

# The Career Potential Seminar™



The Career Potential Seminar gives your **fast-rising managers** and high-potential executives the momentum to significantly boost their performance. It also gives **leading organizations** the ability to attract, develop and retain premium talent in order to continually improve their market position. As a professional development investment, The Career Potential Seminar is truly "win-win-win" for employees, managers and the organization itself.

## The Problem

Over the next ten years, one of your greatest challenges will be the retention of premium talent as you grow your enterprise in the increasingly competitive global economy.

The loss of productivity and the cost of replacing personnel can easily exceed 200% of your employees' annual salaries, and 10% of your revenues.

Professional development is one of the most important factors top professionals look for when deciding to join – and stay with – an organization.

## The Solution

As you help your managers and executives take charge of their careers, you will bring their performance and behaviors into alignment with organizational goals.

Your managers will contribute more, experience a renewal of commitment to your organization, and accelerate upward momentum in their own careers.

You'll improve retention of high-performing employees, increase levels of engagement, and strengthen your reputation as an employer of choice.

You'll gain dedicated contributors who are equipped to lead significant, positive change in your organization.

## *Is this right for your organization?*

The Career Potential Seminar helps Fortune 1000 companies improve their human capital “return on investment” immediately, increase overall retention in the mid-term, and develop long-term “bench strength.” This allows you to fill more leadership positions internally by equipping managers with tools and strategies to fulfill their career potential.

In short, we help you optimize your investment in premium talent, increase productivity and profitability, and prepare your company's leaders to contribute at higher levels.

## *How does this program work?*

The Career Potential team will tailor the seminar to integrate seamlessly with your organization's current management development programs, as well as your most important business challenges, needs and priorities. This delivers maximum impact and provides your people with both long-term strategies and “do-it-now” tools.

The program builds meaningful, lasting skills to enhance participants' professional effectiveness, and thus increases your organization's overall success.



According to the Harvard Business Review article, “What Really Works,” a study of 200 well-established management practices as employed over a ten-year period by 160 companies found that “the winners achieve deep bench strength. It’s cheaper and more reliable to develop stars than to buy them. Winning companies create top-of-the-line training programs to hold onto talented employees and develop more of them.”

## What topics are included?

Over the course of two intense and action-oriented days, participants learn vital skills, such as how to close performance gaps, how to align their talents with the organization's needs and culture, savvy internal and external networking, building their personal leadership brand, the art of influencing others with integrity, and how to develop future leaders to fill their own shoes as they move up.

The Career Potential Seminar provides key strategies, tools, tactics, and principles to create lasting career success and deliver maximum organizational value.

## Seminar Agenda

### Day One

- **Career Definition:** Define self and work; assessment, internal inventory, personal brand.
- **Making Connections:** Inside, outside, up, down, and across the organization.
- **Serving the Organization:** Alignment of goals, skills, needs, challenges, opportunities.

### Day Two

- **Career Fitness:** Leveraging strengths, adaptability, broadening perspective.
- **Executive Influence:** Developing others; selling your ideas, your value, and yourself.
- **Perpetual Career Management:** Career focus, leader behavior, mapping next steps.

## Who is this seminar for?

The Career Potential Seminar is specifically designed for mid- to upper-level managers, including:

- Group Leaders
- Department Supervisors
- Directors
- Regional Managers
- Vice Presidents
- Division Heads
- Managing Directors
- Managing Partners
- Business Unit Managers
- Team Leaders

There are already many career development opportunities available in the marketplace for "front-line" supervisors, and there are also numerous "elite" programs for key executives. But when it comes to developing the backbone of your organization – the high-performing, mid-level managers whom you want to retain, develop, and promote – there's nothing like The Career Potential Seminar.

## Are you already doing this?

You may think so. However, research shows that you're probably not doing enough career development – or not doing it for the right people in the right way.

The Career Potential Seminar instills long-term career focus, which distinguishes your best people from the mediocre contributors who drain away your time, effort, and profitability.

This program is a perfect complement or supplement to the leadership development and executive education you may already be doing. However, these other initiatives are no substitute for giving your high-potential leaders the specific "perpetual career management" skills they need.

***Here's where The Career Potential Seminar fits into your organization's professional development strategy:***



## Benefits at a Glance

As your **Human Resource leaders** develop premium talent at your organization, you will be able to:

- Effectively plan corporate strategy and staffing.
- Clearly and proactively identify talent assets and shortages.
- Identify qualified internal candidates for important job openings.
- Rapidly re-deploy talent to address changing business needs.

As your **employees** re-commit and map their career futures, you will be able to:

- Improve staff morale and engagement.
- Empower employees to take charge of their careers.
- Find “hidden” capabilities within your employee pool.
- Reduce labor costs.
- Ensure high productivity and job satisfaction.
- Deliver on employees' development needs.

As your **managers** commit to developing career-minded professionals, you will be able to:

- Improve retention by filling more positions from within.
- Minimize time required to fill critical positions.
- Reduce adjustment periods and lost productivity by using pre-developed talent.
- Quickly and effectively develop your future leaders.

## What are the outcomes of the program?

Here is a “snapshot” of typical participants after experiencing The Career Potential Seminar:

- They will align their talents with the organization’s priorities, and have a detailed roadmap that will get them to their career destinations while making significant contributions to their team and the company.
- They will develop internal confidence, and the right leadership behaviors and tools that give them both political and positional power – plus an arsenal of specific tactics they can use to influence others with integrity.
- They will become a force for driving results, discovering possibilities, and maximizing potential throughout the organization.
- They will become agents for increasing other employees’ levels of personal engagement and productivity (peers, managers, and direct reports).
- They will be able to communicate, collaborate, and innovate on demand – even under situations of high stress and continuous change.
- They will be better equipped to create their own career paths and manage others, based on deeper understanding of their own strengths, skills, preferences, and personality styles.



## About Career Potential, LLC

Career Potential, LLC works with leading companies that are committed to developing and retaining premium talent, so that they can continually improve their market position. Ford R. Myers, M.Ed. is President of Career Potential. Since 1992, he has been providing career acceleration seminars, individual executive development, and career consulting to Fortune 1000 companies.

Our entire team is looking forward to working with you – to engage your best people and develop them to contribute even more – ensuring your organization’s lasting success. Please contact us. We would be happy to learn about your business situation, and discuss how Career Potential can be of most help!



250 W. Montgomery Avenue, Suite J, Haverford, PA 19041  
Phone: 610.649.1778 Web: [www.careerpotential.com](http://www.careerpotential.com)