

SUSAN GUZZETTA

PROFESSIONAL SPEAKERS FOR ALL OCCASIONS



SANDRA SHELTON MEd, CTACC

BETTER RELATIONSHIPS, BETTER DECISIONS, BETTER BUSINESS

As iron sharpens iron, we sharpen each other.

Sandra is and has always been about relationships: the core of leadership, mentoring, communication, customer service, conflict resolution, great decisions, hiring, turnarounds and virtually any business issue. Capt. Alan Bean, former Astronaut talks about a relationship principle as the biggest thing he learned while being at NASA in an article that appeared in the Fort Worth Press, Sept 19-25, 2016:

"Before, I didn't know how to be a good teammate," he said. "I was telling (fellow Apollo 12 astronaut) Pete Conrad in the simulator one day about someone who wasn't a good teammate, and he said, 'Well, maybe it's you... He said, 'You got to find a way to admire and care for the people you work with, the people you are around,'" Bean said. "I said, 'You're kidding.'

"It took me a while to learn that, but it's the truth. You need to get to know people better and care about the people you surround yourself with to be a good teammate. That's the No. 1 thing I learned in my 18 years with NASA."

We are human beings in organizations wishing to balance life and work so that one does not overcome the other. For more than 3 decades and over 3000 presentations in 15 countries, Sandra's ingenious StrengthBank® and its COMMUNICATION WorkOuts® continue to redefine and stay on the cutting edge of today's healthy workplace needs. Sandra "soundbites" her paradigm as "people skills "workouts" to "work in" more fulfilling lives at work so that home is better, too.

The StrengthBank® paradigm "works out" meaningful relationships manifested in performance and engagement to achieve excellence in quality, service, personal leadership, and sustainability. As Max Depree puts it: "leadership is liberating people to do what is required of them in the most effective and humane way possible more of weaving of relationships than an amassing of information." People who understand and seek great relationships first do extraordinary things.

Sandra delights audiences and tells it like it is. From the platform, she has a personable attraction factor that draws in even the most resistant participant. Her zest, enthusiasm, and high commitment are contagious as she brings organizations to a new level of engagement with employees (and customers) - still a high need according to ongoing surveys from The Gallup Organization that say, "...actively disengaged workers are costing US businesses \$300 billion a year in productivity losses..." Individuals in Sandra's sessions find themselves poised in real time to apply specific, forward steps to the job tomorrow morning.

A favorite quote from Sandra: A business becomes known and creates a legacy from what it encourages in its workforce within and beyond the organization's influence.

Extending leadership and engagement skills to the upcoming generation of workers, Sandra is founder and CEO of StrengthBank® Inc., Currently serving as Executive Director, she certifies volunteer business people to mentor high school youth. The mentors apply the relationship success paradigm during high school advisory periods twice a Month.

Overall, Sandra steps onto the speaker's platform to lift her audiences to a new awareness of where they can find better relationships, better decisions, better business.

SANDRA SHELTON

TOPICS

REAL LEADERSHIP MENTORS ON PURPOSE

Right Mentoring Writes the Future

The traditional model of mentoring is one-sided and unappealing. Mentoring that truly grows people is two-sided in one-to-one mentoring and multi-sided in group mentoring. A leader understands there has to be more than cloning another person or presupposing the mentee has no direction in the matter.

In developing an effective mentoring methodology there is a wonderful reciprocity of both mentor and mentee moving forward in dreams, aspirations, and in the direction that benefits both the organization and the individual most. The 4 Mentor Power L's are important (and most meaningfully in the order presented below):

- Look at what is the core of the person to be mentored, how each is equipped to serve effectively and successfully with benchmark proof behaviors.
- Listen to the mentee's answers to a proven paradigm of questions to mentor without judgment.
- Lead by example of not knowing all the answers but by testing the waters and creating a relationship that allows unlimited growth.
- Learn from the mentor's journey. If there is growth only on one side of the relationship, mentoring is not happening; instead, one person is demonstrating "how to be like me" or "how to do it my way" for the other person.

By far the best leadership for true mentoring that changes lives and organizations literally liberates mentees to do what is required for the job with the highest engagement principles possible. relationships are priority one for the high excelling organization. Developmental mentorship is the liberating force for any organization that creates a systemized, proven direction to move people to their highest potential and that includes the possibility that potential shows itself to be beyond what the organization offers. There are no losers where moving people to highest potential is concerned.

Participants learn:

- The essence and specific outline for leadership that develops mentorship, that is, a formal mentoring methodology.
- New perspectives on hiring people ready to grow.
- Understanding to use the 4 Mentor Power L's of mentorship.
- Application of the power L's using audience involvement.

SANDRA SHELTON

TOPICS (continued)

BETTER INTERNAL RELATIONSHIPS, BETTER CUSTOMER SERVICE

How we are to each other is who we are to the community we serve.

The reason any organization has value is that there is a successful connection to customers. A failure to understand and use the vital, consistent communication necessary to keep that connection a successful one is the often overlooked issue. Not overlooked by our company, you say? For all the talk and writing about service, the missing piece to the excellent service puzzle is that our customers can get only as good as our least effective communicator gives.

Translation: when the team is not having a good day, neither is the customer.

The dilemma it seems is that relational connections are not easy to see and talk about. Fixing a problem one can see, touch, read, or calculate is easy compared to tackling the oh so heavy word "relationships."

Relationships are invisible though the unseen core of how we are to each other. Internal relationships can at times change an entire environment's status quo in a nanosecond (Now, oh dear, we have to deal with emotions - a typical business thinking resistance point or last on the to do list! In fact, that is how policy manuals grow. That is, instead of fixing the "invisible," broken relationship, why not add a note in the policy manual to correct the behavior. Have everybody be nice to each other. That works, doesn't it?)

Let's start with the bottom line. Customers pay all salaries and customers are people before they are customers. Tunnel vision focused on company policy, procedure, meeting agenda, or product alteration without considering the customer relationship misses this foundational point. In a business relationship, there is no reason to come up with any one thing if the customer will not benefit in the long run - yes, even to what toilet paper for use in the public rest room or the best link on the website's browser. In other words, if it is good for the company, department, employee, or vendor, it may or may not be good for the customer.

Recognizing that the customer pays all salaries can awaken a pulsating vigor within a company to exhibit the true deliverable, that is, all of us or none of us. To be needed is reciprocal. Each person has a connection to the customer regardless of job description - every single one. StrengthBank® COMMUNICATION WorkOuts® - creates a self-perpetuating paradigm that keeps internal communication focused, clear and constantly renewing internal working relationships. These relationships mirror the bottom line for what customers receive. As many participants have realized, StrengthBank® COMMUNICATION WorkOuts® make relationship savvy visible. What we can see we can manage more effectively and enjoy at higher levels of productivity.

Participants learn:

- How communication, conversation, and relationship are synonymous.
- How listening is more than an ear skill for attentive service providers.
- How the tiniest of customer relationship savvy can stop negativity.
- How to do more than a collective stab at "good customer service".

SANDRA SHELTON

TOPICS (continued)

WHAT WE HAVE HERE IS A FAILURE TO COMMUNICATE!

How To Generate Effective Discourse, Engagement, and On-target Decision Making and Mentoring

Relationships form the backdrop of success not only for each person but for the entirety of what an organization has to offer those it serves. The workplace that disregards the particular, individual focus for each of its employees and its customers, will fail and fall into the ignominy of being just another workforce of ill-prepared or disengaged workers. No level of the organization is exempt.

However, with each person's unique plan or bank of strengths (StrengthBank®) in place and called upon and allowed to function at its highest, success is inevitable. Sandra's strategies will prosper the individual and the organization, generate no harm, and will give self-renewing hope—a future one by one and for the organization as a whole. With her complete relational work out system (StrengthBank® COMMUNICATION WorkOuts®) in play the organization can go consistently forward, "on plan."

For the individual:

Each of us has a bank of strengths and the ability to communicate for healthy relationships. That bank of strengths used as designed with its original "equipment" (COMMUNICATION WorkOuts®) becomes a productive workout for human relationships/connections/conversations. The design in place produces a readily accessible tool that benchmarks and guides each one to the most efficient and effective best use of talents and skills.

For the organization:

When Sandra's mental work out strategies are used consistently to work out circumstances and arrange life and work with others, negative people issues, half-baked plans, and frenzied "busyness" behaviors dim in the light of higher productivity, creativity, and "on task" engagement. Without this bigger StrengthBank® vision of each life's purpose, one can easily lose interest and give up. Without this constant guide to encouragement and improvement, the focus on every day life becomes a plethora of seemingly endless, trivial tasks. With the StrengthBank® vision firmly in place, not only does one soar to full capacity but also is engaged to lead and serve others in their pursuit of excellence, each one's path of greatest potential.

The potential is to be part of a truly energized workforce that stands ready to blow the doors of the competition while creating great competitive relationships. We all win because regardless of which team we are on, we collectively urge each other to higher standards. Think of it this way; at the end of every sports event, the opposing players not only shake hands but often have good friends on the "other side."

At the end of the day, we are still Americans who are blessed by the freedom we have to love what we do for a living and still look ourselves in the mirror when we go home. The pursuit of life, liberty, and happiness is lived in the capitalism and the Republic that sustains it. We are part of something bigger than just "get a job and do something to make a living;" instead, we are taking an active, joyful part as did our forefathers to keep the bell of freedom ringing across the fruited plains and for future generations.

Principle Themes:

- Sense of humor is everything. Seeing the humor in everyday circumstances creates a strong, highly impactful platform to handle even the tough stuff that life throws our way, a high tolerance for human foibles.
- Multi-generational Workforce. Capitalize on a diverse, multi-generational workforce to produce higher "on task" or engagement behaviors.
- Communication. Everyone works things out using simple communication work out grids to capture and resolve relationship skill strategies in a way never before simplified to a shared working paradigm.
- Leadership Development. Understand that the ability to lead to greater productivity requires understanding that behaviors ("be[beings] having's") showcase the heart of productivity. They are never the primary place to solve problems. Studying personality styles and viewing them as a cure-all for interpersonal skills leads to short-term, destructive manipulation rather than positive, productive communication.
- Time Management. Relationships are the core issue; when relationships are functional, time flies and things get done.
- Character: It is never too late to connect to others better. Connecting better relationally stimulates personal growth and always contributes to the greater good of not only the organization but also its customers and vendors.

SANDRA SHELTON

TOPICS (continued)

- There is a plan! Each of us is designed to be able to experience productively in confident and assured step-by-step, moment-by-moment, and relationship-by-relationship lives at home and at work.
- Attitude: Attitudes matter because they come from the heart and soul, not from job titles and company benefit packages.

ENGAGEMENT BEGINS AT THE HIRING TABLE

Specific strategies for peeling back the onion to better predict higher productivity.

How we hire should be every organization's "killer app." What could possibly be more sound than focusing first on who gets hired, developed, promoted, or asked to move on? What about a more reliable hiring process than assessments, interviews, and reference checks? Charisma, humor, and charm can go a long way in an interview; but at its core, the traditional interview is superficial.

A candidate for employment can look great, smell great, exhibit all the right moves, have the right credentials, and still be the wrong person for a particular job.

Wait a minute! If what I am looking for and all the details are covered, how can this not be the right hire?

The right hire will have answers beyond the test and outside the box. These answers will tie the offered job paralleled to personal aspirations.

The needed plan of action for greater success for hiring engaged people requires rethinking, ad hoc conversations, and time outside the interview room. There is a great tendency to move all pre-employment steps possible to tests or online mechanisms. However, pre-employment paradigms need to focus on hiring live people to work live, face-to-face, i.e., to work productively with others.

When value is constantly added by every hire, the organization finds itself with higher engagement, accountability, and retention of best of the best. Elevating hiring to the same level of professionalism and integrity as financial management not only makes sense but also is mandatory in today's culture of "job search trained" applicants. Hint: Firing needs a like strategy as predictor of the next best hire for the newly vacated slot.

Participants learn:

- Value added conversation strategies to use in the hiring process to increase the potential for hiring highly productive and engaged employees.
- Identify gaps in current hiring process to increase the chances of hiring longterm, engaged employees at all levels.
- Break down the necessary hiring process into actionable, unique strategies: some reinvented, some new, some never before done.
- Transfer session learning to specific templates to use immediately for the next hiring opportunity upon returning to the organization.

SANDRA SHELTON

TOPICS (continued)

THE CHARACTER OF LEADERSHIP

Leading and supporting a respectful, creative workplace that inherently sustains itself

Everyday conversation, coherence, and closure stand on the same doorstep with silence, incoherence, and conflict. That doorstep is perception - the first prompting to encourage or discourage communication, relationships, and camaraderie. Engaged, synergy-focused leadership whether personal or positional respects even the mediocre person and allows each to have potential to contribute. Servant Leadership!

Starting with this respect for each person's bank of strengths that works out individual performance and engagement, leadership with character allows disagreement without belittling, critique without disgrace, and correction without destruction. Without a bigger vision of our life purpose than showing up to earn a dollar, we lose interest and give up. Without encouragement and improvement all we can see is our every day life with its trivial tasks. With the A,B,C's of Character Leadership (Apparent, Believable, Connected) firmly in place, not only do we soar to our full capacity but also we are innovative, creative, and engaged to lead others in mutual pursuit of excellence and each path of greatest potential." With Character leadership in place, we are talking creative, energized workforce!

Apparent

To the inevitable issue of conflict, character in leadership begins with a liberating thought, i.e., there is an apparent constructive side to conflict, alongside a destructive one. Conflict is often a positive sign that an organization is filled with people who really care about what's going on. Disagreements are an opportunity for change, improvement, and greater understanding. The non-constructive side of conflict arises when disagreements create heated conversations and moments of utter frustration.

Believable

Leadership with character emancipates the individual so that full potential and engagement with all the faces of human behavior are less likely to obstruct living out the promises made to the customer; the customer believes in the offer to be served. Serving customers and contributing from an on-fire rather than a burned-out workforce becomes the smoothly chugging "little engine" that could and can and consistently does what it promises.

Connected

A connection often overlooked is the individual's relationship with work as it plays out at home and in the local community. We are people first, employees second. Wise leadership understands the leading is "more of weaving of relationships than an amassing of information" ~ Max Depree, *Leadership Is An Art*.

Issue identification is the key to leadership excellence. Misunderstanding the first issue as human beings leads to poor decisions and misaligned strategies. The work must be connected to the people as surely as the hip bone is connected to the leg bone if we are to truly succeed. Long-term success has a human face on it for the leader with character.

Participants Learn:

- How to master the ABCs of leadership with character: Apparent, Believable, and Connected.
- How the influence of leadership's character is displayed in small and showstopper moments.
- How the three cornerstones of positional leadership management predict greater character in leadership.
- How to have the mental focus for greater character that moves from the heart out through the lips into performance.
- How to implement and develop leadership with character starting with the next conversation.
- Recognize the hiring and service connections in the environment imbued with the character in its leadership.

SANDRA SHELTON

PUBLICATIONS

CURRENT BOOK RELEASE

StrengthBank®

Hope For High Schools

CURRENT CURRICULUM RELEASE

StrengthBank® People Skills WorkOuts

StrengthBank® Mentor Manual

UPCOMING BOOKS

Face-to-Face Talk: How do I fit in without losing me?

Service On Purpose™: Reality 101: Engaged Or Not, Employees Are The Customer Experience!

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CLIENT LIST (partial)

AT&T
AMERICAN AIRLINES
NATIONAL ASSOCIATION OF FOOD EQUIPMENT
MANUFACTURERS
THE LIMITED
ASTRAMERCK GROUP
FEDERAL EXPRESS
WORLD TRADE CENTER (NYC-DESTROYED 9/11)
CHRYSLER FINANCIAL
COMERICA BANK
MCDONALD'S CORP.
TEXAS ASSN. OF SECONDARY PRINCIPALS
FAITH, FAMILY, ACADEMY - DALLAS AND
WAXAHATCHIE, TEXAS
ALPHA DELTA PHI ANNUAL CONVENTION
MIDWEST GAS ASSOCIATION
DOMINOES PIZZA
MOBIL OIL RESEARCH AND DEVELOPMENT
HURST-EULESS-BEDFORD ISD
BLESSING HOSPITAL, IL
JACK IN THE BOX CORPORATE
BUREAU OF LAND MANAGEMENT
VERIZON TELECOMMUNICATIONS
YMCA
NOKIA
PLEASANT VALLEY STATE PRISON
BJU PRESS
SARA LEE CORP.
ENTERPRISE CAR RENTAL
BURGER KING CORPORATION
GOVERNMENT ACCOUNTING OFFICE (GAO)
BANK ONE
GREEN THUMB INC.
PYA MONARCH
YMCA

CONTINUING NURSING SERVICES
CON-WAY SOUTHERN EXPRESS INC.
DELOITTE & TOUCHE
NATIONAL ASS'N FOR WOMEN IN CONSTRUCTION
NATIONAL HEALTHCARE REVIEW
PRUDENTIAL INSURANCE
NORTHSTAR STEEL
US STEEL
MAILCOM
YW WORKS
NATIONAL ASSOCIATION OF STUDENT COUNCILS
UNITED TECHNOLOGY AND ELECTRONIC CONTROLS
US HOUSING AND DEVELOPMENT
MEDICAL ADVOCACY SERVICES
INTERNATIONAL MISSION BOARD
PERDINALES ELECTRIC
GAO (GOVERNMENT ACCOUNTING OFFICE)
COCA-COLA
ENTERPRISE CAR RENTAL
INTERNATIONAL CEMETERY AND FUNERAL ASSN.
OCT, INC.
CLEVELAND AREA PUBLIC LIBRAIRIES
TEXAS PEOPLE CREDIT UNION
SHOWTIME NETWORKS
HOME BOX OFFICE
TEXAS ASSOCIATION OF SECONDARY SCHOOL
PRINCIPALS
BURLESON ISD AND BURLESON HIGH SCHOOL
LEADERSHIP TEAM
MEMORIAL CARE SYSTEMS-HOUSTON
UNITED STATES POSTAL SERVICE
SANTA FE ISD (TEXAS)
NATIONAL AERONAUTICAL AND SPACE
ADMINISTRATION
SALVATION ARMY

WILLIAMS TREW REAL ESTATE
LUCENT TECHNOLOGY
CUC INTERNATIONAL
NATIONAL MISSILE DEFENSE/ARMY
EMBRAER AIRCRAFT CORPORATION
UNITED STATES GEOLOGICAL SERVICES
TEXAS ASSOC. FOR PARTNERS IN EDUCATION
NATIONAL CENTER FOR YOUTH INITIATIVES
WORKING WOMEN CONNECTION
COMPUSA WOMEN IN LEADERSHIP
EDS - FRISCO, TX
TEXAS CHRISTIAN UNIVERSITY
F.A.I.T.H. (FASHION ACCESSORIES IN THE HOME)
NATIONAL BUSINESS FURNITURE
DEPARTMENT OF ASSISTIVE AND REHABILITATIVE
SERVICE
PROCUREMENT SERVICES
PROCUREMENT & SUPPORT SERVICES OFFICERS
ASSOC. (PSSO)
TOTAL TRAINING NETWORK
LAB MANAGERS
WOMEN'S BUSINESS COUNCIL - SOUTHWEST FORUM

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TESTIMONIALS

"...in my 13 years as a human resources professional Sandra has generated more enthusiasm and positive remarks than I have ever before witnessed."

Richard Smith
Vice President, Human Resources
Coca-Cola

"...not only knows what she is talking about, but her analogies, people skills, dynamic stories and ability to be fast on her feet make her so interesting I didn't want to miss a minute of it."

Frances Floyd
Manager
Amdahl Corp.

"I laughed, I cried. I'm changed."

Jon C. Jones
Manager
Arcus Data Security

"One of the rare chances to see excitement in a form that they can take back to work with them and actually use."

Gerrell
Distance Learning Manager
Fort Hood, Texas

"Most enlightening – can't wait to begin to put it into practice."

Chris Spensley
Quality Assurance Technician
Amgrsham International, Cardiff, Wales

"Sandra is funny, bright, and dynamic; gets your blood flowing again."

Gail Brightmon Moser
Systems Analyst
Reynolds Electrical

"...it was even better and included information that can be used in other ways, too"

Bill N., Dallas, TX

"It's nice to have a 'mirror' put in front of you every now and again since we don't often take the time these days to do so."

Andy K., Toronto, Canada

"...much more motivational than expected"

Marla C., Lewisville, TX

"Insights to dynamics of understanding people and relationships"

Michael F., Rochester, NY

"This exceeds my expectation-communication and motivation tools"

Leslie S., Roanoke, TX

"...better than past 2 years. I expected it to be the same as always!"

Sarah B., Dallas, TX

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TESTIMONIALS

"Knowing my StrengthBank® contributed significant insight to my job."

Val B., Colleyville, TX

"Overcoming objections. Were given alot of answers."

Jim O., Southlake, TX

"StrengthBank® analysis-great insight on how to deal with people."

Barry W., Irving, TX

"Dynamic subject and speaker. Made a lot of sense-challenged me to get out of my comfort zone"

Phyllis H., Cleveland, OH

"Enthusiasm! Kept my attention"

Jennifer S., Racine, WI

"StrengthBank® - importance to each and every one of us."

Raul V., Los Colinas, TX

"Glad I came again. Refreshing new stuff."

Jolene U., Irving, TX

"Enthusiasm, examples."

Joe L., Dallas, TX

"Thinking out of the box-from the heart"

Janice C., Atlanta, GA

"Her [Sandra's] upbeat never stopping courageous attitude and knowledge."

Carl W., Dallas, TX

"How to evaluate people and maximize their talents."

Peter F., Carrollton, TX

"It gave me a solid view of myself as well as a perception of others around me..."

Sam M., Carthage, NY

"Focused on positives."

Frank P., Sugarland, TX

"Fast paced, joyfully presented-gave solution"

Ginny W., Spokane, WA

"Learning about StrengthBank® & how to use them in the 'real-world.'"

Terri H., Dallas, TX

"Enthusiasm of presentation of concept/very relatable."

Debbie B., Waxahatchie, TX

"Reading over StrengthBank® every day! Important!"

Danette S., Melbourne, FL

SANDRA SHELTON

TESTIMONIALS

"Learning StrengthBank® ins and outs"

Debbie R., Galeria Park, TX

"Showed how to apply concepts to real life..."

Elizabeth F., Dallas, TX

"[StrengthBank] allows you to reflect on what you do as a partner at home and at work"

Stephanie M., Watertown, NY

From a Regional Future Business Leaders of America Presentation, Dallas, Texas:

"Ms Shelton's presentation not just only give you ideas in life, but expands your vision about your passion that will help create sparks in your life."

"She hit me hard. That I was around a dull life in a rut, like making the grade and stuff, but she rekindles my passion."

"To always share your gift and never retire."

"She is a very charismatic and great speaker. Very self-revealing."

"You indirectly find out more about yourself. I highly recommend it."

"Ms Shelton had a way of opening my eyes."

"Very inspirational; changes the way you have seen everything in your life."

"Do what you love, find your calling so you'll enjoy your work."

"It is very inspirational and it is a positive impact on me. If you're not sure where you're going in life, you should go and listen."

"It's important to believe in yourself."

"VERY INSPIRING. LOVED IT!"

"She was very inspiring and down to earth."

"Your strengths and your likes go hand in hand."

"I like how your speech is a more direct and honest speech that allows us to inspire ourselves. It was one of the few I've heard that made me realize my passion."

"When you spoke to me, I felt like you could read me very easily even though I was looking away. Thank you for the inspirational presentation!"

"You made me more courageous and more willing to take risks."

"You made me realize my strengths."

"That I have been needing help in deciding my major and I will use these skills today to guide me. Thank you."

"Thank you for helping me find the correlation between my interest and frequent activity."

"You did an amazing job with a great sense of humor."