

*Priority*<sup>®</sup>



A Better Way To Work

*“Priority Management have helped me retain better focus and control over my deliverables with less effort, stress and pain”*

Philip Benton,  
Managing Director, Radius Computer Services Ltd.

# real change

In a world where change seems like the only constant and getting by, not getting better is the norm. Priority Management can give you the processes you need to be better than your competition.

Priority Management is a Global training company and for over 40 years, we've provided best practice training in business skills to corporations and individuals around the globe.

We offer unique, world-class training at over 55 convenient locations worldwide. Experience consistent, immediate results that impact the way you work from the moment you finish a workshop.

We offer courses to develop your skills in the following areas:

- Priority and Workload Management skills
- Leadership and Management skills
- Teamwork skills
- Coaching skills
- Project Planning skills
- Communication skills
- Selling and Negotiating skills
- Customer Management skills



A Better Way To Work

Every one of our training centers is dedicated to developing the skills of your people to lower the level of effort to achieving success. We do this by showing your people “A Better Way to Work”.

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# The WorkingSm@rt Method

WorkingSm@rt is a flexible and practical combination of behavior changing methods, best practice processes and tools that can transform the way you work. With the WorkingSm@rt Method you will gain control over your day, find balance, reach your goals and focus on the tasks that are important to you and your company.

Easily applied and simply sustained, the WorkingSm@rt Method can give lifelong benefits to individuals, teams and entire organizations.



## Turn Intentions Into Actions and Your Actions Into Results

WorkingSm@rt will give you the processes to follow through on your good intentions and give you back the time you need to be successful – in all areas of your life. We will help you identify the priorities in your day while minimizing the interruptions and time-eating bad habits.

## Over 40 Years of Refinement

The WorkingSm@rt Method was created to meet the changing demands of a complex modern global business world, evolving with the challenges in business to provide the solutions that organizations need to be successful.

Since its launch in 1983 more than 2 million business men and women from organizations both large and small have been trained in the WorkingSm@rt Method, giving them control over their day and making them better at what they do.

## More Time Less Stress

WorkingSm@rt will give you back the most valuable of all resources - Time. Time to spend on your next innovation, your staff, your customers, or simply time with your family and friends. When you feel in control of your day and it's you making the decisions, you can concentrate on the activities you get most from and that bring you the most reward.

## Leverage Technology and Software You Already Use

One of the many benefits of the WorkingSm@rt Method is its ability to integrate with industry standard business software and hardware configurations. Many organizations, large and small have a complex mix of systems, process and procedures that requires training be customized to match their specific needs. WorkingSm@rt has this flexibility built-in.

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# Workload Management

Our certified trainers teach you how to gain control of your workload, stay focused on your priorities, and track multiple lines of communication. This encourages a more proactive working environment and a significant improvement in work/life balance.

Our proven methods offer solutions that can be instantly applied and easily sustained. Individuals, teams, and entire organizations will benefit from having a common focus on time and task management.

The following list of courses can be tailored to suit each organization's specific needs.



## Take control of your workload and competing priorities

Receive practical hands-on skills instruction to help you absorb proven techniques for a total time-management solution. Integrate communications, tasks, activities, planning and apply the WorkingSm@rt® method using Microsoft Outlook.

This course will help you:

- Create a consistent focus on priorities
- Gain control of your inbox and email
- Improve your communications
- Manage your time, tasks, and activities
- Use Outlook with a 'business planning' approach



## Take control of your Inbox and workload

Receive practical hands-on skills instruction to help you absorb proven techniques for a total time-management solution. Integrate communications, tasks, activities, planning and apply the WorkingSm@rt® method using Outlook for Mac.

This course will help you:

- Focus consistently on priorities
- Gain control over high volume email and tasks
- Improve communications
- Manage time, tasks, and activities
- Use Outlook for Mac with a 'business planning' approach



## Effective teamwork, collaboration and communication

Whether you're a department, loosely-knit work group or existing team, this workshop will take you through an important set of processes and tools to develop essential team skills.

This course will help you:

- Understand the key role of WorkingSm@rt to enhance team performance
  - Learn the roles required for effective teamwork
  - Assess your current tendencies as a Team player
  - Set up Microsoft Teams and establish rules of engagement
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## Make collaborating with your team as easy as 1-2-3

The key to success lies in the ability for teams to work together without the constraint of being together. Now it is possible to collaborate in a way that maximizes flexibility and minimizes the places you need to look to find key information or data.

This course will help you:

- Create, edit, organize, and enhance notes using Microsoft OneNote
- Integrate your notes with other applications.



## Turn your intentions into actions and your actions into results

Tame the Digital Deluge and increase your productivity. Receive hands-on skills instruction to help you absorb proven techniques for an effective time management solution that integrates communication, tasks, activities and planning.

This course will help you:

- Focus consistently on priorities
- Gain control over high volume email and tasks
- Improve communications
- Manage time, tasks, and activities
- Take a 'business planning' approach to Google



## Tame the digital deluge and increase your productivity

Turn your intentions into actions and your actions into results. Receive hands-on skills instruction to help you absorb WorkingSm@rt® methods for a total time management solution that integrates communication, tasks, activities and planning.

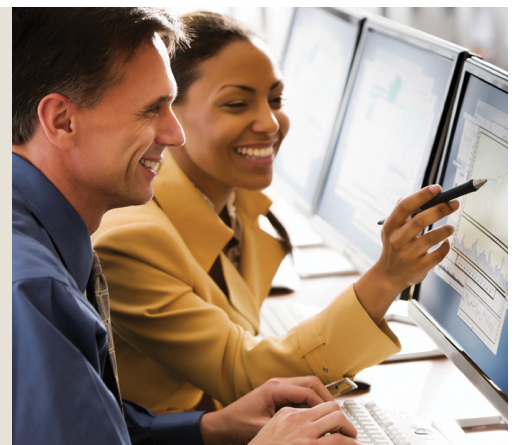
This course will help you:

- Take a 'business planning' approach to iPhone & iPad
- Gain control over high volume email and tasks
- Focus consistently on priorities
- Improve communications
- Manage time, tasks, and activities

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*"Having taken the course myself, I can vouch for its ability to help move from using Outlook as simply a tool for answering e-mail, to a vehicle for managing time and priorities."*

J.A.C., Director, Training and Development, BCBSA, Blue Cross.



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## WorkingSm@rt<sup>®</sup> IN Meetings

### Get your meetings on time, on track, on purpose

Learn not only how to plan, organize and run a successful meeting but also how to get the most out of the meetings you are required to attend.

This course will help you:

- Apply a proven planning process to meetings
- Design an effective agenda to increase accountability
- Run a meeting with a Bias for Action
- Know precisely how to prepare to attend a meeting
- Know how to keep a meeting on track
- Use an effective process for evaluating meetings

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## WorkingSm@rt<sup>®</sup> in the 21st Century

### Take control of your workload and competing priorities

Learn to make effective choices when faced with increasing demands and responsibilities. Identify and focus on the goals and objectives that make the difference and learn to manage your activities for maximum results.

This course will help you:

- Better manage time, tasks, and activities
- Improve communications
- Boost productivity
- Reduce stress and improve work/life balance
- Consistently focus on priorities - turn intentions into actions

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## WorkingSm@rt<sup>®</sup> as a Remote Leader

### Remote leadership essentials: keeping them engaged, collaborative & productive

Our team developed this impactful and practical online workshop to help leaders keep their teams productive and engaged while working remotely.

This course will help you:

- Keep your team engaged
- Keep your team productive
- Keep your team cohesive
- Keep your team supported



### Turn your management skills into leadership skills

These 8 fundamental leadership skills will equip you with the ability to ensure consistent strategy and a shared common set of processes and tools to achieve the organizations goals and objectives.

This course will help you:

- Identify between management and leadership
  - Build the skills to lead teams through the planning, executing and communication phases of work
  - Understand the 21st Century workplace
  - Develop a personal and team plan to bring the skills back to the workplace for you and your team
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## *Priority* Influencing

Unlock your personal communication style and achieve influential leadership success

Master the skills to positively affect the outcome of all communications. Acquire leadership skills by learning to clearly read each situation, ask the right questions, listen well and communicate with confidence.

This course will help you:

- Build better relationships
- Expand information you need to make better decisions
- Use effective communications to build a stronger team
- Know how to cultivate “buy-in”
- Learn the behavior of a team player
- Present yourself as a leader

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## *Priority* Planning

Improve your priority planning process and enhance your focus

Learn to make effective choices when faced with increasing demands and responsibilities. Discover a proven process including the importance of action planning, and acquire the processes you need to make things happen.

This course will help you:

- Deliver improved results
- Overcome barriers to achievement
- Recognize what’s urgent and what’s important
- Learn how to plan your projects
- Handle higher volume at a faster pace
- Commit to values and goals

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## *Priority* Coaching

Be a workplace coach and release the potential set up for your colleagues.

Learn how to help staff and colleagues optimize and enhance their priority and business skills training by providing a motivational environment, setting expectations, and lending support.

This course will help you:

- Coach individuals and teams confidently
- Set expectations for continuous improvement
- Spread responsibility for performance to the individual
- Enjoy and encourage the impact of the individual’s greater sense of achievement
- Improve the coaching experience each time

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## *Priority* Profile

Focus training and development on areas of greatest return

Priority Profile evaluates the skills and competencies of individuals, teams and organizations to pinpoint specific opportunities for training. This unique assessment compares individuals against worldwide best practices of knowledge-based workers.

This course will help you:

- A confidential profile from which to benchmark future performance
  - A 1-hour personal consultation to review the results
  - A 32-page personal development guide that focuses goals and establishes an action plan for improved effectiveness and continuous learning.
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# Project Management

The 21st century working environment has created challenges as organizations and individuals have to manage and balance the two worlds of work: operational and projects. In the past individuals were mostly involved in operational work. Today, Priority Management is seeing that an ever-changing environment is forcing teams and individuals to engage in project work to either seize opportunities or to avert problems. One of the fundamental differences in operational work and project work is not in identifying the tasks, but moreover understanding the interdependencies between the tasks and how to plan while taking this into account. This lack of understanding is causing projects to slip in schedule and is impacting the ability for the work to be delivered on budget and on time.

Priority Management has identified that poor planning and communicating are the two major contributors to project failure.

## Why Projects Fail

### Problem: Why Projects Fail – poor planning & poor communication

The Project Management Institute College of Scheduling (PMICS) completed a large study of 494 completed projects by 59 companies from all industries with an average project estimated cost of \$24 Million dollars.

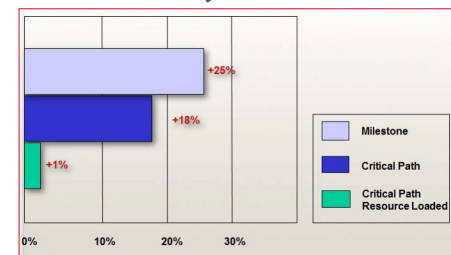
### Three types of planning methods were identified.

**Milestones:** only broad, high-level components are scheduled;

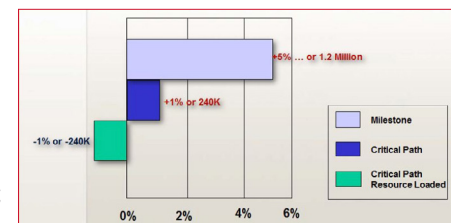
**Critical Path Method (CPM) schedule:** detailed plan with task dependencies;

**CPM + Resource Data:** CPM schedule with resource data

### Study Results:



Average Schedule Increase



Average Cost Increase

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## Project Planning Breakthroughs

A proven process that can be immediately understood and implemented by your whole team

Regardless of the diversity among people, locations, departments, or disciplines involved, this program provides a streamlined overview of the basics, while focusing on a vastly improved methodology to meet the rigorous challenges of developing a project execution plan.

This course will help you:

- Develop a complete and comprehensive Objective Statement; the foundation of a successful project
  - Create a detailed Execution Plan using a unique process called Objective Driven Logic, applied to a Time-Scaled Dependency Chart
  - Apply a simple, yet powerful method to resolve complex resource constraints
  - Calculate a detailed Budget & Cash Requirement Projection
  - Integrate contingency planning through “Scenario Estimating”
  - Determine where and when to best apply project management software
  - Bring final closure to the project through the application of a 3-level review process
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MICROSOFT  
**Outlook**  
4 Projects

Manage both Operational and Project work  
in one place

Receive practical hands-on skills instruction to help you absorb and apply proven techniques for tracking and managing projects using your Microsoft Outlook. This program is ideal for small to medium sized projects where only basic reporting is required. Basic project management experience is helpful however, not necessary.

**This course will help you:**

This course will provide you with the knowledge, skills and tools to effectively manage those projects within the familiar interface of MS Outlook. Managing both Operational and Project work in one place will enhance your ability to stay in control of follow-ups, commitments and important deadlines.

**Prerequisite course:**

- WorkingSm@rt using Microsoft Outlook

This course is intended for WorkingSm@rt using MS Outlook graduates who need to track and communicate the impact of change for an existing project plan and have chosen not to use a dedicated project management software.

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**WorkingSm@rt**<sup>®</sup>  
MICROSOFT  
+ Project

Manage the complexities of multiple  
projects more efficiently and effectively

Carry out multiple project execution plans developed through the Project Planning Breakthroughs method accurately and effectively with MS Project using common resource pools and external dependencies, along with detailed reporting and updating. Produce standard and customized reports, and develop a process for tracking and updating project plans.

**This course will help you:**

- Immediately improve the application of MS Project to your own project workload
- Allocate and share resources, and resolve conflicts among them
- Produce reports of value, both in standard and customized formats
- Accurately monitor multiple projects through proven tracking and updating techniques

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MICROSOFT  
**Project**  
**Fundamentals**

An ideal predecessor to WorkingSm@rt  
using Microsoft Project

A program designed to give both new and existing users a sound understanding and key skills to use this software competently.

Microsoft Project Fundamentals participants will learn how to understand and fully utilize the user interface. How to create a project from a blank file and follow the journey through to a baselined and updated project schedule.

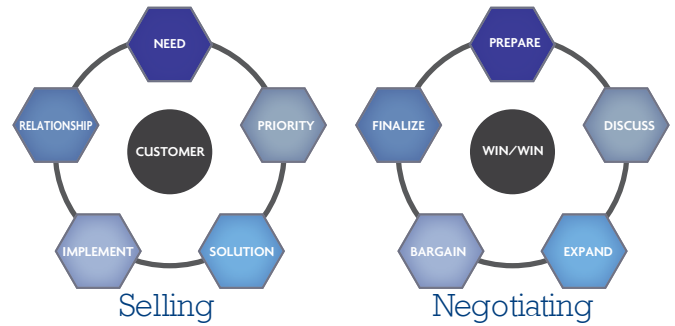
**This course will help you:**

- Set up project calendars
  - Create task relationships
  - Utilize effort driven scheduling
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# Selling and Negotiating

Learn proven techniques to help you put your products and services into relevant context for your customers, and sell a whole business solution rather than just a piece of the puzzle.



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## Selling Breakthroughs

Keep your customers satisfied to create lasting relationships

The secret to making a successful sale begins with knowing what, why, how and when your audience wants to buy. Learn how to become a valued partner with your clients by using Priority Management's client focused sales process.

This course will help you:

- Present solutions based upon priority and big picture needs, not products or services
- Communicate as a problem-solver and a trusted partner
- Use the buyer's motivations for increased focus and creating opportunities
- Develop long-lasting business-to-business relationships

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## Negotiating Breakthroughs

Make all negotiations more satisfying and successful

Maximize the ability for you and your negotiating partners to reach a mutually beneficial outcome. Build relationships through applying Priority Management's collaborative negotiating method that ensures all parties interests are looked after.

This course will help you:

- Reduce negotiating time by investing in planning
- Apply a full range of negotiating skills
- Eliminate potential misunderstandings
- Know when to negotiate and when to sell
- Realize a higher degree of satisfaction from the negotiation

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## Territory Management & Prospecting

Become an indispensable intermediary between your company and customers

Learn proven processes and skills to analyze, classify, and allocate appropriate time and resources to help you plan call cycles, account development and prospecting activities.

This course will help you:

- Act with confidence as the interface between your company and your customer
  - Deal with customers based on their current and potential value to your company
  - Proactively arrange your time and territory to achieve optimum face-to-face selling opportunities
  - Plan and implement account development activities to achieve your sales plan objectives
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# Customer Service

Learn to cultivate a superior customer service culture within your company, and deliver a customer service experience that consistently exceeds your customers' expectations.



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## Customer Service Breakthroughs

Increase customer satisfaction to create long-term fans and advocates

Learn how to effectively meet customer service objectives, exceed customer expectations, and achieve high levels of customer satisfaction. Since each and every contact with a customer is a “moment of truth” for your company, understand your pivotal role in achieving your organization’s financial and marketing objectives. Master the skills to treat customers on the basis of their “lifetime value”, strengthening relationships and meeting and exceeding standards and expectations. Enable two-way communication to avoid misunderstandings and minimize problems.

**This course will help you:**

- Identify priority improvement areas
- Understand your role and importance as a service provider
- Learn how to provide quality service to create “fans” and “advocates”
- Manage attitudes and emotions to ensure consistent, positive, and excellent service
- Enhance your communication skills
- Master effective telephone technique
- Positively deal with complaints and conflict situations

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## Telephone Response

Master this vital link between customer satisfaction and sales

Prepare yourself with the right response using a proven process that assures customer satisfaction and a positive outcome. Learn to strengthen customer relationships by creating a plan for effectively handling every call, whether a request for information, a question, or a complaint. Gain skills that enable you to answer and respond with confidence, and capitalize on opportunities to up-sell and cross-sell. And learn how to gather valuable feedback and collect market intelligence to enable you to anticipate customer needs and exceed expectations.

**This course will help you:**

- Gain understanding of customer service opportunities from incoming calls
  - Learn active listening and effective questioning skills
  - Practice voice tone and response modes
  - Practice skills in understanding and activating both empathy and assertiveness
  - Implement complaint-handling and problem-solving processes
  - Interactively examine opportunities for selling
  - Accurately record, monitor, and evaluate call activity
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# Priority<sup>®</sup>

A Better Way To Work



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CANADA	NEW ZEALAND	TURKEY	UNITED KINGDOM	AUSTRALIA	SINGAPORE	NETHERLANDS	PANAMA
SWITZERLAND	HONG KONG	UNITED STATES	FRANCE	UNITED ARAB EMIRATES	BELGIUM	IRELAND	SOUTH AFRICA