques for building sustainable connections that will give an organization a competitive advantage. Learn how to engage other leaders in making strategy stick. Learn how to deliver compelling communication about the requisite alignment between strategy and operations. Learn how to get a greater ROI by fully engaging every stakeholder in the enterprise.

## Coaching for Peak Performance

Managing the human element---the people who get the job done---is the toughest, most rewarding job a leader can do! One of the essential leadership skills is coaching. Coaching is a tool that can almost guarantee peak performance. Peak performance ensures customer satisfaction, employee loyalty and revenue generation. Coaching is the essential, though sometimes most elusive, leadership competency. Consistently and correctly used, it guarantees peak performance. This presentation is packed with powerful tools that enable leaders to coach for maximum productivity! Make it a part of your company's management education!



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Briarwood Healthcare

Hollywood Hills Rehabilitation  
Center

Miller's Health Systems

## Academia

Miami Dade Community College

Essex Community College

Richland School District #2

Prince George's Community  
College

Baltimore City Community  
College

Cerro Coso Community College

Hilbert College

Kansas University: School of  
Allied Health

Baltimore County Public  
School System

## Corporations

American Honda Motor Co

Fannie Mae

Price Costco

Allison Transmission,  
Baltimore Operations

## Alignment: The Critical Link Between Strategy & Operations

Coordination within any enterprise requires Herculean effort. There are endless demands from scattered, diverse business units. There are technical realities and limitations. On top of that, the support structures and resources never seem quite adequate. But, that's not the end of the challenges; stockholder and stakeholder pressures dictate the highest level of accountability. All of these competing demands call for the realignment of operational goals so that they reflect strategic objectives. What are the talents leaders need to make this realignment happen? What are the competencies that promote this type of congruity? Most important, how can leaders be savvy enough to make alignment real? This session answers those questions!

## Leading the 7 Dwarves... It's Tougher Than You Think

You think Snow White ran off with a handsome prince? Not so! She got sick and tired of trying to lead those darn dwarves to peak productivity. The dissension, discord and devilment got the best of her! This insightful presentation takes the mystery out of leading even the most cantankerous characters. You'll easily identify with Snow White's struggles to build and maintain a cohesive core of comrades able to create the fairy tale organization. You'll get techniques for creating meaningful connections between people, processes and products.

## The Gifts of Leadership: Leaving a Lasting Legacy

What, exactly, does staff want from senior leadership? What are their expectations from the people who occupy those coveted chairs in the executive conference room? Certainly they want more than business acumen, polish and sophistication. And, they have to want more than the ability to execute brilliant strategy and deliver convincing public relations. This informative session introduces the five gifts that augment leadership: Authorship, Significance, Balance, Competence and Respect.



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The Hair Cuttery  
PSA Financial Services

Junior Achievement, Inc.

Genesis Health Ventures Inc.

Copelco Financial Services  
Corp

### Credit Unions

Department of Labor Federal  
Credit Union

PAHO WHO Federal Credit  
Union

Energy Federal Credit Union

Fairfax County Employees  
Credit Union

Congressional Federal  
Credit Union

University of Virginia  
Community Credit Union

State Department Federal  
Credit Union

SSA Baltimore FCU

Ft Belvoir FCU

Credit Union Association of  
New Mexico

## Value-Driven Leadership: Emotional Intelligence in Practice

Do core values guide your business decisions? Are your values consistent with those of your company? Do you consistently communicate the connection between values and actions to your staff? This session, designed for reflective leaders, focuses on integrating the components of emotional intelligence to create a value-driven organization.

## Calamity-Free Collaboration: Making Teamwork WORK!

This high-energy session addresses the competencies required to create collaboration between various coalitions and factions. Participants will become familiar with the conditions that foster effective collaboration, as well as the cautions. They will learn specific communication strategies that enable bridge building. Participants will get tools for assessing the viability of current team activities, team leaders and team members. They will also get tools for jump-starting the performance and productivity of existing workgroups.

## Seeding & Weeding: Successful Strategies for Growing Leaders

Whether they work in the service lane, the sales floor or in the back office---every employee needs opportunities for growth. Because skillful leadership raises the bar on performance and productivity in every area of the enterprise, it is essential that your organization creates systems for growing people. Based on the four components of Emotional Intelligence, this session provides tools for fostering growth. This high-energy presentation introduces a comprehensive process for leadership development. You will learn how to identify promising talent and provide them with tools for enhancing their potential. You will also get tools for addressing lackluster performance so that even your most marginal employees can realize their latent potential. And, when all else fails, you will learn how to weed the worse out so that the best can flourish.



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## Government

DHHS Indian Health Service

Federal Highway Administration:  
Federal Lands Highway

US Department of Agriculture  
Graduate School

Environmental Protection  
Agency

US Marine Corps

Maryland Aviation Administration

Virginia Department of  
Social Services

National Science Foundation

Iowa Department of Personnel

MDOT Motor Vehicle  
Administration

Maryland Department of  
Economic and Employment  
Development

Maryland Department of  
Human Resources

Patuxent Institution

UNICOR Federal Bureau of Prisons

National Institutes of Health (NIH)

General Services Administration

## Coaching Institute

This educational series is designed to support a comprehensive approach to performance management. The interconnected courses enable managers and supervisors to refine their capacity to coach and counsel. The series begins with an assessment of current coaching competencies. Fundamentals of coaching are then introduced in an interactive workshop. Participants will learn how to track and monitor their use of the coaching competencies with the Coaching Log and other tools. Upon mastery of the basic competencies, participants will move to refining their ability to have difficult coaching conversations. Finally, they will have opportunities to simulate a variety of coaching and counseling situations.

*Session 1: Analysis of Coaching Competencies*

*Session 2: Coaching Process Basics*

*Session 3: Coaching Conversations*

*Session 4: Coaching by the Book*

## Improvement, Innovation & Ingenuity: Jump-Starting Spectacular Performance

This high-energy session focuses on using the three "I's" to catapult your organization into high performance. Participants will, through a variety of activities, understand the differences between Improvement, Innovation and Ingenuity. They will also learn the role that each plays in positioning an organization for long-term success. Participants will get practical strategies for incorporating each of the "I's" in the work of their departments and the entire organization. This session introduces the Obstacles to Innovation. More importantly, participants will learn how to get beyond those obstacles. They will also have several opportunities to generate ideas for fostering and sustaining a creative spirit in the workplace. This is the presentation for any and every leader who is looking for ways to reduce stagnation and complacency!



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## Subcontracting

Philadelphia Unified School District

Northrup Grumman

Baltimore Gas and Electric

FEMA

Empower Baltimore Management Committee

US Department of Agriculture

National Institutes of Health

Veteran's Administration

US Patent and Trademark Office

Joanne consistently earns rave reviews and repeat appearances. Count on her wit and wisdom for your next learning event!

## Making Strategy Stick: Rhetoric to Reality!

An enterprise cannot flourish without a clear, compelling strategy. It is strategy that drives resource allocation, market penetration, shareholder satisfaction and customer service. This interactive session provides leaders with practical tools required to make strategy stick. Participants will learn three techniques for making sure that their organization's strategy is not mere rhetoric. They will learn how to lead the organization in using strategy to direct operations, improve performance and building a cohesive, collaborative organization. They will use an assessment to measure the strength, effectiveness and potential of their current efforts at implementing strategy. Understanding the critical role that communication plays in making strategy stick, session participants will get tools for implementing a multi-pronged approach for consistently transmitting messages regarding strategy. Participants will receive tools for evaluating their current modes of communication throughout the enterprise.

## Other popular topics...

*Developing Internal Consultants*

*Building a Solution-Focused Organization*

*Making Leaders Learners: Executive Coaching Skills for HR Practitioners*

*Catch 'Em & Keep 'Em: Earning Customer Loyalty from the 1st Encounter*

- Retreats
- Workshops
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- Customized Leadership Education



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