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JAMES KANE

W O R K S H O P S

R E L A T I O N S H I P S

There is an old fable about a pig, a chicken, and a dog sitting around discussing which of them was the farmer's favorite.

"Clearly, it is me," said the pig. *"Have you seen the amount of food he gives me every day? I eat like a king."*

"That's nothing," replied the chicken. *"I eat well too, but look at the house he built for me. I have a roof over my head, a nice, soft nest to sleep on, and all the privacy I want."*

Hearing enough of their arguing, the dog got up and started walking away.

"Wait," said the pig. *"Who do you think the farmer loves the most?"*

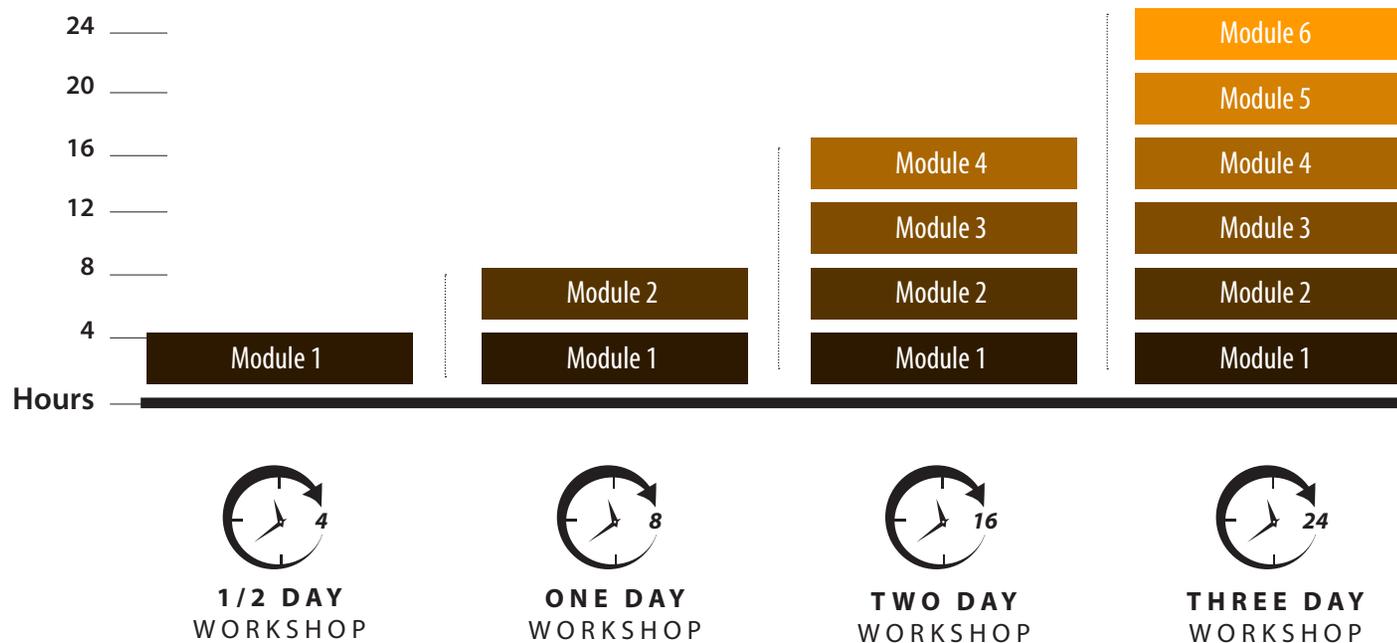
"That's easy," the dog answered. *"Since I'm the only one of us he isn't planning to eat, I'm pretty sure it's me."*

Every day, organizations go about their business convinced that their most important relationships will be with them forever. They point to things like length of service, size of contracts, donations made, and terms offered as evidence that their connections are secure and will never break. Then, without much notice or fanfare, that client, customer, member, sponsor, vendor, or employee walks away, taking all the value they offer with them - likely never to come back again. Sometimes it happens suddenly, but most often it is a gradual drift that could easily have been prevented.

James Kane created these workshops to help organizations build loyal relationships. Utilizing interactive group exercises and individual coaching, James helps participants understand the brain science and benefits behind true loyalty, uncover the behaviors that may be negatively impacting their relationships, and learn new methods and tactics that can make those same relationships nearly unbreakable. His goal is to teach participants what to **do**, not simply what to **think**, and complete the workshop with both a realistic assessment of their most important connections, along with a personalized Action Plan they can implement right away.

W O R K S H O P C U R R I C U L U M

James Kane offers four loyalty workshops (1/2 Day, One Day, Two Day, and Three Day) that build upon one another, allowing organizations to choose a development program and format that will best accommodate the schedules and availability of its participants. The modules in each workshop can be delivered consecutively in 1/2 day sessions, or split up over a period of several weeks or even months. Each workshop is limited to a maximum of 30-35 participants and is open to anyone within the organization at every experience level. The sessions feature dynamic lectures, facilitated discussions, interactive exercises, and relationship simulations, as well as personalized coaching in which participants are given individualized feedback and help developing a strategic action plan.





**1/2 DAY
WORKSHOP**

Module 1

LOYALTY 101

While James Kane’s keynote presentations identify each of the human behaviors that trigger loyalty, this workshop Module explains them in much greater depth and clarity. It is sort of a “Loyalty 101” lesson that is essential to understanding the fundamental building blocks behind loyal relationships. The session includes a mix of discussions and interactive exercises that are guaranteed to produce several “aha” moments for every participant. In four hours, attendees will learn what they need to know about forging stronger relationships and the steps required to make them truly loyal.



**ONE DAY
WORKSHOP**

Module 2

Module 1

DEVELOPING A PLAN

If Module 1 is about the *what*, Module 2 is about the *how*. After learning the basic science behind loyalty, this session shows participants exactly how to apply those principles to their own client relationships. They learn where to find the insights behind their key relationship’s real motivations, interests, goals, and challenges, and discover how to use that information to establish nearly unbreakable bonds. During this module, James provides direct, one-on-one and step-by-step coaching and guidance in helping attendees develop a Strategic Action Plan for at least one of their key relationships that can then be used as a template for others.



TWO DAY WORKSHOP

Module 4

Module 3

Module 2

Module 1

→ **COMMUNICATING LOYALTY**

Coming out of Module 2, attendees will have a personal Strategic Plan they can implement and utilize right away. They will know what to do and, more importantly, how to do it. But in order to transform all of their satisfied relationships to ones that are absolutely loyal, they will need to master a few, very specific communication skills. That is what this module is all about. Unlike so many workshops that focus on general listening and speaking skills, this session will help anyone - regardless of their personality, style, communication ability, or comfort level - convey the most compelling messages in the most effective manner. They will learn how to say and do the things that every brain looks for when deciding who it can trust, who it can depend upon, and ultimately, who it should be loyal to.

→ **SELLING RELATIONSHIPS**

There is a big difference between a loyal client and one who is merely satisfied. While both may continue retaining your services, loyalty produces many added benefits, including forgiveness if mistakes are made, unsolicited advocacy and endorsements, and new growth opportunities for you and your organization. It is this last one where most people fail to take advantage. Module 4 teaches participants how to leverage their relationships into cross-selling, up-selling, and other business development strategies. Building upon the previous three mods, Module 4 gives attendees - especially those who have never felt comfortable trying to "sell" - the skills and tools they need to help their organizations grow revenues and maximizing their service offerings.



THREE DAY WORKSHOP

Module 6

Module 5

Module 4

Module 3

Module 2

Module 1

VIRTUAL LOYALTY

The ability to build and maintain great relationships is, without a doubt, the greatest determinant of one's success. Always has been, always will be. What has changed is the manner in which those relationships are maintained, as face to face communications go digital, replaced every day by email, text messages, tweets, and constantly-changing technologies. Module 5 helps workshop attendees understand the impact these virtual methods are having on their key relationship's loyalty and offers guidance in using them more effectively. As current and prospective relationships rely more heavily on websites, LinkedIn, Facebook, and other cyber applications to help formulate their opinions of the people they work with, understanding how to control their own message and develop relationships virtually is critical.

SUCCEEDING TOGETHER

There is a big difference between a relationship who is loyal to a person and one who is loyal to that person's organization. Achieving the latter is far more difficult because it requires a coordinated effort involving a number of moving parts, including people, processes, systems, and messages. Module 6 shows participants how to collaborate with others and deliver a more unified and enriching experience for their clients. Using group exercises and proven learning tools, this module helps participants become better "cooperators" while discovering the benefits of sharing ideas, solving problems, making joint decisions, and improving performance. In other words, working as a team.

K E Y T A K E A W A Y S

While each of the workshop modules build upon one another to deliver a comprehensive relationship development program, they have been designed to produce specific outcomes and learnings. The table below lists the key takeaways for each module:

LOYALTY 101	DEVELOPING A PLAN	COMMUNICATING LOYALTY	SELLING RELATIONSHIPS	VIRTUAL LOYALTY	SUCCEEDING TOGETHER
Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
<ul style="list-style-type: none"> • Discover the drivers responsible for loyal relationships. • Learn the signals that trigger trust and how the brain processes impressions. • Understand how to establish the critical sense of belonging by demonstrating recognition, insight, proactivity, inclusion, and identity. 	<ul style="list-style-type: none"> • Learn how to formulate and execute a relationship strategy and Action Plan. • Increase business acumen by understanding what motivates client relationships and what they need to succeed. • Learn to make an informed decision about whether, how, and when to invest in specific relationships. 	<ul style="list-style-type: none"> • Develop communication skills that engender loyalty. • Determine communication weak spots that could be impacting client relationships. • Learn how to effectively prepare for every client interaction. • Learn how to control an agenda and use persuasion techniques to reach desired goals and objectives. 	<ul style="list-style-type: none"> • Improve “sales” and business development skills. • Craft an effective message that will lead a relationship to a very specific, pre-determined conclusion or wanting to hear more. • Learn to identify best opportunities to up-sell, cross-sell, and continuously communicate value to client relationships. 	<ul style="list-style-type: none"> • Learn to communicate in virtual environments. • Determine which social media channels have the greatest ROI. • Learn how to create relevant and engaging content. • Learn how to determine if your social media efforts are successful. • Choose metrics to gauge and guide ongoing relationship status. 	<ul style="list-style-type: none"> • Learn to improve collaboration methods to build relationships with your team and organization. • Learn to develop loyal client relationships by utilizing a team or organization approach. • Learn to communicate and share relevant information throughout your organization.

T E S T I M O N I A L S

Widely recognized as the preeminent authority in the science of loyalty and loyalty research, James Kane's Workshops have a long legacy of effectiveness in helping participants build nearly unbreakable relationships with clients, customers, members, sponsors, vendors, and employees. The programs offer participants an opportunity to briefly step away from their daily responsibilities and reevaluate those relationships that are critical to their own success and the success of their firm. Armed with new skills, tools, and tactics, participants will return to their practice with fresh insights and strategies for taking all their relationships to new levels.

“James Kane’s loyalty workshop was fabulous and a tremendous learning experience for our entire team.”

-- Regional Coordinator, International Committee of the Red Cross

“I would normally forget everything I learned in a training class 15 minutes after I walked out of the room. But the things I learned about building relationships have stuck with me. The best part is that I use them in both my personal and professional life equally. That is a testament to great content and a great instructor.”

-- Sales Associate, Stryker Medical

“I have now been to three of James Kane’s programs and each time walked in thinking I knew all there is to know about creating loyal relationships with my clients and partners. Every time he proved me wrong. By far, the best career development training I’ve ever received in my 20+ years of practicing law.”

--- Partner, AMLaw 50 Law Firm

