



BINION CONSULTING GROUP

2023
CORPORATE
TRAINING CATALOG



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Leveling up to your next.

There should be no end to the number of lessons we have learned in this recent season of our world history. Most importantly, an appreciation for life and how fragile life is. Daily we are confronted with challenges that test our mettle and ability to lead through complex and complicated situations. Our success is determined by how consistently we apply the wisdom, knowledge, and understanding we acquire through our primary influences.

These influences, family, friends, business relationships, even faith-based, help us create the values and standards used to make choices and decisions. These choices impact us, and people connected to us. The foundation of our business communities has been shaken and shifted. Employees, leaders, and executives have taken a sharp turn in their careers, realizing there have been voids in their professional fulfillment.

We have looked at the cultures and climates of our world and realized our focus as leaders is to help people discover their next. There is a leadership void in America and scarcity of people in positions of authority who are connected to the people they influence. The information, thoughts, and ideas we communicate are not addressing certain needs of people. Meeting these needs strengthens people mentally, emotionally, professionally, and spiritually.

The Binion Consulting Group has challenged itself to discover innovative ways to improve corporate culture, inspire leaders, and motivate employees to become their personal and professional best. Our mission remains to help leaders master the business of excellence. Our focus is locked in to building leaders of strength, integrity, and character.

Thank you for entrusting us with your corporate training needs.



Kevin D. Binion
Owner
The Binion Consulting Group



LEVEL - 1 EQUIPPING

Training and Development

Many corporations struggle to find talented people who understand the basic principles of leadership. Level 1 training is designed to introduce new leaders to the concepts of management. We believe that effective leadership begins with establishing a foundation of knowledge and understanding that is built during the life of a professional career.

Program Outline

Each Module of the Level 1 program provides leaders with the skills and tools they need to successfully capitalize on the forces and events that shape their world, allowing them to become architects of the future within their area of responsibility. Leaders learn how to position their business (function, department, or team) by understanding their unique style that aligns with and supports the organization's mission and vision. This innovative program will introduce leaders to the critical components of effective management and help strengthen core leadership competencies. Modules are selected for half-day, full-day, or two-day training workshops.

Goals and Objectives:

- Assess leadership capacity and competency.
- Understand the ten leadership styles and their effectiveness.
- Understanding the difference between leadership and management.
- Learning the importance of mission and vision.
- Learning power and asset mapping.

The Level 1 series applies the following Modules designed to assist senior and strategic leaders in committing to the company core values.

Module Code	Module Title	Module Summary
11210	The Foundation of Leadership	Learn the basic principles of leadership, communication, and emotional intelligence.
11211	The Tests of Leadership	Learn the 13 tests every leader must pass.

Module Code	Module Title	Module Summary
11212	Solutions Driven Leadership	Understand the importance of creating solutions, not impacting problems.
11213	Listening to Your Core	Learn how to value feedback from your key leaders to advance organizational strategy.
11216	Releasing the Power of Trust	Learn the difference between personality and character and its importance to leadership.
11217	The New CEO	Understand the new model of executive leadership, the qualities, and attributes now required for effective senior leadership.
11219	Organizational Leadership	Learn how to organize your company through its mission, vision, and core values.
11220	Inspiring Leadership	Learn how to give inspiring messages and direction to your teams.
11221	Strategic Leadership, Planning & Advantage	Understand how to develop a strategic plan for long-term growth and advancement.
11222	Adapting to Change	Know the factors that influence change and how to adapt to market variables.
11223	Coaching, Mentoring, & Succession Planning	Learn how to create a succession plan and realize the timing for implementation.
11234	Executive Leadership	Learn the role of an executive and how to create a high performing culture.
11235	Your Brand & the Community	Understand the importance of your corporate image and its profitability.
11236	Global Leadership	Understand the importance of being an ambassador of your organization across countries and cultures.
11238	Exercising Influence	Learn how to build relationships that yield effective results.

LEVEL - 2 BUILDING

Training and Development

The strength of any organization is its people. People want their contributions to an organization to be respected, appreciated, and valued. Level 2 training is designed to provide leaders with the framework needed to enable teams to thrive. Leaders will explore their roles in leadership as a visionary, designer, coach, coalition builder, and ambassador.

Program Outline

Each Module of the Level 2 program provides leaders with the skills needed to understand team behavior and group dynamics. Leaders will learn techniques for leading teams regardless of functional area, organizational level, geography, or industry. Clients select modules based on need for half-day, full-day, or two-day training workshops.

Goals and Objectives:

- Understand effective communication processes.
- Learn how to lead, facilitate, and contribute to effective work groups and teams.
- Learn how to manage dispersed work groups (virtual teams).
- Create a shared vision and mobilize energy toward goal achievement.
- Learn how to manage organizational change and resistance to change.
- Understand the importance of goal setting, implementation, and follow up.

The Level 2 series applies the following Modules designed to assist senior and strategic leaders in leadership growth and development.

Module Code	Module Title	Module Summary
22010	Essentials of Customer Service	Learn the key factors of excellent customer service and how to retain clients.
22121	Diversity and Inclusion in the Workplace	Learn to diversify teams and promote leaders with potential and proven expertise.

Module Code	Module Title	Module Summary
22122	Talent Acquisition	Learn how to identify and select the best talent for your organization.
22123	Building Dynamic and Efficient Teams	Learn how to identify department needs and assimilate high performing teams.
22230	Identifying and Solving Problems	How to study the root causes of problems and how to implement the best solutions.
22231	Mobilizing Your Team	Learn how to keep team members focused, motivated, and inspired to perform.
22232	Evaluating Team Performance	Learn how to develop an evaluation tool for performance metrics.
22233	Developing New Leaders	Understand the importance of coaching and mentoring leadership talent.
22234	Effective Reporting & Analysis	Learn how to report and track goals accurately.
22235	Negotiation Strategy	Learn the tools of negotiation, winning bids, and remaining competitive.
22336	Negotiation Strategy for Suppliers	Learn the tools of negation for suppliers and vendors.
22337	Negotiation Strategy for Customers	Learn the tools of negotiation for customers and consumers.
22338	Leadership Styles	Learn the 10 styles of leadership and how to adapt to your team or organization.
22339	Finding Your Fit	Understand your area of management and leadership specialty for maximum efficiency.
22340	Building Leadership Capacity	Understand how to develop leaders of strength through emotional intelligence.
22341	Fixing Your Leadership Culture	Learn how to identify the broker areas of leadership and how to repair them.

LEVEL - 3 ADVANCING

Training and Development

The purpose of any leadership training is to empower leaders to function effectively, competently, and influentially. Good training assists in organizing and synthesizing complex ideas into a tapestry of words and images. It aids in improving the visioning process, understanding the past, respecting the present, and exploring options to craft a clear future.

Program Outline

Each Module of the Level 3 program targets five key areas of leadership; focus, prioritizing, planning, inspiring, and delegating. Leaders will become aware of challenges facing the internal and external customer, develop resilience to overcome such challenges, and develop confidence in meeting expectations and achieving goals.

Goals and Objectives

- Learn the value of systems thinking as an essential practice for leaders.
- Discover how assumptions and beliefs (mental models) play a significant role in what we see, hear, and how this affects organizational systems.
- Learn how to create inspirational work environments and to overcome structural barriers to achieve results.
- Learn to write an outcome-based strategy for your team that is aligned with your organization.
- Learn what is required when complexity increases, external conditions shift, and systems/structures do not support company mission and vision.

The Level 3 series applies the following Modules designed to assist senior and strategic leaders creating leadership and management standards. Modules are selected for half-day, full-day, or two-day training workshops.

Who Should Attend

Training is recommended for decision-makers, leaders in position of senior authority, team managers, and emerging leaders.

Module Code	Module Title	Module Description
36015	Leading Through Disruption	Re-aligning business foundation and models.
36018	Developing Sustainable Business	Sustaining mission, vision, and values during times of change.
36020	Core Competencies of Leadership	The five core competencies every leader must perfect.
36021	Developing a Collaborative Mindset	Being supportive and appreciative of diverse perspectives.
36022	Leading for Legacy	Learn how to leave a lasting impact with your team and organization.
36023	Creating Inclusive Leadership Practices	Learn how to lead diverse teams and organizations.
36024	True Colors Personality Assessment	Discover your personality type and how it relates to others. <i>(This is a three-hour assessment)</i>
36025	Business Strategy and Decision Making	Learning how to think through critical business processes.
36026	Essential Public Speaking	Learn how to address various business audiences and make presentations.
36027	Accountable Leadership	Learn how to build a network of accountability for efficiency and productivity.
36028	The Evolving Executive	Understand how the traditional C-Suite platform has changed to fit market demands.
36029	Keeping Pace in a Changing World	Understand how to apply principles of leadership and management for a new workforce.
36030	Leading with Empathy	Learning how to address human conditions without compromising goals and initiatives.
36030	Emerging Leaders	Learn how to transition from team member to team leader.

LEVEL - 4

ENTRY LEVEL & PROFESSIONAL

Training and Development

As companies onboard new employees, the basics of employee engagement should always be emphasized. The Binion Consulting Group offers this list of introductory Modules for new leaders, managers, and employees in the workplace. Modules are selected for half-day, full-day, or two-day training workshops.

Program Outline

Each Module in Level 4 emphasizes relationship building, employee performance, and proficiency. Level 4 training is for new and emerging leaders.

Module Code	Module Title	Module Description
48772	Managing People	Learn the principles needed to manage people in their roles and assignments.
46773	Overcoming Communication Barriers	Learn how to bridge communication gaps and avoid misunderstanding.
46774	Learning Your Organization	Understanding the purpose of your business and how to align yourself with its mission.
46775	Conflict Resolution	Learn how to avoid business relationship problems and develop ethical standards.
46776	Personal Impact	Learn how your presence and performance impact and influence your culture.
46777	Effective Task Management	Learn how to prioritize tasks, set goals, and achieve positive outcomes.
46778	Business Writing	Learn how to effectively communicate information, thoughts, and ideas.

Module Code	Module Title	Module Description
46779	Next Up	Learn how to identify team members with leadership potential and prepare them for promotion.
46780	Targeting Interviewing	Learn the techniques used by companies in interviewing candidates for employment.
46781	The Professional Resume	Learn how to write a resume that is recognized and inviting.
46782	Planning Your Career	Understand segments of a career path and how to build a long-term career strategy.
46783	Introduction to Professionalism	Learn how to be a professional in the workplace and in flexible work environments.
46784	Business Etiquette	Learn how to communicate professionally and build effective business relationships.
46785	Building an Exceptional Customer Service Team	Understand the principles of CRM and how customer service impacts company growth.
46786	Responsible Delegation	Learn how to prioritize assignments for your department/team and delegate the right tasks to the right team member.
46787	Professional Development	Learn valuable tools of professional development for success.
46788	Education in America	Learning the history of education and its impact on the workplace.
46799	Project Planning	Understand the key objectives in project planning, design, implementation, and completion.
46800	DE&I – and “B”	Learn how to build a human connection between your team and your company.

We Build Exceptional Leadership.

Focused Training Modules

We researched leadership trends and have developed three levels of training and development. Each level is a block that supports the information presented in ensuing levels of instruction. The Modules in each level provide principles of leadership and management that strengthen teams and prepare leaders for advancement within their corporations. Modules in each level are interchangeable, tailored to company training needs.

Depending upon your training needs, our modules can be expanded into complete training sessions. The descriptions in our catalog provide a brief overview of the module content. Every module has a flow sheet detailing the content provided. Our recommendation is to select three to six modules and customize your training program. Each module is designed to last approximately one hour; however, this varies based upon the engagement of the participants. Our trainers facilitate learning discussion. They will not subject your team members to hours of nonstop instruction.

Once we meet with you, we will discuss a customized training program based on observations within your company structure. We will provide a proposal based on the modules we believe will be most effective in strengthening your team. We are committed to providing your company with solutions that work. We also want an ongoing business relationship with you and are certain we can satisfy most of your training needs.

Services We Provide

Offsite/In Person

We have partnerships with offsite campuses and hotels venues which are ideal for conferences and workshops.

Onsite/In Person

We love to visit our clients onsite. This gives us an opportunity to experience your culture and environment. It is the preferred method by many of our clients.

Virtual

We utilize many of the virtual meeting and webinar platforms to provide instruction for our clients. It is not as good as being there, but our goal is to accommodate our clients' needs.

In House Training

We offer training in our facility which benefits many of our local clients. We will be happy to have you visit with us.

Coaching

If your management team needs specialized group or individual coaching, we will develop a program and meet with your team regularly.

Customized Training

If your company or department has a need for specialized training, we will customize the training program and materials for you. Our catalog provides a small part of our training inventory.

Leadership and Management Retreats

We conduct leadership retreats for a week, or a weekend to refresh and refocus. This is also a good time for companies to get reacquainted with their mission, vision and to develop stronger relationships and commitments within their organizations.

What Our Clients Are Saying

"Kevin is a dynamic trainer. His workshops are filled with valuable tools which he shares in a fun, yet impactful way."

- James K, Mount Union, NJ

"Kevin's knowledge is impressive on many professional levels. We will rely on him to take our company to the next level."

- Ryan G, Los Angeles, CA

"I love working with Kevin Binion. He has helped me build the correct foundation. "

- Anthony T, Rochester Hills, MI

"I have sat through many trainings which were a waste of my time. I was suspect with Kevin until he opened his mouth and held me captive for five hours. Brilliant!"

- Edward B, Providence, RI

"Kevin continues to WOW me! His training is relevant, innovative, and engaging."

- Rena J, Houston, TX

"Once again Kevin was exceptional. Every time I listen to him, I gain new knowledge to make me a better leader."

- Corinne T, Phoenix, AZ

"Kevin's training is exceptional. He is an awesome presenter and very knowledgeable business owner."

- Debra J, Dallas, TX

"I have heard some good trainers, but Kevin has a talent. He is practical and relational. One of the best I have ever heard."

- Robert T, New York, NY

"Finally! Someone who truly teaches. Thank you Kevin! You were fantastic!"

- Brenda K, Atlanta, GA



MISSION STATEMENT

To master the business of excellence.

VISION STATEMENT

To influence leadership personally and professionally in every area of society, establishing a global model of efficiency and productivity, transforming culture, and building success.

How to Engage Our Company

The Binion Consulting Group provides training for our clients in many geographical locations. Our fees are competitive with the top training consulting firms. We are flexible and will work with our clients based on their training needs and budgets. If you would like a detailed Module description or proposal, let us know and we will send you a Module overview with a summary of the training content.

If you are ready to begin your next training adventure, you may contact our office. We will speak with you about your training needs and customize a program that works for you. Once you have retained us, we will begin the process of developing your custom training materials. We will schedule a date or dates for the training desired and look forward to the training with excitement.

Our Trainers

The Binion Consulting Group extends independent contractor agreements to trainers who represent our company. Trainers are certified with our company and evaluated based on their professional experience and personality assessment. We have contracted some of the best talent in this industry and hold them to a higher professional standard. Our trainers are subject matter experts with years of experience in business and industry.

COVID Protocols

The Binion Consulting Group provides a safe, professional training experience for business professionals. For in-person events we will check your temperature, look for potential symptoms of COVID-19 or its variants, ask about COVID testing, or if professionals have been in close contact with anyone who has tested positive for COVID within 14 days of a training event. Individuals who have symptoms or are not well will be asked to stay home.

Mask Mandates

If masks are required in the city or venue where the training event is held, we require our trainers and participants to wear masks. If there is no mask mandate, our trainers will wear masks, but participants have the option not to wear one. We encourage participants to check local requirements prior to attending one of our training programs.

Local Venue

We work with each venue of our training programs and ensure event rooms undergo enhanced cleaning protocols as recommended by their local health agencies and management. Handwashing is encouraged and sanitizer is available throughout the duration of the event.

Contactless Policy

The on-site check in process for our events will be 100% contact-free. We request that trainers and participants refrain from personal touching at events and exercise physical distance, when possible, to avoid illness. Seating will be spaced with the recommended distance between participants as determined by the venue and its local government.

Contact Us

The Binion Consulting Group

4777 East Outer Drive, Suite 1157

Detroit, Michigan 48234

Office: (313) 368-0240

Email: excel@binionconsulting.com

Website: www.bcgexcel.com



4777 E. OUTER DRIVE
SUITE 1157
DETROIT, MICHIGAN 48234
O: 313.368.0240
WWW.BCGEXCEL.COM