

1. Trust Your Brand

The most valuable asset any organization has is its people. Today, however, most employees are being utilized to “do,” not “think.” During today’s uncertain times, organizations must better understand their talent sets and how they might play a more productive and rewarding role, maximizing their contribution to their companies. Trust Your Brand is a method of teaching that personal empowerment is about building momentum through others for the betterment of a healthy whole. Trust Your Brand allows leaders and managers within an organization to better assess the strengths and weaknesses of the teams they lead. Understanding this means deploying a team that is happier and better suited to their assigned tasks; which means greater productivity and return on a company’s labor investment.

Trust Your Brand is also about optimizing ones personal brand with the workplace. Everyone seeks an identity and for most, their identity is misrepresented. With organization’s attempting to reinvent themselves, the first place they should start is with their people. Mr. Llopis believes that an organizations reinvention process should start from within. That people desire growth and development. If leaders create systems that promote “Trust” - from the bottom-up - a more prosperous and productive workplace will emerge.

This keynote and training / workshop session will focus on how and why organizations must view people as not only their most valuable asset, but as brand extensions of the organization. Key topic themes include (but are not limited to):

- The Power of Aligning Your Personal Brand with Your Company's Mission, Values and Culture
- Create Purpose for Your Brand through and for Others
- Build Brand Momentum Even When You Think You Can't
- Confidence vs. Self Trust: How they Both Play in the Equation
- When Living Your Brand, Opens New Opportunities that you Previously Couldn't See and Seize

2. Moving through Changing Times

I have often said that the immigrant (people from developing countries that have made the United States their home) can teach us all lessons about moving through changing times. The immigrant has lived through uncertain times most of their lives and have been forced to operate with the “entrepreneurial mindset” just to survive. These uncertain times have forced us all to change the way we live, work, eat and breathe. Think about it – the world will never be the same. So the question is – how do we move through these changing times to see and seize opportunities? How do organizations lead, grow and prosper by accepting “the new normal.” First and foremost, “the new normal” during these uncertain times is defining your business as one that serves a civic duty towards building global prosperity. Businesses are no longer about the bottom line – but rather about making the bottom line matter; making opportunity matter to make the world a better place.

Moving through changing times is about understanding that change without strategy is substitution; not evolution. That leading companies must start to think differently about the role of their business in propelling positive social impact/change. Companies must rethink / retool their workplace culture that incentivizes their people to embrace an entrepreneurial mindset to propel innovation and initiative. A mindset that respects the corporate guidelines and infrastructure while allowing its people to navigate fresh / new opportunities that matter for the betterment of society.

This keynote and training / workshop session will include (be not be limited to):

- What is change and how to make change your best friend?
- Building global prosperity through innovation, action and the power of positive serendipity
- How to best see and seize opportunity during times of change.
- Social responsibility: its new role in defining the 21st century workplace culture.
- The new roles, responsibilities and capabilities of leaders and managers

3. Opening Doors for a Positive Lifestyle

With the news, images and realities of what is now and what will forever be characterized as the global economy; people are seeking a positive lifestyle that is attainable and sustainable. Opening Doors for a Positive Lifestyle means learning how to see and seize opportunities for a healthier, wealthier and stimulating life. With the uncertainties of the day, new opportunities abound and are more plentiful than ever before. Organizations' must become more attuned to providing their employees an environment that breeds inspiration, motivation and hope. Offering channels to seek new and exciting activities (both in and outside of the workplace) to propel creativity and unlimited opportunity for personal and professional development, is the key.

Opening Doors for a Positive Lifestyle should become the core of what an organization stands for its employees. An environment that breeds "lifestyle development" and that extends towards creating a more balanced approach to ones everyday both in and outside of the workplace. A big part of the process requires that organizations provide their employees the tools and environment to "*trust their brand.*" Trusting your brand is about opening doors for a positive lifestyle and learning how to navigate the potential that lies within you – through others. It's about having the courage to live your brand and the positive lifestyle that you have always dreamed of living.

This keynote and training / workshop session will include (but not limited to):

- Personal development and the role of a positive lifestyle and its impact on workplace productivity
- What it means to have the courage to live the lifestyle that you seek and how to attain it both in and outside of the workplace.
- How learning to see, sow, grow and share opportunities represents the path to a lifestyle of prosperity
- What it means to Trust Your Brand and how adversity reveals the lifestyle that you may have never imagined.
- Create Purpose for a Positive Lifestyle that benefits you and those around you.

4. Multigenerational Workforce

Without question, the workplace is changing in a direction most would have thought unimaginable 18 months ago. The economy has created a domino effect of change management requirements that have included but are not limited to: the role of technology, environmentally-friendly products/services, new supply-chain collaboration and cost-cutting methods, global trade, resourcing and outsourcing, etc. Yet, the most impactful change management requirement has been the emergence of the multigenerational workplace (ie. Boomers, Gen X'ers and Millennials) - and the soon to be inclusion of the multicultural workforce. A multigenerational workplace does not only represent (3) clusters of multigenerational people that co-exist at work; it's about blending multiple personalities, age groups, styles, cultures and technological requirements all under one roof – while still keeping the organization focused, stable and growing.

To understand this, one must live it. There is not enough empirical data to conclusively teach how to best lead and optimize the performance of a multigenerational workforce. However, we can conclude from the core characteristics that they represent - that the (3) generational clusters offer a powerful blend of minds, capabilities, raw talent and skills-sets that can surge companies in directions never thought possible in today's global economy.

This keynote and training / workshop session will include (but not limited to):

- The (4) C's of Millennial Engagement: Career, Culture, Community and Connectivity
- "Third-Age Boomers": Why the economy has forced those that were thinking about retiring to extend their careers. What is required of employers / employees to reclaim the fire.
- The dynamic role of cross generational mentoring and reverse mentoring
- Why trust and collaboration serve to keep the Prophets (Boomers), Nomads (Gen-X) and Heroes (Millennials) in alignment.
- How social responsibility initiatives is a common thread to propel multigenerational unity
- Why knowing how to identify the 4 types of personality traits in the workplace (ie. leaders, lifters, loafers and leeches) can help propel teambuilding amongst the generational clusters.

5. Effective Teambuilding

As companies work toward steering their organizational productivity in the right direction – the role of effective teambuilding is more critical than ever. Effective teambuilding is not quite what it used to be as survival, trust and loyalty serve as barriers toward development. Today, teambuilding is more a by-product of great hiring, training, independent thinking and personal development nurturing – especially at a time where multigenerational and corporate diversity is on the rise.

People thrive off of recognition, reward and the challenge to grow and prosper. However, the most effective teams are those that complement each other and can serve to work together toward a common goal and / or mission. Market and industry leading companies create a workplace culture to breed high performance, low maintenance teams whose personalities are balanced and from a collective nucleus that stems from the healthy whole of its individual parts. The goal is to assemble a team that can collectively see and seize the abundant opportunities that lie around, beneath and beyond the obvious to thus enlarge the field of opportunities. Effective teambuilding is about making opportunity matter to assure that “time & return” serve as two sides of the same coin. A team that works within the confines of structured methodology that rewards independent thinking to propel innovation and initiative is the key to productivity and an organization’s desired results.

This keynote and training / workshop session will include (but not limited to):

- Highly interactive exercises that identify how one sees, sows, grows and shares opportunity and how it can result into effective teambuilding for the organization
- The role of managers and leaders in sharing effective teambuilding across departmental and functional areas to key to propel innovation and initiative for the organization.
- What it means to create and sustain teambuilding momentum and the role of each individual team member
- Why effective teambuilding propels sustainable productivity and contributes greatly to organizational performance.

6. Strategic Thinking

The effects of today's global economy have put many things into perspective. More than ever, we can sense change looming around us and how this change might impact the sustainability of an organization, its people; and the relevancy of its products, services and brands. The economy has made us all reflect upon what it means to be a strategic thinker and the role of strategic thinking in propelling innovation and initiative for organizations and industries the world over. Yet, one thing is certain: we are evolving from the knowledge economy to the wisdom economy. An economy that is not born from theory and rhetoric; but one that is reshaped from experience, trial and error and the lessons learned from missed opportunities.

Opportunity is by far and large the mother of success. Strategic thinking is no longer about how to find the opportunities – but how the opportunities find you. I call it the ability to “earn serendipity” - by learning how to think and lead like a seasoned entrepreneur that has mastered the 4-skills of seeing, sowing, growing and sharing opportunity. Strategic thinking (like earning serendipity) is both an art and science. At times we witness one who seems to be in the midst of a lucky streak. But what appears to be one opportunity, one windfall, one great experience after another is actually the natural byproduct of the 4-skills applied on a continual basis. Strategic thinking is not governed by chance alone as there are certain occurrences that cannot be fully explained or controlled. The key is how to apply and knowing when to deploying the art & science of strategic thinking as we transition into the wisdom economy.

This keynote and training session / workshop will include (but not limited to):

- Strategic thinking and the paradigm shift for the global economy: why we all must be thinkers
- Knowledge vs. Wisdom Economy: the impact on the way with think, act and behave as leaders and managers
- Building global prosperity through innovation, action and the power of positive serendipity
- Interactive exercises that feature timeless lessons learned from Google, Amazon, IKEA, Costco and Thomas Edison.

7. Mentoring Coaching Techniques

More than ever, there exists a strong necessity for mentors. In fact, many believe that mentoring fills a more important void than does leadership for today's organizations to grow and compete. While leaders have the vision to see, mentors have the knowledge to grow and the wisdom to share. But what defines an effective mentor? Just because you are a CEO of company, it doesn't mean that you are qualified to be a mentor. Mentoring requires a time commitment; to witness the development of an individual, the ability to filter an individual's ideas, thoughts and concerns - and the wisdom to support reserve mentoring.

Mentoring requires a unique set of coaching techniques that span from listening and doing, to showing and sharing. The standards for successful mentoring are currently at an impasse - as today's economic and societal culture is redefining its necessities. However, one thing is certain: the most sought after mentors are those that have a track-record of success/ failures and have grown to achieve their most sought after accomplishments after a history of missed opportunities.

This keynote and training session / workshop will help an organization make the most effective decisions in the development of an internal / external mentoring program. Key topics for discussion include (but are not limited to):

- Reserve Mentoring: The Lost Art that Defines an Empowering Mentor / Mentee Relationship
- What we can Learn about Mentoring from Developing Countries
- The (5) Mentoring Coaching Techniques for Profitable ROI
- How the Best Measure – Mentoring Performance and the Role of the Mentee
- Coaching vs. Mentoring: What's the difference and Why One Must be Careful to not Make a Bad Choice
 - *Note: Mr. Llopis served as the Executive 2 Executive Mentoring Program Chairman for the University of California, Irvine (UCI) Executive MBA Program*

8. Leveraging Technology

The role of technology has changed the landscape of business models, communications, client relationships, brand-building and the formation of social networking communities. Technology has forced us all to rely on automated systems; and the impact of technology has changed the face of the workplace (ie. "the millennials"). But the reality is that technology represents the "new normal" and organizations must learn to embrace technology in order to grow and compete.

While technology represents one of the largest paradigm shifts in recent history; it is too powerful a tool to ignore. As such, more than ever, companies large and small are learning to embrace technology as part of their everyday. However, few quite understand the breadth and depth of what technology can deliver to help streamline operating functions, costs and the efficiencies of an organization to help build long-lasting client loyalty.

This keynote and training session / workshop helps transition a company from a traditional brick & mortar operation to one that is more digital / technology-friendly. Key topic themes will include (but are not limited to):

- How the process of leveraging technology in the workplace has more to do with eliminating the fears associated with the "unknowns" that technology brings to an organization. The focus should be in teaching companies and its people how to see and seize the opportunities that technology presents.
- Social Networking & Emerging Internet Technologies: The role of social networking in the workplace and how it can deliver new opportunities to increase output, cost efficiencies, project management productivity, spark teambuilding and relationships.
 - a. Note: I was a lead panelist for IBM's 2009 Global Entrepreneurship program titled: Emerging Internet Technologies. Please listen to the following link:
 - i. <http://www.glennllopis.com/digital-webcasts-archive.php>
- Multigenerational Workplace Culture
 - a. How technology has accelerated the skill-set requirements in the workplace and how multigenerational cultures are growing and breeding new levels / types of talent. How technology can serve to unite these groups to more effectively work and engage more productively.

9. Performance Management

Performance Management is a by-product of accountability and responsibility, and its root cause stem from expectations and the associated short / long term goals. Performance management requires consistent diligence and a communication feedback loop that are continually being measured and monitored. Given the dynamic nature of business, performance management involves communicating change and the requirements to support modification in ones approach and expectations to assure that performance remains continuous and fluid.

Performance Management can span across individuals, organizations and the functional requirements in between and how the blend together. An understanding of organizational integration of roles, responsibilities and performance expectations are critical in determining the performance management requirements. Because performance measurement plays such a key role in the effectiveness of performance management – it is important for a company to have the systems in place to most effectively measure result. Therefore, organizations that seek to support enhancements in performance - must create the “mindset” and surrounding “workplace culture” to assure continuity amongst employees exists.

This keynote and training session / workshop will help an organization create an effective performance management system to sustain a high-performance culture. Key topics for discussion include (but are not limited to):

- The (6) Rules for Effective Performance Management: Guidebook for Managers
- Performance Management and Measurement: Why they Represent Two-Sides of the Same Coin
- The Individual and Organizational Role in Defining the Performance Management Process.
- The Winning Workplace Culture Formula for Performance Management Success.