

Proposal Submitted In Response to
City of Riviera Beach RFP NO. 861-17
for Training Consultant To Assist HR
Develop and Deliver A Variety of Employee Training



We Polish...You Shine

Certified Small/Minority Business Enterprise, Palm Beach County
Business Consulting, Education and Training Consulting

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Transmittal Letter

Mr. Mealy,
City Purchasing Director
Purchasing Department
City of Riviera Beach
2015 MLK Boulevard
Riviera Beach, 33404
Dear Mr Mealy:

On behalf of GPT Enterprises, LLC, dba Ultimate Image Coach, I am pleased to present to the City of Riviera Beach (CRB) our responses to the Request for Proposal for Training Consultant to Assist Human Resources in Developing and Delivering a Variety of Employee Training (RFP 861-17-1), and support various HR activities.

Ultimate Image Coach is a Certified Small/Minority Business Enterprise by Palm Beach County specializing in providing Business Consulting, and Education and Training Consulting.

As President, Lead Trainer and Project Manager, I will serve as the sole contact for all RFP-related communication, including any request for clarification or other communications needed between the City of Riviera Beach and Ultimate Image Coach. My contact information is as follows:

Pamela Toussaint, President Ultimate Image Coach
538 Edgebrook Lane
West Palm Beach, Florida 33411
Office: 561-907-8085
Cell: 561-632-8679
Email: pamela@ultimateimagecoach.com
Website: www.ultimateimagecoach.com

As requested, we are submitting 5 ORIGINAL HARD COPIES and 5 DIGITAL COPIES ON CDs.

Remainder of page left blank intentionally.



Ultimate Image Coach makes the following declarations regarding this proposal:

- Ultimate Image Coach understands the services to be provided.
- Ultimate Image Coach is committed to providing the services within the time period.
- Ultimate Image believes we are the best qualified to perform the work. We have over 70 combined years experience delivering the services you request. Our firm has an excellent reputation providing business training and consulting services to private and public sector clients. We provide a team of expert instructors with diverse skill sets in all of the training topics you have requested. Our team has extensive experience in Business Training and Coaching, Human Resource Operations and Consulting, Diversity Management, Account Management, Personal Branding and Social Media and Technology Solutions.
- President Pamela Toussaint, who will serve as lead trainer and project manager, is an Adjunct Professor of Management, Leadership, Customer Relations at Palm Beach State College. She has direct experience serving the City of Riviera Beach, She delivered Customer Relations and Professional Image training over a three-month period in 2014, to all of the City's employees. Pamela currently serves as lead trainer and coordinator for Paragon Florida widely-acclaimed Business Readiness Certification program, serving the Urban League of Palm Beach County and will deliver the same program for the City of Riviera Beach in 2017.
- Ultimate Image Coach asserts that this proposal is a firm and revocable offer for sixty (60) days
- As President of Ultimate Image Coach, I declare that I am authorized to bind Ultimate Image Coach to the submitted proposal

Ultimate Image Coach makes the additional following assertions, as requested in the RFP.

- I assert that I have read and comply with the provisions of Florida Statutes 112 and the City of Riviera Beach Code of Ethics and Procurement Code governing procurement activities.
- Ultimate Image Coach assumes responsibility for all services offered in its proposal whether or not such services are offered by Ultimate Image Coach as lead trainer and project manager. I will serve as the sole point of contact with regard to all contractual matters.
- Ultimate Image Coach agrees that, in the event of an emergency, we will provide services to the City on a first priority basis.
- Ultimate Image Coach asserts that none of the other persons included in this proposal is a principal.
- Ultimate Image Coach accepts the conditions contained in this Request For Proposal.

We thank you for the opportunity to share information about our capabilities with you. We look forward to the opportunity to serve you on this project. Please contact me should you have any questions or need additional information.

Sincerely,

Pamela Toussaint, President

Ultimate Image Coach





Minimum Requirement Criteria

1. Ultimate Image Coach confirms that our firm has the ability to meet the stated minimum requirement criteria.

According to our understanding of the Request for Proposal, the City is seeking a Training Consultant to assist Human Resources in developing and delivering a variety of employee training classes, as detailed under Scope of Services, page 6, of the RFP, and as clarified in Addendum No. 2, dated January 18, 2017.

Develop and Deliver Training

Ultimate Image Coach has provided a detailed training program for each of the following six courses laid out in the Scope of Services (page 6 of the RFP). Our response is laid out in TAB 7 of this response document, per your instructions

1. Presentation Skills
2. Leadership Skills
3. Customer Service Skills
4. Career Development Skills
5. Management Skills
6. Strategic Planning and Visioning

Training Coordination

The City also seeks to have the training consultant provide account management to assist in ongoing efforts to improve the value of training.

As clarified in Addendum #2, your objective is to create a holistic training and career development strategy and supporting action plan (including required/recommended training classes and curriculums), taking into account all phases of the employee's experience. This will include the bullets under Purpose and envision the consultant assisting with the review and revision of HR Policy, Hiring Practices, and other areas not specifically mentioned under Purpose.

Ultimate Image Coach's team has the expertise, and is uniquely positioned, to provide these services. Prior to launching Ultimate Image Coach, Pamela served as corporate HR Operations Executive and Project Manager for key HR initiatives. As a professor and trainer, she and her team develop and deliver training curriculum and manage training programs. We look forward to the opportunity to support you in developing this role and further specifying its mission and job responsibilities.



Overview of Ultimate Image Coach's Training Coordination, Development and Delivery Experience

Ultimate Image Coach is uniquely qualified to provide the services the City requests in this RFP.

Ultimate Image Coach is a Certified Minority/Owned Business Enterprise by Palm Beach County, providing Business Consulting and Training and Education, and Training Consulting. Our firm has an excellent reputation providing services to private and public sector employers in Palm Beach County. Our team has excellent experience delivering training in the diverse topics you are requesting.

Relevant Expertise in Managing and Delivering Training for Palm Beach County Organizations

Ultimate Image Coach has extensive experience developing and delivering training, consulting and account management in the areas outlined in the RFP. UIC president manages complex projects requiring expertise in developing instructional material, facilitating workshops, managing deliverables and ensuring quality, client relationships.

Specifically, here are examples of recent projects we are are working on for area clients:

Palm Beach State College

Pamela Toussaint is an Adjunct Professor at Palm Beach State College. She instructs students on leadership, human relations, and customer service skills. She developed and delivered a Supervision Concepts and Skills E-Learning Class for the college and received stellar reviews from students.

Paragon Florida

UIC, Pamela Toussaint, currently serves as Lead Trainer, Training Facilitator, and Client Manager for Paragon Florida's comprehensive Business Readiness Program and other entrepreneur and business workshops. To date, 60+ entrepreneurs have graduated from the program and are on their way to building business plans, burnishing their brands and are on a pathway to funding. Toussaint delivers leadership and Human Resource operations training to small businesses. CaraJoy Nash, a marketing and social media expert, and instructional technology leader, leads the development of program training materials and supports the program as a vendor for Ultimate Image Coach.

City of Riviera Beach

UIC developed and delivered a comprehensive Customer Service, Professional Image, and Communication training program for all City of Riviera Beach employees from 9/2014 – 12/2014. The training was mandated by CRB issued Policy CM-14-201 on 8/14/2014 stating "It is the policy of the City of Riviera Beach to be customer and service oriented and to require all employees to treat customers in a courteous and respectful manner at all times" Procedure #12 outlined in the Policy states "The City will provide customer service training to all employees, volunteers, interns who represent the city and interact with the public"

Shoes for Crews

Toussaint served as lead trainer, coach, and facilitator for company-wide Personal Branding, Leadership, and Customer Service Training for all Shoes For Crews employees from 2013 - 2016. Shoes for Crews is a global leader in manufacturing and distributing slip-resistant shoes for the hospitality, restaurant and healthcare industries.



Urban League Palm Beach County

In collaboration with Paragon, Pamela Toussaint serves as training facilitator and project manager for the Urban League Palm Beach County's Project Jumpstart (Business Readiness) training program for entrepreneurs.

In collaboration with Paragon, I will serve as training facilitator for City of Riviera Beach's Business Readiness Program. The program is set to kick off in February 2017 and culminate in a graduation and certificate awards presentation in April 2017.

Palm Beach State College - Business Professor, Coach, Personal Branding & LinkedIn Trainer

Pamela Toussaint, President, and Principal Trainer, serves as a credentialed business professor and corporate trainer for Palm Beach State College for 5 years. She specializes in instructing in the areas of Management and Supervision, Customer Relations for Business Success, Human Relations, and Operational Decision-making.

Human Resource Executive for Major Firms

Toussaint served as Human Resource executive for major corporations such as Philips North America and Kaplan, and served as HR Outsourcing Executive and Senior Client Relationship manager with HR Consulting firms (such as Mercer HR Consulting) responsible for directing Human Resources Outsourcing and Operations projects and managed multi-million dollar client relationships.

Ultimate Image Coach Account Team Experience

Ultimate Image Coach Account team is comprised of highly qualified professionals who bring a diversity of skill sets to meet the City's training requirements. Our team is experienced in delivering training, consulting and coaching in Leadership, Customer Service, Diversity Management, Human Relations, Communication Skills, Presentation and PowerPoint skills, and Professional Image skills. Complete resumes are enclosed in the Appendix.

- UIC's President, Pamela Toussaint, MBA, Training Facilitator, Business Professor, Account Manager, will serve as Lead Trainer and Account Manager. She will be involved in all aspects of delivering training, coaching, and consulting services, and account management to clients. She is involved in establishing collaborative arrangements with qualified industry partners to extend service offerings to clients. The president is the point of contact for all training and will participate in all training programs requested in this Request for Proposal.
- Cheryl Gowdie, MBA, Business / Executive Coach, Corporate Trainer and Facilitator is a certified Executive Coach with the XXX will conduct personality and leadership assessments (Myers Briggs) and will conduct Leaderships skills training along with Pamela Toussaint
- Tamara Owens, JD, Diversity Trainer, Workshop Facilitator & Personal Branding Consultant, She has as JD degree and brings over 7-years-experience leading diversity training and other initiatives in a University setting and for a major law firm, She has served as client manager and training for a large Technology firm and has delivered training at universities non-profit entities in Atlanta and South Florida.
- CaraJoy Nash, MBA, Digital Marketing Consultant and Instructional Technology consultant will provide support in developing training documents and booklets, and will participate in training on



presentation and PowerPoint development



Information Requested

According to our understanding of of Information Requested, you are seeking a response/confirmation to each question or requested service listed in Section II.

We respond to your request with the following. According to your instructions, explanations are not needed for “Yes” answers.

I. REQUIRED SERVICES, STANDARDS AND CONDITIONS

Required Service, Standard or Condition	Agree	Explanation
Trainer will provide certified instructors that meet instructional, practice and testing standards.	Yes	
Trainer will provide training materials, including DVDs / videos, and participant workbooks.	Yes	
Trainer will provide proactive account management to assist in ongoing efforts to improve the value of training.	Yes	
Trainer will provide three references including contact information.	Yes	Included in Tab 6

II. EVALUATION CRITERIA - REQUIRED RESPONSES

COMPANY PROFILE

GPT Enterprises, LLC dba Ultimate Image Coach, is a Certified Small/Minority Business Enterprise by Palm Beach County, headquartered at 538 Edgebrook Lane, West Palm Beach, Florida 33411. The City of Riviera Beach will be serviced from our main office. As president and lead trainer, I, Pamela Toussaint, will serve as the key contact for the City of Riviera Beach, I can be reached:

- Office: 561-907-8085
- Mobile: 561-632-8679
- Email: pamela@ultimateimagecoach.com



ORGANIZATIONAL PHILOSOPHY

Our Motto is: We Polish...You Shine

Driven by the conviction that a positive image and a compelling personal brand are the most critical skills needed for success, Pamela Toussaint founded Ultimate Image Coach to train and coach individuals on these skills. Studies show that companies whose employees embody these skills enjoy a critical competitive advantage. They are more profitable.

At Ultimate Image Coach, we understand the unique challenges businesses face. We provide human relations, communications, customer loyalty training and development ensuring that employees are empowered to lead, innovate and grow profits.

Applying our extensive corporate expertise in building teams and developing employees in corporate America, our consultants help business owners and corporations develop HR operational improvement strategies and lead execution across the enterprise.

We help individuals and companies gain a competitive edge in today's challenging business climate. We do so by coaching clients on career and image skills to ensure they are prepared to exude confidence, make a lasting impression and excel in their business.

UIC team members believe in expanding our sphere of impact through collaboration and blazing new trails. A well-known motivational speaker, President Pamela Toussaint and Tamara Owens co-authored a personal branding and empowerment book, *The Audacious Woman*, challenging women to take control of their careers and blaze new path to prosperity. Pamela and CaraJoy Nash co-authored an e-book on personal branding and professional image management.

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COMPANY STAFF

We are delighted to introduce our expert team of trainers who are uniquely qualified to deliver the training you desire.

2. Staff: Names, Resumes and relevant experiences of key personnel

Pamela Toussaint, MBA., President, Ultimate Image Coach, Corporate Trainer, Leadership & Personal Branding Coach, Facilitator, Business Professor will be the lead trainer and project manager for the project. She will lead or co-lead all training sessions and will attend all training sessions. She will be dedicated to the project.

Pamela has extensive experience managing projects of similar size and scope, developing and delivering training programs, and managing employee development. She also brings extensive experience as an HR Operations Executive responsible for hiring, policy development, outsourcing

Cara Joy Nash, MBA, Digital Marketing Consultant, Tutor, Entrepreneur will serve as Assistant Project Manager. She will provide support in developing training documents and booklets, and will participate in training on Presentation Development, Social Media branding. She will be dedicated to the Project.

Tamara Owens, BA, JD, Trainer, Personal Branding and Image Coach, Diversity Consultant | will conduct, with Pamela Toussaint, leadership, diversity management, personal branding and customer service skills training

Cheryl Gowdie, MBA, BC, Business / Executive Coach • Corporate Trainer • Facilitator will conduct personality and leadership assessments (Myers Briggs) and will conduct Leaderships skills training along with Pamela Toussaint

Based on your clarification in Addendum #2, **Evaluation Criteria: Company Staff, you indicate that this portion of the criteria “designing and implementing job classification and pay systems for public sector entities to the extent project team members have participated in projects similar in scope” relates to the Pay Study RFP, not this Training RFP; therefore we are not responding.**

As requested, we have attached resumes for our team members. Resumes of all staff members shown in the organization chart below are included in the Appendix

Remainder of page left blank intentionally.



a. Organization chart of the proposed team

	<p>Pamela Toussaint, MBA President, Ultimate Image Coach Lead Trainer, Facilitator, Project Manager, HR Consultant</p>	
<p>Cheryl Gowdie, MBA, BC President, Accezy Consulting Myers Briggs Personality Assessment Facilitator</p>	<p>Cara Joy Nash, MBA Owner, She’s Online Media Assistant Project Manager Marketing & Social Media, PowerPoint, Trainer</p>	<p>Tamara Owens, BA, JD Ultimate Image Coach Personal Branding Consultant Customer Service and Diversity Management Trainer</p>

b. Dedicated Representatives who will service the Riviera Beach Account

Pamela Toussaint
CaraJoy Nash

COMPANY EXPERIENCE

3. List 4-5 projects completed in the past 3 years of similar size and scope – preferably local government

a. List

- i. City of Riviera Beach (CRB) 9/2014 – 12/2014, Delivered comprehensive customer service and training to all (400+) CRB employees. Contact: Ms. Perry (retired), HR Director; Mr Danny Jones. CRB issued Policy CM-14-201 on 8/14/2014 stating “It is the policy of the City of Riviera Beach to be customer and service oriented and to require all employees to treat customers in a courteous and respectful manner at all times” Procedure #12 outlined in the Policy states “The City will provide customer service training to all employees, volunteers, interns who represent the city and interact with the public”
- ii. Paragon Florida, Served as Lead Trainer and Training Facilitator for comprehensive Business Readiness Program: Pathway to Funding; Contact: Pamela Stewart, President and CEO, Paragon Florida, March 2016. 50+ entrepreneurs have graduated from the program and are on their way to building business plans, burnishing their brands and on a pathway to funding. (2016 – Present)
- iii. Urban League Palm Beach County (ULPBC), April 2016 & January 2017: Contact Lydia Callender, ULPBC Trainer; 40+ entrepreneurs. Serve as Lead and Facilitator for Urban League’s Project Jumpstart, Business Readiness program for entrepreneurs
- iv. Shoes For Crews (SFC), Pamela and Tamara served as trainer and facilitator for company-wide Personal Branding, Leadership and Customer Service Training for all SFC employees. 12/13, 8/16



b. Ultimate Image Coach’s Client Base

Client Base	Number	Percentage
Private Sector	2	28%
Public Sector	2	29%
Non-profit	3	43%
Total	7	100%

COMPANY APPROACH/METHODOLOGY

4. Discuss your role and that of other parties involved in the design, data gathering, data analysis, and recommendation processes

- a. According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE
- b. Based on your answer in Addendum #2, this criteria seems to link to the Pay Study RFP not this Training RFP. Therefore our answer is NOT APPLICABLE
- c. Will your proposed solution(s) be compatible with an ERP system? According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE
- d. Describe the job evaluation methodology typically recommended for use by your company. According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE
- e. Given that fact that Florida has broad public records laws, how does your company plan to attain private sector data? According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE

PRESENTATION

5. Present/describe/explain the job evaluation methodology that will be used

According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE

- a. The identified benchmarked job descriptions - how many and how are they determined?
 According to Addendum #2, you clarify that this evaluation criteria links to the Pay Study RFP not this training RFP. Therefore our answer is NOT APPLICABLE

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PRICE

6. Submit your firm's detailed budget/fee schedule of services (your price proposal) required to complete this project.

City of Riviera Beach RFP 861-17-1 PRICE PROPOSAL: Class Size 25										
		Duration of Classes	Hourly Rate	Training Development	Training Delivery per Class (25 per class)	Assume 18 classes of 25 (tot. 482 employees *	Materials for class of 25	Materials for 18 classes of 25 each for all Courses *	Other Cost ** (\$)	Total for 18 Classes of 25 for each all Courses for FIRST YEAR
PRICE PROPOSAL: Class Size 25										
Presentation Skills	Class 1: Develop Presentations	\$4	\$200	\$2,400	\$800	\$14,400	\$131	\$2,363	\$0	\$19,163
	Class 2: Public Speaking	\$2	\$250	\$1,500	\$500	\$9,000	\$131	\$2,363	\$0	\$12,863
	Class 3: Interpersonal Skills	\$2	\$250	\$1,500	\$500	\$9,000	\$131	\$2,363	\$0	\$12,863
	Class 4: Coaching on Opportunities	\$4	\$250	\$3,000	\$1,000	\$18,000	\$131	\$2,363	\$0	\$23,363
	Subtotal	\$12	\$238	\$8,400	\$2,800	\$50,400	\$525	\$9,450	\$0	\$68,250
Leadership Skills	Class 1: Learning Leadership Styles; Myers Briggs Assess	\$4	\$275	\$3,300	\$1,100	\$3,300	\$131	\$394	\$3,840	\$10,834
	Class 2 Myers Briggs/Leadership Style Readout	\$2	\$275	\$1,650	\$550	\$1,650	\$131	\$394	\$0	\$3,694
	Class 3: Manage Culturally Rich Workforce	\$3	\$235	\$2,115	\$705	\$2,115	\$131	\$394	\$0	\$4,624
	Class 4: Determine Characteristics of Effectively Led Team	\$2	\$235	\$1,410	\$470	\$1,410	\$131	\$394	\$0	\$3,214
	Subtotal	\$11	\$255	\$8,475	\$2,825	\$8,475	\$525	\$1,575	\$3,840	\$22,365
Customer Service Skills	Define Who The Customer is & Define Extraordinary Svc	\$4	\$235	\$2,820	\$940	\$16,920	\$131	\$2,363	\$0	\$22,103
	Simulate Customer Service Situations, Cost of Poor Service	\$3	\$235	\$2,115	\$705	\$12,690	\$131	\$2,363	\$0	\$17,168
	Subtotal	\$7	\$240	\$4,935	\$1,645	\$29,610	\$263	\$4,725	\$0	\$39,270
Career Development Skills	Learning to Create Goals	\$4	\$250	\$3,000	\$1,000	\$18,000	\$131	\$2,363	\$3,840	\$27,203
	Learning to Create an Action Plan	\$3	\$250	\$2,250	\$750	\$13,500	\$131	\$2,363	\$0	\$18,113
	Learning to Create a Development Plan	\$3	\$250	\$2,250	\$750	\$13,500	\$131	\$2,363	\$0	\$18,113
	Subtotal	\$10	\$250	\$7,500	\$2,500	\$45,000	\$394	\$7,088	\$3,840	\$63,428
Management Skills	Manage & Evaluate Direct Reports' Performance	\$4	\$250	\$3,000	\$1,000	\$3,000	\$131	\$394	\$0	\$6,394
	Coach and Develop Direct Reports	\$3	\$250	\$2,250	\$750	\$2,250	\$131	\$394	\$0	\$4,894
	Create & Execute a Succession Plan	\$3	\$250	\$2,250	\$750	\$2,250	\$131	\$394	\$0	\$4,894
	Subtotal	\$10	\$250	\$7,500	\$2,500	\$7,500	\$394	\$1,181	\$0	\$16,181
Strategic Planning	Planning, Vision Development, and Situational Analysis	\$4	\$250	\$3,000	\$1,000	\$3,000	\$131	\$394	\$0	\$6,394
	Strategic Department Planning and Management Processes	\$3	\$250	\$2,250	\$750	\$2,250	\$131	\$394	\$0	\$4,894
	Individual and Organizational Goal Planning	\$3	\$250	\$2,250	\$750	\$2,250	\$131	\$394	\$0	\$4,894
	Subtotal	\$10	\$250	\$7,500	\$2,500	\$7,500	\$394	\$1,181	\$0	\$16,181

City of Riviera Beach RFP 861-17-1 PRICE PROPOSAL: Class Size 25										
		Duration of Classes	Hourly Rate	Training Development	Training Delivery per Class (25 per class)	Assume 18 classes of 25 (tot. 482 employees *	Materials for class of 25	Materials for 18 classes of 25 each for all Courses *	Other Cost ** (\$)	Total for 18 Classes of 25 for each all Courses for FIRST YEAR
PRICE PROPOSAL: Class Size 25										
Account Management/ Training Coordination/ HR Support	Meeting with Client to Clarify Scope, Agree of proposed Ap	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Internal Status Meetings/Reports	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Third-Party Vendor Interface	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Interface to Other Internal Departments	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Coordinate Training & Communicate with Departments	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Overall Project Management	\$0	\$0	\$0		\$0		\$0	\$0	\$0
	Subtotal	\$0	\$0	\$0		\$0		\$0	\$0	\$150,000
	Subtotals		\$60	\$1,483	\$44,310	\$14,770	\$148,485	\$2,494	\$25,200	\$7,680
Total		\$60	\$1,483	\$44,310	\$14,770	\$148,485	\$2,494	\$25,200	\$7,680	\$375,675

Account Management, Assist in ensuring value of training, and assuming duties outlined in Addendum No. 2. Assumption is an average of 2 days per week of onsite management of the training program and other duties in Addendum No. 2. At a daily rate of \$1300, The projected fees for a year (50 weeks) would be \$150,000. * Assumed training for 482 employees for all courses except Leadership, Management and Strategic Planning. We assumed 64 (directors, managers and supervisors) will be trained **Myers Briggs Personality Assessment Kits (Optional) *** We did not include a Second Year year budget. Such a budget would be based on the development of a training strategy for year 2. We propose and estimate in the Pricing Proposal in Tab 4. The training coordinator position can assist in the development of the training strategy and the budget.





Price Proposal

Ultimate Image Coach estimates the fees (in the table below) to develop and deliver six courses and provide training coordination services, as outlined in Scope of Services on page 6 and clarified in Addendum No. 2. This document details the fee assumptions used to develop the fee estimate. The detailed budget is included in [TAB 3](#).

Regarding the clarification in Addendum No. 2 that this contract is for two years, we have not provided a budget for Year 2 but propose that we extend the Year One budget to Year Two pending a development of a training strategy. The training coordinator position can assist with such a strategy and budget projection.

Develop and Deliver Training

Ultimate Image Coach has provided a detailed training program for all six Courses laid out in the Scope of Services (page 6 of the RFP). Our response can be found in [TAB 7](#).

Courses:

- Presentation Skills
- Leadership Skills
- Customer Service Skills
- Career Development Skills
- Management Skills
- Strategic Planning and Visioning

Training Coordination

The City also seeks to have the consultant provide account management to assist in ongoing efforts to improve the value of training. As clarified in Addendum No. 2, you are looking for a consultant to create a holistic training and career development strategy and supporting action plan (including required/recommended training classes and curriculum) taking into account all phases of the employees' experience. You are also looking for the consultant to assist with the review and revision of HR Policy, Hiring Practices, and other areas not specifically mentioned under Purpose.



Pricing

Ultimate Image Coach’s pricing approach is based on the following assumptions

- One-time cost for developing 6 courses (16 training classes). This cost is estimated at \$88,620
- Training delivery cost is variable based on the number of classes. Based on the City’s employee population of 482 employees, we estimate the annual fee to develop the training programs and deliver training to a class size of 25 employees at \$14,770. You indicated in Addendum No. 2 that you have not determined the number of employees to be trained. So we make the following assumptions:
 - Your 64 managers and directors would attend all of the classes.
 - All other employees would attend all of the classes, except leadership, management and career development. It would take 18 classes of 25 to train all of your 482 employees. These assumptions can be refined in a future discussion.
- Training coordination is based on spending two (2) days per week managing the training program, developing, ensuring quality of program development and delivery, project managing and supporting HR policy work.

Estimated Annual Fees

Activity	Cost	Description/Assumptions
Develop 6 Training Courses – one time	\$88,620	One time charge to develop materials
Training Delivery for 6 Courses (16 programs). Assume 25 participants per class	\$14, 770	For population of 482 – assume 18 x 14, 770. The delivery cost Would be \$ 265,860
Materials – booklets, DVDs, toolkits	\$25, 200.	Assume \$5.25 per student per class
Training Coordination	\$150,000	Assume an average of 2 days onsite with HR managing Training program
Other Cost	\$7,680	Myers Briggs Assessment Kits
Total Annual Fees - First Year	\$375,675	See budget detail in Tab 3
Annual Fees for Second Year	\$375, 675	Pending development of a training and HR support strategy for Year 2, we propose that we extend the Year One budget to Year 2. The training coordinator position can assist with such a strategy and budget projection. If the training classes we project in Year One are intended to be delivered over a 2-year period, that would affect the budget projection.





Litigation, Arbitration, and Claims or Liens against Bonds

As a prerequisite for qualification, the following shall apply:

- 1) Contractor shall not be involved in current/pending or past litigation /arbitration in the last seven (7) years, which, in the opinion of the City, is likely to have a material negative impact on the Contractor's ability to execute this project.
- 2) Contractor shall not, in the opinion of the city, display an undesirable pattern of litigation with owners over construction matters.
- 3) Contractor shall not have had a claim against its bonding company in the last seven (7) years wherein the bonding company was required to take over and complete the project or pay outstanding liens on the project.

(Contractor) Pamela Toussaint, President, Ultimate Image Coach meets the three (3) prerequisite qualifications as stated above.

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Attachments/Required Form Proposals

A. VENDOR SWORN STATEMENT

VENDOR SWORN STATEMENT ON PUBLIC ENTITY CRIMES NON-COLLUSION AFFIDAVIT

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to The City of Riviera Beach
(print name of public entity)
by Pamela Toussaint, President
(print individual's name and title)
for GPT Enterprises LLC dba Ultimate Image Coach
(print name of entity submitting sworn statement)

whose business address is 538 Edgebrook Lane
and (if applicable) its Federal Employer Identification Number (FEIN) is 65-1197834
(If the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: _____.)

2. I understand that a "public entity Crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

- a) A predecessor or successor of a person convicted of a public entity Crime; or
- b) An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity Crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity Crime in Florida during the preceding 36 months shall be considered an affiliate.

Remainder of page left blank intentionally.



5. I understand that a "person" as defined in Paragraph 287.133(1)(a), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which have marked below is true in relation to the entity submitting this sworn statement. (indicate which statement applies.)

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime Subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order.)

UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS WALID THROUGHDECEMBER 31 OF THE CALENDAR YEARINWHICHTIS FILED. ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLICITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Carole Jossant
(Signature)

Sworn to and subscribed before me this 23 day of January 2017.

Personally known _____ or produced identification FIDC T253-660-48-801-0
(Type of identification)

State of Florida
County of Palm Beach
My commission expires
February 24, 2019.



(Notary Public)
Glenda P. Diaz

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B. VENDOR REFERENCE FORM

VENDOR REFERENCE FORM

Please provide all requested information for each reference.

Company Name: Paragon Florida
Business Type: Non-profit: Certified Community Development Financial Institution
Contact Person: Pamela Stewart, President & CEO
Telephone: 561- 282-1888
Email: PStewart@paragonfl.org
Date of Term and Contract: February 2016 - Current

Company Name: Shoes For Crews
Business Type: Manufacturer of Slip Resistant Shoes
Contact Person: Jim Dugan, Executive Vice President
Telephone: 561-656-5796
Email: JimD@shoesforcrews.com
Date of Term and Contract: August 2015

Company Name: Palm Beach County Human Resources
Business Type: County Government
Contact Person: Linda Birnbaum, Training and Organizational Development Coordinator
Telephone: 561-616-6868
Email: lbirnbaum@pbcgov.org
Date of Term and Contract: January 2016

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D. DRUG FREE WORKPLACE

DRUG FREE WORKPLACE

Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying twill be taken against employees for violations of such prohibition.
 2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
 3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
 4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state for a violation occurring in the workplace no later than five (5) days after such conviction.
 5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
 6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.
- As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

THIS CERTIFICATION is submitted by Pamela Jousaint the
(INDIVIDUAL'S NAME)
President of Ultimate Image Coach
(TITLE/POSITION WITH COMPANY/VENDOR) (NAME OF COMPANY/VENDOR)

who does hereby certify that said Company/Vendor has implemented a drug free workplace program which meets the requirements of Section 287,087, Florida Statutes, which are identified in numbers (1) through (6) above.

Pamela Jousaint
SIGNATURE

1/23/17
DATE

Remainder of page left blank intentionally.



E. LITIGATION HISTORY

LITIGATION HISTORY

RFP# _____ MATERIAL CASE SYNOPSIS	<input type="checkbox"/> Vendor: <input type="checkbox"/> Vendor's Parent Company: <input type="checkbox"/> Vendor's Subsidiary Company: <input type="checkbox"/> Vendor's Predecessor Organization:
Party	
Case Name	Plaintiff <input type="checkbox"/> Defendant <input type="checkbox"/>
Case Number	
Date Filed	
Name of Court or other tribunal	
Type of Case	Civil <input type="checkbox"/> Administrative/Regulatory <input type="checkbox"/> Criminal <input type="checkbox"/> Bankruptcy <input type="checkbox"/>
Claim or Cause of Action and Brief description of each Count	
Brief description of the Subject Matter and Project involved	
Disposition of Case (Attach copy of any applicable Judgment, Settlement Agreement Judgment Against Vendor and Satisfaction of Judgment.)	Pending <input type="checkbox"/> Settled <input type="checkbox"/> Dismissed <input type="checkbox"/> Judgement Vendor's Favor <input type="checkbox"/> Judgement Against Vendor <input type="checkbox"/> If Judgement Against, is Judgement Satisfied? Yes <input type="checkbox"/> No <input type="checkbox"/>
Opposing Counsel	Name: Email: Phone Number:

Name of Company: BPT Enterprises LLC, Ramon Toussaint
No Litigation History

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ADDENDUM NO. ONE (1)

NOTICE

ADDENDUM NO. ONE (1)

JANUARY 11, 2017

**CITY OF RIVIERA BEACH
RFP NO. 861-17
TRAINING CONSULTANT TO ASSIST HR DEVELOP AND DELIVER A VARIETY
OF EMPLOYEE TRAINING**

TO ALL PROPOSERS ON THE ABOVE PROJECT: PLEASE NOTE CONTENTS HEREIN AND AFFIX (PASTE OR STAPLE) TO PROPOSAL DOCUMENTS YOU HAVE ON HAND.

The following statements supersede and supplant corresponding items in the above subject proposal as follows:

GENERAL CONDITIONS:

- 1. CHANGE: DUE DATE FROM TUESDAY, JANUARY 17, 2017 AT 2:00 PM TO TUESDAY, JANUARY 24, 2017 AT 2:00 PM.**

BID FORM:

SPECIFICATION:

It will be required that Addendum No. 1 be signed in acknowledgment of receipt and that it be attached to the PROPOSAL when same is submitted at 2:00 p.m., Tuesday, January 24, 2017 at the Office of the City Clerk, 600 W. Blue Heron Boulevard, Suite 140, Riviera Beach, Florida. For information on this BID, please contact

Purchasing Department
2051 MLK Boulevard
Suite 310
Riviera Beach, FL 33404
Phone: (561) 845-4180; Fax: (561) 842-5105

GPT Enterprises LLC dba Ultimate Image Coach
NAME OF COMPANY

Parade Lasswell
BIDDER'S SIGNATURE

DATE: *January 23, 2017*

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ADDENDUM NO. TWO (2)

NOTICE

ADDENDUM NO. TWO (2)

JANUARY 18, 2017

**CITY OF RIVIERA BEACH
RFP NO. 861-17
TRAINING CONSULTANT TO ASSIST HR DEVELOP AND DELIVER A
VARIETY OF EMPLOYEE TRAINING**

**TO ALL PROPOSERS ON THE ABOVE PROJECT: PLEASE NOTE CONTENTS
HEREIN AND AFFIX (PASTE OR STAPLE) TO PROPOSAL DOCUMENTS YOU
HAVE ON HAND.**

The following statements supersede and supplant corresponding items in the above subject proposal as follows:

GENERAL CONDITIONS:

BID FORM:

SPECIFICATION:

**I. (PLEASE SEE ATTACHED REQUEST FOR INFORMATION (RFI)
DOCUMENT)**

It will be required that Addendum No. 2 be signed in acknowledgment of receipt and that it be attached to the PROPOSAL when same is submitted at 2:00 p.m., Tuesday, January 24, 2017 at the Office of the City Clerk, 600 W. Blue Heron Boulevard, Suite 140, Riviera Beach, Florida. For information on this BID, please contact

Purchasing Department
2051 MLK Boulevard
Suite 310
Riviera Beach, FL 33404
Phone: (561) 845-4180; Fax: (561) 842-5105

CPT Enterprises LLC, dba Ultimate Image Coach *Pamela Tourant*
NAME OF COMPANY BIDDER'S SIGNATURE

DATE: 1/23/2017

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5. **Page 11: Evaluation Method and Criteria: Evaluation Criteria, Phase I – Required Response.** The evaluation criteria below seem to relate to HR job classification, pay systems, design, ERP systems, etc. Whereas the Scope of Services detailed on Page 6 list 6 specific employee training topics. Please clarify the specific evaluation criteria linkages to the scope, as follows:
- a. **Evaluation Criteria: Company Staff:** Please clarify the linkage of the below evaluation criteria to the Scope of Services laid out on page 6.
 - i. "...describing the qualifications and relevant experience of the proposed project manager and all key personnel who will be assigned to this project, with emphasis on designing and implementing job classification and pay systems for public sector employees and the extent to which team members have participated in projects similar in scope".
 - b. **Evaluation Criteria: Company Approach/Methodology:** Please clarify the linkage of the below evaluation criteria to the Scope of Services laid out on page 6.
 - i. "Discuss your role and that of other parties involved in the design, data gathering, data analysis, and recommendation processes
 1. "Discuss your standard recommendation as to job classification and pay survey sampling size and benchmark selection criteria. What are your recommendations for the survey?"
 2. "Submit a sample report typical of what you have provided to other public sector employees."
 3. "Will your proposal solution be compatible and ERP system?"
 4. "Describe the job evaluation methodology typically recommended for use by your company"
 5. "Given that fact that Florida has public records laws, how does your company plan to attain private sector data?"
 - c. **Evaluation Criteria: Presentation:** Please clarify the linkage of the below evaluation criteria to the Scope of Services laid out on page 6.
 - i. Present/describe/explain the job evaluation methodology that will be used
 1. The identified benchmarked job descriptions – how many and how are they determined?

Answer:

This evaluation criteria links to the Pay Study RFP not the Training Consultant

6. **Page 14, Tab #7: Trainer Coordination as Outlined in Section 1.** Please provide specific reference and content for "Trainer Coordination" in Section 1. Please clarify if that is the same as Training Consultant in the Scope of Services section on page 6.

Answer:

Page 14, Tab#7 should read Training Consultant.





Training Consultant

Our understanding of the request for training coordination in Section I of the RFP encompasses the Scope of Services on Page 6 of the RFP, which solicits a consultant to provide assistance to the Human Resources Department in the development and delivery of a variety of employee training classes. You also requested Trainer Coordination services.

ADDENDUM #2 Clarification

Based on your answer in Addendum #2 regarding these services, your objective is to create a holistic training and career development strategy and supporting action plan (including required/recommended training classes and curriculum) taking into account all phases of the employee's experience. This will include the bullet points under Purpose and envision the consultant assisting with review and revision of HR Policy, Hiring Practices, and other areas not specifically mentioned under purpose.

Based on the clarification provided in Addendum #2, our proposal to address Scope is provided in two (2) parts, as follows:

- I. Development and Delivery of training programs
- II. Assistance with managing the training programs to ensure it is meeting the City's objectives, review and revision of HR Policy, Hiring Practices and other areas not specified

1. COURSE DESCRIPTIONS

Development and Delivery of Training Programs is detailed below.

The five requirements (a.-e.) per course as defined in the RFP (page 7) are answered in the tables below. The classes/details for courses 1-6 begin following each corresponding tables.

Remainder of page left blank intentionally.



PRESENTATION SKILLS

a. General Description

As a business communication coach and consultant, I work with leaders, sales and customer service teams on building effective communications and presentation skills. The most effective presentation training begins with mastering communication skills. The foundation for learning presentation skills is building basic communication skills - verbal and nonverbal.

We emphasize that non-verbal is the most important skill. The critical three attributes - professionalism, high-energy and self-confidence - are emphasized throughout the program.

In this interactive program, we will explain the importance of communication at work and examine the characteristics of effective versus ineffective communication.

We will focus on the functions of Nonverbal Messages and listening skills.

Once these skills are learned, we focus on developing presentations, grammar, professional writing skills and presentation delivery. We will cover presentation delivery for different purposes and audiences, including public speaking. Participant will develop and deliver presentations based on real work situations. At the program's conclusion they will be ready to execute on the skills learned.

b. Instructors

Pamela Toussaint, Leadership and Communications Trainer, Personal Branding Coach
Cara Joy Nash, Presentation Development, Using Technology, PowerPoint,

c. Action learning examples

This program will be conducted in a workshop format. Participants will utilize role play exercises to practice effective communication skills, focusing on verbal and nonverbal skills. They will develop a presentation including building content and using PowerPoint to finalize the presentation. They will practice public speaking skills by delivering the presentation they create in PowerPoint in Class #2, receive feedback and continue to practice.

d. Number of Classes per Course / Length of Class/Time between Classes

Class #1 Developing Presentations: 1 class /4 hours /4 week lapse between class 1 & 2

Class #2 Public Speaking: 1 class / 2 hours /3-4 week lapse between class 2 & 3

Class #3 Interpersonal Skills: 1 class / 3 hours / 3 week lapse between class 3 & 4

Class #4 Coaching on Opportunities for Improvement: 1 class / 2 hours

e. Specific facility or location for course

These sessions will be interactive workshops; therefore, the ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.



Presentation Skills (PS)

Help participants develop confidence in their ability to deliver a message that is clear and persuasive through:

PS101 Developing Presentations

PS101 Public Speaking

PS103 Interpersonal Skills

PS104 Coaching on Opportunities for Improvement to Desired Skill Set

PS101 Developing Presentations

Prerequisite: Demonstrate ability to use computer, and research information

Class Objective:

We will begin by highlighting that the foundation of developing good presentation skills is mastering basic communication skills, both verbal and nonverbal. We will review the importance of first impressions and a polished appearance. The rest of the workshop will focus on developing a professional, well-written presentation with a winning message. We will emphasize PowerPoint skills.

Learning Outcomes: The Student Will:

1. Develop a professional, well-written presentation using PowerPoint.
2. Learn to organize presentations
3. Learn how to structure and identify key points
4. Demonstrate proper business grammar and writing skills
5. Create attractive slides and/or handouts
6. Research relevant materials
7. Properly outline benefits and end results
8. How to be persuasive and convincing
9. Articulate next steps/Call to Action
10. Students will continue to refine their PowerPoint presentation at home and bring to the Public Speaking class.

Remainder of page left blank intentionally.



PS102 Public Speaking

Prerequisite: PS101 Developing Presentations

Class Objective

Participants will enhance their competency in delivering presentations to internal and external clients. They will utilize the presentation assigned in Class #1 to practice public speaking skills.

Learning Outcomes: The Student Will:

1. Learn the critical elements of a good speech and the traits of a successful public speaker
2. Connect with the audience before
3. Make a positive first impression in 10 seconds
4. Practice effective non-verbal cues - attire, expression, posture, poise, confident demeanor
5. Learn and practice tips to manage nervousness or hostile audiences
6. Practice regardless of how comfortable you are with your topic
7. Receive an evaluation of speech and follow-up coaching, if necessary

PS103 Interpersonal Skills

Prerequisite: PS102 Public Speaking

Class Objective: We will explore Human Relations and Interpersonal skills, why they matter and work on developing and practicing those skills in various business situations. We will focus significantly on assessing one's Personality, Communication Preference, and Emotional Intelligence, and highlight how employees can use these skills to work effectively in teams.

- Learn techniques to build relationships and influence
- Learn Emotional Intelligence (EI) as Key Workplace Success Skill.
- Conduct a simple Emotional Intelligence assessment tool

Learning Outcomes: The Student Will:

1. Learn key attributes that make for business success
2. Learn and assess different personality and communication styles
3. Conduct an Emotional Intelligence assessment
4. Role-play workplace scenarios to assess and build emotional control skills
5. You are a team leader, mentor or peer
6. Discuss challenging workplace issues
7. What emotional competence issues have you observed among team members?
8. How would you communicate with them?
9. Goal: Achieve a win-win outcome



PS104 Coaching on Opportunities for Improvement to Desired Skill Set

Prerequisite: PS103 Interpersonal Skills; PS101, PS102

Class Objective: Coaching sessions either in a group or individual setting would enhance skills as determined by leaders, the instructor, or as self-identified by employees themselves. The coaching agenda and approach will be tailored to the individual. As such, these will be developed based on input from the individual and his/her manager.

Learning Outcomes: The Student Will:

Work with the instructor/coach to:

1. Identify improvement objectives, and prioritize specific action items related to enhancing the individual's skills
2. Discuss any feedback on a particular development area, such as professional image or presentation skills.
3. Conduct in-depth exploration of strengths and passion.
4. Discuss personal and professional plans for the next 1, 2, 3+ years
5. Work with coach on a customized plan to improve skill set

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LEADERSHIP SKILLS

General Description

Exhibiting a compelling leadership brand, polished appearance and confident presence, provides a critical competitive advantage to a leader. In this interactive program, we will cover key leadership and professionalism traits and engage in role play, case studies, and mini-presentations to ensure participants will be ready to execute on the skills learned.

Instructors

Pamela Toussaint, Leadership Trainer, Personal Branding Coach
Cheryl Gowdie, Executive Coach, Myers Briggs Certified Consultant
Tamara Owens

Action learning examples

This program will be conducted in a workshop format. Participants will utilize role play exercises to practice effective leadership skills. They will work in teams to identify a pressing business leadership and work on developing a solution to present in Class #2. They will be provided with a Myers Briggs Personality Assessment kit to complete to which they will receive their scores and feedback in Class #2. In Class #3, participants will be introduced to a number of work situations to identify any issues and receive coaching on how they interact with diverse populations.

Number of Classes per Course / Length of Class / Time between Classes

Class #1 Learning leadership styles: 1 class /4 hours /4 week lapse between class 1 & 2
Class #2 Myers Briggs Personality Assessment Readout and Team Presentation: 1 class /2 hours /3-4 week week lapse between class 2 & 3
Class #3 Learning how to manage a culturally diverse workforce: 1 class / 3 hours / 3 week week lapse between class 3 & 4
Class #4 Determining the characteristics of an effectively led team: 1 class / 2 hours

Specific facility or location for course

Because these sessions will be interactive workshops, the ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.

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Leadership Skills (LS)

Help participants realize personal and team performance through:

LS201 Learning leadership styles

LS202 Leadership team presentation and Myers Briggs readout

LS202 Learning how to manage a culturally diverse workforce

LS203 Determining the characteristics of an effectively led team

LS201 Learning leadership styles

Prerequisite: PS104 Coaching on Opportunities for Improvement to Desired Skill Set

Class Objective:

Managers will understand leadership concepts and skills, be familiar with different leadership styles and be able to demonstrate effective leadership skills in work assignments.

Learning Outcomes: The Student Will:

1. Develop their personal and leadership brand
2. Outline a leadership development plan with action steps to achieve the plan based on the skills they and their leaders wish them to master
3. Learn strategies to perform self-assessments, seek out and work effectively with mentors, learn coaching skills to effectively develop their team
4. Practice and repeat target skills, ensuring that managers will be able to execute confidently and successfully
5. Master Executive Presence and Executive Maturity, Presentation Skills
6. Explore Strengths and Weaknesses
7. Personality, Leadership and Communications Styles
8. Learning skills to manage change in the Workplace
9. Learn coaching skills

LS202 Leadership team presentations and Myers Briggs readout

Prerequisite: LS201 Learning leadership styles

Class Objective: Learn personality styles and discuss impact on their leadership and team interaction style

Learning Outcomes: The Student Will:

1. Communicate team leadership assignment assigned in LS201. The assignment will generate discussion among peers regarding feasibility of recommendations.
2. Recommendation should represent a solution to a real CRB issue. Team decide on next steps for recommendations
3. Myers Briggs consultant will communicate Myers Briggs personality assessment results and discuss the impact of the results on career planning.



LS203 Learning how to manage a culturally diverse workforce

Prerequisite: LS202 Leadership team presentations and Myers Briggs readout

Class Objective: Employees will enhance awareness of increasing and changing face and abilities of a diverse workplace. They will acquire skills to adapt to fast-moving demographic changes in the workplace, thrive from such changes, and help reduce prejudice and stereotypes. They will learn ways to implement and foster the appropriate culture and ensure there are appropriate controls and guidelines to accompany the training. This training program will be largely a hands-on, role-playing workshop.

Learning Outcomes: The Student Will:

1. Review demographic makeup of the workplace
2. Discuss how and why employees must be aware of, and embrace a diverse workforce
3. Multicultural and multilingual workforce and supplier/customer relationships
4. Discuss workplace culture, norms and policies that govern behavior
5. Build diversity management skills among peers and supervisors
6. Describe and practice ways to communicate more effectively in the diverse workplace
7. Role-play Verbal and Nonverbal Communication (Body Language) Styles and Messaging
8. As leader, how do you deal with discrimination in the workplace
9. Discuss and problem-solve real diversity concerns in their workplace
10. Role-play solutions – develop creative ways to accommodate employees with disabilities
11. Review the most important recent legislation affecting diversity and its provisions
12. Develop an action plan to tackle a real diversity challenge in their workplace

LS204 Determining the characteristics of an effectively led team

Prerequisite: LS203 Learning how to manage a culturally diverse workforce

Class Objective: Team-work is a key way to enhance productivity and worker involvement in decision-making and problem-solving. It is said that over 80% of organizations globally use team-work routinely with excellent results. Learn characteristics and benefits of effectively run teams and the leadership skills and styles that lead to building effective teams

Learning Outcomes: The Student Will:

1. Learn the attributes of a good team
2. Learn and practice the skills of an effective team leader - excellent communication skills, trust, fairness, a participative leadership style
3. Learn the stages of team building - forming, storming, norming, performing
4. Discuss the benefits of teamwork - company makes use of diverse skills and insights of all employees
5. Explore how different types of team configurations work at the City - such as self-directed
6. Choose a successful leadership style that fosters teamwork



CUSTOMER SERVICE SKILLS

General Description

Ultimate Image Coach, Pamela Toussaint, delivered comprehensive customer service training to all of Riviera Beach's employees over a 3-month period in 2014. I propose delivering an updated version of this program again, as outlined below. This course is a workshop where every participant is engaged in brainstorming and role playing real customer service situations, feedback and repetition until skills are mastered.

Instructors

Pamela Toussaint

Action learning examples

In a workshop format, participants will work on real customer service interactions and receive instant coaching from team members. We will break the class into small groups. Each group will role play several sensitive or complex customer issues. The goal is to utilize problem solving, listening, empathy, creativity skills to solve be assigned to small groups to solve problem with the goal of achieving a win-win outcome. We will role play effective communication skills - verbal and nonverbal - in person and on the phone.

Number of Classes per Course / Length of Class / Time between Classes

1. Class #1 Defining Who is The Customer: 1 class /4 hours /3 week lapse between class 1 & 2
2. Class #2 Cost of Poor Service & Defining Extraordinary Service: 1 class / 3 hours

Specific facility or location for course

These sessions will be interactive workshops. The ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.

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Customer Service Skills

Help Participants deliver service beyond usual, regular or ordinary through:

CS301 Defining who is the customer

CS302 Valuing the cost of poor service and Defining extraordinary service

CS301 Defining Who is Your Customer and Image and Professionalism Workshop

Prerequisite: LS204 Determining the characteristics of an effectively led team

Class Objective: Build Professional Skills and Customer Service Skills to Deliver Superior Service to the City's customers

Learning Outcomes: The Student Will:

1. Learn and Discuss CRB's Customer Relations Policy
2. Develop professional image and communication skills
3. Understand CRB's Brand: Best Waterfront City in Which to Live, Work and Plan
4. Identify customers - internal and external

CS302 Define Extraordinary Service and Valuing the cost of poor service

Prerequisite: CS301 Defining who is the customer

Class Objective: Define extraordinary service and understanding the cost of poor service. It is costly to lose a customer from a financial and reputation perspective. We will learn techniques to go above and beyond to solve customer complaints.

Learning Outcomes: The Student Will:

1. Customers Buy 2 things - solutions to problems and good feelings
2. Define the metrics that indicate extraordinary service
3. How to deliver extraordinary service
4. Assess how we perform in our customer's estimation. How do we know?
5. Role play scenarios and assess response to customer service issues
6. Communication Skills - verbal, non-verbal
7. Practice effective listening skills
8. Self-awareness - knowing how we come off to customers
9. Treat each customer as an individual, not a case
10. Practice Empathy
11. Learn how to deal with difficult customers; diffuse sensitive situations
12. Learn service recovery techniques
13. Manage emotions and manage stress



CAREER DEVELOPMENT SKILLS

General Description

Career Development, “Career-Pathing”

We will approach career development planning from two perspectives:

The employee’s passion and career aspirations and how it dovetails with the organization’s strategies goals and career opportunities.

At this program’s conclusion, CRB employees will learn the basics of exploring and building their personal brand, setting professional goals, learn the “big picture” - what are the organization’s strategic plan, key roles and what it takes to move into those role.

Employees will develop their personal and leadership brand, and outline a career development plan with action steps to achieve their plan. Employees will learn strategies to seek mentor and pursue education – online and college based - and keep their leaders updated on their progress. This approach is based on the notion that each person has primary responsibility to manage their careers.

Instructors

Pamela Toussaint

Action learning examples

In a workshop format, participants will work with a toolkit and workbook to build their personal and professional brand in class. They will develop their career plan based on their organization’s plan, identify which career or leadership role they aspire to achieve and identify mentor internal and external, schedule an appointment with the mentor, review their plan and get some coaching points. We will role play effective communication skills - verbal and nonverbal - in person and on the phone.

Number of Classes per Course / Length of Class / Time between Classes

Class #1 Learning how to create goals: 1 class /4 hours /4 week lapse between course 1 & 2

Class #2 Learning how to create an action plan: 1 class /3 hours /3-4 week lapse between course

Class #3 Learning how to create a development plan: 1 class / 3 hour

Specific facility or location for course

Because these sessions will be interactive workshops, the ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.



Career Development Skills

Help participants learn how to self-manage their career development through:

CD401 Learning how to create goals

CD402 Learning how to create an action plan

CD403 Learning how to create a development plan

CD401 Learning how to create goals

Prerequisite: None

Class Objective: Learn the basics of exploring and building a personal brand, setting professional goals, learn the “big picture” - the organization’s strategic plan and how his/her development plan aligns.

Learning Outcomes: The Student Will:

1. Set measurable, realistic goals that have timeline
2. Be very specific; example: “my goal is to become an HR Manager in my company in 3 year”
3. Learn about the position, skills,
4. Do you have the skills, passion?
5. Have you been keeping up on organization strategy? Will that organization be there isn 3 years?
6. What barriers or shortcoming do you envision? How do you plan to work around it?

CD402 Learning how to create an action plan

Prerequisite: CD401 Learning how to create goals

Class Objective: Learn the steps to develop with realistic and measurable goals

Learning Outcomes: The Student Will:

1. Use an Action Plan template to create Plan
2. Learn how to Create an Action Plan
3. What steps do you need to take to achieve your goal
4. Lay out an action plan with realistic and measurable goals
5. Build relationship with a mentor
6. Identify skill gaps
7. Bolster critical skills
8. Check and alter plan as conditions change

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CD403 Learning how to create a development plan

Prerequisite: CD402 Learning how to create an action plan

Class Objective: Learn to Create a Development Plan

Learning Outcomes: The Student Will:

1. Discover your personal and professional brand and career aspirations
2. Learn the importance of internal and external mentors
3. Learn how to identify and work with a mentor
4. Be prepared with a plan when you schedule meetings
5. Join a professional organization (HR Palm Beach) to learn about the profession, build skills, volunteer
6. Learn networking skills
7. Learn how to speak about your new career in a crisp, succinct manner (elevator pitch)
8. Consider Social Media networking
9. Consider using a career development coach

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MANAGEMENT SKILLS

General Description
Participants will learn the basic functions of a manager with special emphasis on developing and managing direct reports performance and careers.
Instructors
Pamela Toussaint
Action learning examples
After exploring the different types of management styles, participants will learn and execute steps to build their leadership brand, and practice ways to adapt based on the employees they lead or changing situations in the workplace. They will break up into teams and practice coaching skills.
Number of Classes per Course / Length of Class / Time between Classes
Class #1 Manage & Evaluate Direct Reports Performance: 1 class /4 hours /3 week lapse between course 1 & 2 Class #2 Coach and Develop Direct Reports: 1 class /3 hours /3-4 weeks lapse between course 2 & 3 Class #3 Create and Execute a Succession Plan: 1 class / 3 hours
Specific facility or location for course
These sessions will be interactive workshops. The ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.

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Management Skills

Help participants learn how to lead and develop team members through:

MS501 Learning how to manage and evaluate direct reports' performance

MS502 Learn how to coach and develop direct reports

MS503 Learning how to create and execute a succession plan

MS501 Learning how to manage and evaluate direct reports' performance

Prerequisite: None

Class Objective: A key responsibility of managers is managing employees' development and their performance. Students will Learn how to manage and evaluate direct reports performance

Learning Outcomes: The Student Will:

1. Learn the Purpose of Performance Management
2. Learn the Appraisal Process
3. Establish expectations for performance
4. Include SMART GOALS - measurable achievable
5. Setting the stage for performance discussion
6. Consistency and fairness in delivering performance feedback

MS502 Learn how to coach and develop direct reports

Prerequisite: MS501 Learning how to manage and evaluate direct reports' performance

Class Objective: Learn how to coach and develop direct reports

Learning Outcomes: The Student Will:

1. Be able to model and coach employees on the skills needed to succeed, including goal-setting, communication, professional image and decision-making skills
2. Be able to work with employees to develop career paths
3. Identify strengths and weaknesses, develop evaluation processes, provide feedback

Remainder of page left blank intentionally.



MS503 Learning how to create and execute a succession plan

Prerequisite: MS502 Learn how to coach and develop direct reports

Class Objective: Having the right people in key positions is critical. Leaders will understand the essential components of building internal bench strength. They will learn techniques to develop a succession plan.

Learning Outcomes: The Student Will:

1. Develop succession plans to ensure there is a pipeline of leaders ready to assume leadership roles
2. Differentiate between Succession Planning and Replacement Planning
3. Learn the goals and scope of Succession Planning
4. The essential components of a Succession Planning Program
5. Understand Organization's big picture – 1, 2, 3, 5+ year plan
6. Talent Requirement for the different phases of the plan
7. Talent Pool - Identify Strengths and Weakness Training and Development needed to fill gaps
8. Internal rotation to different jobs
9. Execute the plan
10. Review and update the plan periodically as conditions in the business environment dictate

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STRATEGIC PLANNING AND VISIONING

General Description
Strategic Planning is the creation of long-term goals for the organization as a whole. This type of planning is done at the higher levels of management. In larger companies, there is typically a strategic planning department that works with top management to create a strategic plan. Such a plan lays out a set of objectives for the company and is typically longer than one year. We will utilize City of Riviera Beach's Vision, Mission and Strategic Plan to illustrate how the process works.
Instructors
Pamela Toussaint
Action learning examples
In a workshop format, participants will use the City's Strategic Plan and Values Statement and develop a departmental plan and individual goals.
Number of Classes per Course / Length of Class / Time between Classes
Class #1 Planning, Vision Development, and Situational Analysis: 1 class / 4 hours / 3 week lapse between course 1 & 2 Class #2 Strategic Department Planning and Management Processes: 1 class / 3 hours / 3-4 week lapse between course 2 & 3 Class #3 Individual and Organization Goal-setting: 1 class / 3 hours
Specific facility or location for course
These sessions will be interactive workshops. The ideal facility is a conference room with tables for all participants to write, audio-visual equipment and computers to show PowerPoint presentations, WIFI access, flip charts, markers.

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Strategic Planning and Visioning

Help participants learn how to lead change through Strategic Planning and Visioning including:

SP601 Planning, Vision Development, and Situational Analysis

SP602 Strategic Department Planning and Management Processes

SP603 Individual and Organization Goal Setting

SP601 Planning, Vision Development, and Situational Analysis

Prerequisite: MS503 Learning how to create and execute a succession plan

Class Objective: Describe the planning function and the types of planning that take place in an organization.

Learning Outcomes: The Student Will:

1. Learn the characteristics of an effective plans and objectives
2. Learn types of planning
3. Understand how organization planning lays a foundation for department and individual plans
4. Why is a strategic plan necessary
5. learn how to use plans to make decisions and set priorities
6. Learn characteristics of effective plans, goals and objectives
7. Learn tools to perform Situational Analysis which involves the assessment of internal and external factors affecting the business

SP602 Strategic Department Planning and Management Processes

Prerequisite: SP601 Planning, Vision Development, and Situational Analysis

Class Objective: Learn how to use the Organization's strategic plan to develop a departmental plan and ultimately an operational plan with goals and action steps for front line teams

Learning Outcomes: The Student Will:

1. Learn how to create a departmental plan
2. Learn how to create an operational plan to support the strategic plan
3. Learn how to create individual objectives and action plans

SP603 Individual and Organization Goal Setting

Prerequisite: SP602 Strategic Department Planning and Management Processes

Class Objective: Set Individual and Organizational Goals

Learning Outcomes: The Student Will:

1. Create operational plans of less than one year's duration.
2. Practice working on the City department's goals based on the strategic plan



2. PARTNERSHIPS

Ultimate Image Coach's partnership and experience working together with the following organizations:

Accezy Consulting, Cheryl Gowdie, will administer the Myers Briggs Personality Assessment. She is a certified Myers Briggs consultant. Cheryl and I currently run a Women's Professional Forum where we collaborate on projects professionally. She has administered the Myers Briggs for our Professional Women's Forum.

Tamara Owens, Personal Branding and Diversity Trainer, has been part of Ultimate Image Coach since its inception. She has delivered training with me to a large manufacturing organization's senior leaders, sales and customer service departments. She has also delivered training to several major colleges and universities on the same topics.

CaraJoy Nash, She's Online Media and I have worked together close to three years. I am her personal branding consultant and she currently serves as my digital media and marketing service provider. Ms. Nash collaborated on an e-book on Personal Branding.

Part II Assistance with managing the training programs to ensure it is meeting the City's objectives, review and revision of HR Policy, Hiring Practices and other areas not specified

3 REQUIRED SERVICES, STANDARDS AND CONDITIONS

We have answered this question and placed the table in Tab #3, you can review our responses by clicking the link [here](#).

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References

Appendix

I. Project Team Resumes



PAMELA Y. TOUSSAINT, MBA
538 Edgebrook Lane, West Palm Beach, FL 33411
Phone: 561-632-8679 pamela@ultimateimagecoach.com
<http://www.linkedin.com/in/pamelatoussaint>
www.ultimateimagecoach.com

CERTIFIED SMALL/MINORITY BUSINESS ENTERPRISE PALM BEACH COUNTY

**OWNER, GPT ENTERPRISES, LLC, DBA ULTIMATE IMAGE COACH
EXPERIENCED BUSINESS LEADER, ENTREPRENEUR, TRAINER, PROFESSOR,
PERSONAL BRANDING CONSULTANT, AUTHOR, SPEAKER**

Passionate and accomplished leader who understands the unique challenges businesses face, applies extensive training and business coaching expertise to achieve strategic and operational objectives, and inspires business professionals and students to own their power, take risks and lead a fulfilling life.

- Guide clients in developing business readiness and operational strategies, and lead implementation to ensure positive business results
- Train teams on critical skills for business success: human relations, leadership, communications, customer service excellence, emotional competence
- Provide ongoing implementation support ensuring that employees are empowered to lead, innovate and grow profits.

If your goal is to develop a compelling brand, leap ahead of the competition, professionalize and empower your team, strengthen leadership and communication skills, and grow profits, we can help:

- Create a compelling personal brand and Image
- Enhance leadership, customer service and human relations skills
- Transform and develop an empowered, professional team
- Successfully implement leadership and operational improvements
- Enhance bottom-line results

Author of widely-acclaimed book: *The Audacious Woman: Blaze Your Own Path to Prosperity*
Keynote speaker for Business Groups, Leadership and Women's Empowerment Forums

KEY STRENGTHS:

- Experienced Human Resources and Operations Executive who repeatedly demonstrates ability to deliver complex HR, and strategic and mission-critical projects in tight deadlines, achieving cost containment and service improvement goals
- Focused leader who draws on expertise in diverse business operations to successfully drive process improvements by forging a metrics-focused discipline, building and inspiring team to perform at a high level
- Business partner who implements innovative strategies and fosters cross-functional collaboration, resulting in positive customer service and bottom-line results
- Passionate, results focused educator, trainer who prepares clients and students for career and business success
- Certified E-trainer on Blackboard Platform: Supervision Concepts and Skills

EXPERIENCE

GPT ENTERPRISES, LLC, dba Ultimate Image Coach, West Palm Beach, Florida, 2009 - Present

PAMELA Y. TOUSSAINT

Owner, Personal Branding Consultant, Business Trainer, Speaker, Author

Ultimate Image Coach was founded to help clients stand out from the competition by developing and radiating a compelling personal and business brand. The ultimate result is financial and personal success. We train business leaders, job seekers, entrepreneurs and students on personal branding, leadership, professional decorum, customer relations, communication, emotional competence and presentations. What sets us apart? We take a hands-on approach to help our clients execute a professional, cohesive brand and image – online and in person.

Deliver training for public and private sector employers aimed at building an empowered team.

Collaborate in Developing and Facilitating Business Readiness training programs for several classes of entrepreneurs:

- Florida State University's Jim Moran Institute Entrepreneur Institute
- Paragon Florida, Business Readiness Certification Program
- Urban League of Palm Beach County's Project Jumpstart
- Leadership, Image Management and Customer Relations training for Corporate Clients
- Ongoing career empowerment and skills workshops and webinars for college students and unemployed professionals

AUTHOR & MOTIVATIONAL

PALM BEACH STATE COLLEGE, West Palm Beach, Florida

2011 – Present

Adjunct Business Professor, Human Relations and Management

Instruct and coach students and clients on critical workplace success skills. Courses taught include, Human Relations, Principles of Supervision, Management Fundamentals, Customer Relations, Entrepreneurship and Operations Management, Personal Branding and Professional Image Management.

KAPLAN HIGHER EDUCATION, Fort Lauderdale, Florida

2009-2010

Director, Benefits and HR Administration

Restructured and led HR/Benefits Administration shared service organization in delivering quality services to 16,000 employees and regional HR organizations of fast-paced, growing higher-educational institution. Charged with leading major HR project roll-outs, including Leaves and Disability Outsourcing, Health and Welfare and 401(K) programs, HR compliance initiatives and vendor management.

- Successfully led the rollout of the top 2010 HR initiative in an aggressive timeframe with a 15% cost savings target, enhancing processing of disability claims and reducing corporate risk; entailed outsourcing disability and leaves administration, policy and RFP development, vendor selection and management, contract/SLA negotiation, and implementation
- Transformed and developed team into high-performing, customer-focused professionals resulting in measurable improvement in customer service, HR compliance and project implementation
- Led the development of HR policy and introduced formal standard operating procedures and mandatory HR training ensuring compliance with government laws and company guidelines
- Partnered with executive team in implementing and communicating Health Care benefits initiatives, aimed at reducing cost and forging healthier lifestyles
- Collaborated with corporate and legal team on key strategic initiative to merge 401(K) programs and directly managed a major 401(K) compliance project receiving accolades for exceeding corporate objectives

PHILIPS, Palm Beach Gardens, Florida

2005-2009

Director Benefits Administration and Contact Center

Led U.S. staff of 40 professionals in HR Shared Services organization charged with delivering benefits

PAMELA Y. TOUSSAINT

services to over 35,000 participants of major business units. Managed a budget in excess of \$6 million for this multi-billion dollar global diversified industrial company, which provides leading edge health and wellness, lighting, and consumer products.

- Exceeded service commitments to businesses whose population grew by over 20% in three years.
- Served on several project teams and committees including HR transformation teams and the ERISA Benefits Appeals Committee ruling on benefits claims disputes
- Spearheaded consolidation of benefits and customer service teams resulting in increased efficiency, seamless benefits delivery and 15% cost savings
- Identified, developed, led new senior staff resulting in an empowered, results-focused team
- Managed service provider network and ensured customer service performance metrics were met

ALPHASTAFF, Boca Raton, Florida

2004–2005

Vice President, Benefits

Led benefits administration operation of Human Resource outsourcing organization

- Directed team in delivering benefits service to over 15,000 participants in a fast-paced environment
- Built strong partnerships with key providers, including national health insurance carrier and 401(k) provider, leading to seamless service delivery to participants

MERCER HUMAN RESOURCE CONSULTING, Princeton, New Jersey

2000-2004

Principal, Client Services

Led national pension administration outsourcing operation for global Human Resource consulting firm, with annual unit revenue of \$25 million, 35 corporate clients, and staff of 200, eight direct reports.

- Won \$8-million contract renewal with key client in competitive bid process
- Improved client services and achieved 50% increase in clients willing to act as reference accounts
- Promoted 25% of direct reports to Principal in 2003

AON CONSULTING (formerly ASA), Somerset, New Jersey

1996–2000

Vice President, Benefits Administration and Outsourcing

- Co-developed new outsourcing line of business, which grew from \$20 million to \$50 million in three years; earned 10% net operating profit margin in first year; 100+ staff and six direct reports
- Key contributor to winning repeat business by sustaining high client-satisfaction levels, exceeding call-satisfaction standards (85%) and transaction-processing turnaround (90% in five days)

AMERITECH (AT&T SUBSIDIARY), Chicago, Illinois

1988 – 1996

Director, Benefits Delivery (1993 – 1996)

Led re-engineering and administration of benefits functions for telecommunications organization that provided telephone, cable and cellular service in Midwest. Had responsibility for annual budget of \$30 million and 80+ staff.

Director, Benefits Finance (1991 – 1993)

As senior staff director reporting directly to Vice President of Human Resources, collaborated with benefits consultants in developing financing arrangements for new and existing benefits.

Director, Financial Planning (1990 – 1991)

Directly managed strategic and tactical planning process for centralized services subsidiary.

Director, Accounting Operations (1988 – 1990)

PAMELA Y. TOUSSAINT

Directed staff of 100 in delivering accounting operations services to several subsidiaries.

EDUCATION / PROFESSIONAL DEVELOPMENT:

MBA, DePaul University, Chicago, Illinois

BA, French, University of Illinois, Chicago, Illinois

Service Excellence for Growth and Profitability, Wharton School, University of Pennsylvania

Certificate in E-Business Strategy, University of Chicago

Executive Development Programs (three), Northwestern University, Kellogg School of Management

Executive Institute, University of Michigan

PROFESSIONAL AFFILIATIONS & AWARDS

2015 HR Palm Beach County Professional Volunteer of the Year

South Florida Business Leadership Network, Board Chair

Chamber of Commerce of the Palm Beaches, Member

Women's Chamber of the Palm Beaches, Board Member

Florida State University, Jim Moran Institute Institute for Global Entrepreneurship, Trainer

Society for Human Resource Management (SHRM), Member

Human Resource Palm Beach County, Member, Speaker, Trainer, Personal Branding Coach

CARAJoy NASH, MBA

(M) 419.989.0052 • Port Saint Lucie, FL. 34952
carajoydash@gmail.com • linkedin.com/in/carajoydash

Innovative and accomplished Digital Marketing Consultant with extensive knowledge using social media to increase exposure and the bottom line. Experience working with and training business owners, entrepreneurs, non-profits, and others to use various online media platforms.

Areas of Digital Expertise

Graphic Design | Internet Research | Long Format Content Creation | Online Persona Creation | Social Media Marketing | Social Media Training

Core Qualifications

Analytics | Blogging | Campaign Management | Communication | Google Adwords Certified Leadership | Networking | Public Speaking | Staff Recruiting & Developing | Team Building & Managing

Notable Client Accomplishments

The Women's Chamber of Commerce of PBC

Increased Facebook: engagement by 233% & reach by 828% in a 12 mo. period
Recruited, trained, and managed (1) one college intern, who helped expand social media reach

Ultimate Image Coach

Increased (8) eight week average: Facebook engagement by 133% & Twitter engagement by 182%
Collaborated on Branding ebook, increased my business engagement by 300% in the first 10 days of publishing

The Falcon Room

Created digital persona, built original audience, and managed online reputation
Designed menus, advertisements, posters, etc. for use online and in print publications

Recent Employment Experience

Part-Time Tutor

Tutor Doctor, Port Saint Lucie, FL

October 2016 - Current

- Prepare and facilitate tutoring / academic sessions for students
- Review class material by discussing text, working solutions to problems, reviewing worksheets and other assignments
- Provide feedback using positive reinforcement techniques to encourage, motivate, and build confidence
- Maintain records of students' assessment results, progress, feedback, and school performance

Digital Marketing Consultant

She's Online Media, Port Saint Lucie, FL

2015- Current

- Develop and execute the implementation of digital marketing plans to increase traffic and engagement
- Analyze social media analytics to understand strengths and/or weaknesses of current strategy, then modify accordingly [Increased clients 8 week engagement average: Facebook by 133% & Twitter by 182%]
- Conduct one-on-one and group training sessions on various topics to 'Use Digital Marketing for Business'
- Manage/create Wordpress content and Constant Contact email
- Create long-form content for lead generation
- Design beautiful, engaging images for multi-purpose business use

Recent Employment Experience

Digital Marketing Task Force Chair **2015- 2016**

The Women's Chamber of Commerce of PBC, West Palm Beach, FL

- Created, implemented, then managed social media strategy to increase reach and engagement
- Increased Facebook: engagement by 233% and reach by 828% from 6/2015-6/2016
- Used A/B testing to gauge effectiveness of social media marketing strategies
- Trained administrator in the areas of digital marketing and advanced computer usage
- Trained and managed one college intern

Partner **2014 - 2015**

Subway Franchise, Royal Palm Beach, FL

- Trained and motivated staff to provide superior customer service, proven by consistent receipt of high feedback scores
- Experimented with Behavioral Economics to offer a better customer experience
- Built the catering business through professional networking, and community outreach
- Installed and managed the wireless network
- Assisted in the financial analysis of multiple franchises, to identify the best investment

Self Employed Net Promoter Score Manager **2013 - 2015**

Ashley Furniture, Northeast OH

- Interviewed, hired, trained, and, managed surveyors to conduct customer survey calls, retrain as needed
- Ensured timely and accurate reporting of 100+ weekly survey calls using the NPS method
- Performed administrative tasks including payroll utilizing Quickbooks
- Negotiated and defined an appropriate scope of work for client

Campaign Manager **2013 - 2014**

Three Political Campaigns in Richland County, OH

- Developed campaign plans and budgets, then monitored through daily operations
- Executed profitable grassroots fund-raisers
- Drafted speeches, messaging, and literature
- Designed logos and display advertisements
- Developed and managed relationships with media

Field Organizer **2012 - 2012**

Organizing For America, Richland County, OH

- Trained over 100 of the organizations' volunteers over a six (6) month period
- Recruited, on-boarded, and managed over 60 volunteers, and four (4) interns
- Repeatedly rewarded with more territory to build and manage
- Managed accurate data entry for voter contact conversations totaling 700-1500 per week

Medical Leave and Education Retraining *2002 - 2015*

CARAJROY NASH, MBA

(M) 419.989.0052 • carajroynash@gmail.com

Prior Experience

Account Executive Auto Trader Magazine, Southeast OH, Kentucky, Indiana The Columbus Dispatch, Columbus, OH	1998 - 2002
Administrative Positions The Balliett Group, Mansfield, OH The Apartment Guide, Columbus, OH Heilig-Myers Furniture, Mansfield, OH	1993 - 1998

Education

Master of Business Administration in Executive Management Dauch College of Business & Economics, Ashland University, Ashland, OH	2015
Bachelor of Science in Criminal Justice University College, Ohio University, Athens, OH	2013
Associate of Applied Science in Criminal Justice Criminal Justice Program, North Central State College, Mansfield, OH	2008

Papers and Projects

The Hunt For The Consumers Buy Button, Is Neuromarketing The Next Big Promise?	2014
Managing and Building Teams	2013
Building Your Campaign Message	2013
Protecting The Sixth Amendment in the Information Age	2011
The Childhood Factors Involved In Creating Environmentally Induced Behaviors	2008

Awards

Inductee, '1,000 Doors a Day Club', Organizing For America	2012
Recipient, Charles R. Underhill Fund, Richland Foundation Scholarship	2008
Two Time Nominee, The National Dean's List®	2006 - 2008

Community Involvement Experience

Director, The Women's Chamber Foundation	2015 - 2016
Ambassador, Chamber of Commerce of The Palm Beaches	2014 - 2015
Board Member, Mansfield Choice Academies Charter School	2013 - 2014
Member, Toastmasters International #8329	2013 - 2014
Student Board Member, The Ohio Association For Behavior Analysis	2010 - 2012

Computer/Internet Experience and Software Knowledge

Canva • Constant Contact • Google Apps • IBM SPSS 19 & 20 • InDesign CS5.5 • Internet Research • Learning Management Software (Angel, Blackboard) • Mac OSX • Microsoft Office Suite • NGP/VAN Software • Photoshop CS5.1 • Prezi • Quickbooks 2014 • SEO • Survey Monkey • Tech Support • Web Design

Tamara Toussaint Owens, JD

2629 Saint Paul Drive, SW · Atlanta, GA · 30331

347-229-5480 · Tamara.Toussaint@gmail.com · www.linkedin.com/in/tamaratoussaint/

Professional Profile

Highly focused and solutions-oriented Account Trainer with a strong record of curriculum design, client service and revenue growth. Adept at building and maintaining strong relationships with clients, increasing market share in accounts and improving penetration. Able to train multiple client accounts with efficiency and accuracy. Proactively and decisively addresses sensitive client issues and ensures ongoing customer satisfaction. Adept at working independently, collaborating with, or facilitating a professional team to exceed client expectations. Known as a persuasive communicator, excellent team player and relationship developer who motivates diverse groups of employees.

Core Qualifications

- Strong Curriculum Design experience
- Expertise in Maximizing Business Value through Solution Selling
- Superior ability to cultivate strong and lasting client relationships
- Exceptional negotiation and leadership abilities
- Understand clients' challenges and provide in depth training
- High proficiency CRM software
- Preparation and presentation of proposals (proactive ones as well as responses to RFP/RFIs)
- Outstanding written and oral communication skills
- Nurtures trusted advisor relationship with key customer stakeholders
- Engage clients when new features and products are available either by upselling and/or providing training

Professional Experience

Thomson Reuters, Federal

September 2015-Current

Federal Client Manager

- Develop and coordinate training efforts to deeply penetrate accounts and obtain customer feedback
- Educate customers on the benefits of legal research and public records products
- Provide trainings and demonstrations on products to facilitate new sales
- Grow and retain legal research and public records product revenue, along with integrated workflow SaaS (Software as a Service) solutions in the Federal market
- Strengthen customer relationships in Financial and Regulatory agencies
- Client portfolio includes: The Department of Treasury, Department of Transportation and the National Labor Relations Board
- Respond to RFQs by conducting background research and spotting potential upsell opportunities
- Achieved 105% of 2015 fourth quarter revenue account goals
- Achieve assigned sales goals
- Proficient in Salesforce to record and research sales leads
- Provide high quality account management and customer support services to assigned accounts
- Establish solid, long-term customer relationships and cultivate new business opportunities by diagnosing needs, presenting solutions and addressing customer concerns
- Develop a territory management plan that incorporates key revenue growth and targeted customer prospects to achieve sales and revenue targets
- Partner with key internal partners and federal sales executives to facilitate new sales

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- Keep up to date on competitive activities in accounts and communicate information to regional management

Thomson Reuters, Baltimore, Virginia and Washington D.C.

March 2014 – September 2015

Account Trainer

- Conducts 8-10 trainings a week on Westlaw products in support of customer contracts
- Coordinates and conducts trainings for Account Executives and Client Managers
- Responsible for increasing WestlawNext Revenue through targeted WestlawNext sales demonstrations and through retention efforts in existing accounts
- Supports renewal process in high value accounts and other targeted accounts with training and support for two client managers and five Account Executives covering Washington D.C., Virginia, Maryland, Delaware, Pennsylvania and New Jersey
- Establishes and supports existing, long-term customer relationships and cultivates new business opportunities by diagnosing needs and sharing leads with Client Manager and Account Executives
- Achieved Client Representative WestlawNext Migration Incentive in Q4 of 2014 to increase WestlawNext adoption by 25% in the assigned high value accounts. Identified sales leads for PeopleMap Premier and Practical Law In the process of migrating users to WestlawNext
- Educates customers on the benefits of Westlaw products over competitors
- Supports local marketing efforts within assigned accounts as directed
- Keeps up to date on competitive activities in accounts and communicates information to divisional/regional management
- Identify opportunities to leverage technology products aimed at increasing revenue and providing solutions
- Supports the attainment of small law revenue goals

GPT Enterprises, LLC

Ultimate Image Coach

June 2011- Present

Leadership Trainer and Image Consultant

- Delivered training and speeches on diversity issues and executive presence at: Georgia Diversity Council Leadership Conference, Congressional Black Caucus Annual Legislative Conference, National Black MBA Corporate Partner Conference, Alabama State University, Palm Beach State University and Walker's Legacy
- Conducted corporate and university training sessions on diversity topics, customer and human relations, and personal branding
- Exhibited strong ability to quickly establish rapport with customers, assess needs and customize solution, and build a loyal client base
- Developed strategies to grow a Human Resources consulting and training business; increased corporate customer base by 122% in 14 months
- Devised a social media marketing strategy to expand current customer base
- Managed clients' online brand and public relations strategy to build awareness and grow their business
- Coach diverse professionals on executive presence and job search strategies
- Managed social media marketing staff

Ford & Harrison LLP, Atlanta, GA

September 2010 – November 2012

Diversity and Inclusion Professional

- Composed Diversity submissions that garnered the firm the following awards and rankings: (2011 Thomas L. Sager Award- Southeast Region, 2011 and 2012 Frances Nam Sodexo Award, WILEF Gold Certification, 2011 Special Recognition for Diversity efforts by Corporate Counsel Women of Color, 2011 and 2012 ranked as one of the Top 100 Law Firm's for Diversity by Multicultural Law Magazine, 2011 ranked as a Top 100 Diversity Scorecard law

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firm by The American Lawyer)

- Designed and implemented the plan for the firm's first Women Leaders' Conference
- Initiated and managed the collection and analysis of diversity data
- Designed, managed and provided oversight for all diversity and inclusion programs and events across 20 national offices and was a member of the Diversity Executive Committee
- Provided guidance and leadership to diverse and female attorneys throughout the firm with quarterly check-ins on progress and utilization
- Developed and managed a budget and evaluated sponsorship opportunities
- Authored internal and external newsletters, marketing materials and website content
- Directed all community outreach programs and highlighted the firm as a community leader

University of Miami School of Law, Coral Gables, FL

August 2009 – September 2010

Diversity/Program Coordinator

- Partnered with the Dean of the Law School to create and develop the first diversity program at University of Miami School of Law
- Collaborated on the development of the first student fellows program to retain current students and increase job prospects for graduating students
- Managed all off-site recruitment events and law school sessions at Historically Black Colleges and Universities
- Worked with law student affinity group leaders to develop action plans to improve minority relations, collaboration and job prospects
- Liaised with community affinity groups to generate mentorship opportunities, sponsorship of law school programming and employment opportunities for current students

Thacher, Proffitt & Wood LLP, New York, NY

April 2004 – August 2005

Structured Finance Paralegal

- Managed and organized firm closing conferences, including preparation, assembly and distribution of all pre and post-closing binders for attorneys and clients
- Managed the competing priorities of five to eight securitization transactions per month
- Managed client relationships between partners, investment bank executives, and third-party deal participants in establishing, reviewing, and organizing major deal documents

Education

University of Miami School of Law, Coral Gables

Juris Doctor, 2008

University of Michigan, Ann Arbor, MI

Bachelor of Arts, History, Minor in French, 2002

Professional Affiliations and Volunteer Experience

Presidential Appointment, Commissioner for the White House Commission on Presidential Scholars

Recognized as a "Rising Star" by the Walker's Legacy



CHERYL GOWDIE - MBA, BA (Hons.), BC

Business Coach, Certified by the Worldwide Association of Business Coaches

Fellow, Institute of Coaching - Harvard Medical School Affiliate

Member, International Coach Federation

PROFILE

Cheryl is a certified Business Coach with a diverse international business perspective. She works with corporations, non-profit organizations, senior professionals and business owners to develop and execute strategies to achieve their professional and business goals. Prior to her role as Principal and Founder of ACCEZY Coaching and Consulting, she was Managing Director of a consultancy & coaching business which provided professional coaching and business consulting services to clients operating in the financial and professional service sectors in the United States, United Kingdom and other parts of Europe.

As well as being an experienced business leader, entrepreneur and certified business coach; Cheryl is a dynamic corporate trainer, facilitator and proficient change management consultant. She acquired considerable business and leadership expertise at a strategic level and was for several years adjunct professor on various master's degree programs at the University of London. Her detailed understanding and application of leadership, management and business models together with her pragmatic, result oriented and business focused approach provide a unique and valuable dimension to her work.

Cheryl is at ease in the boardroom too, having operated at board level in a wide range of sectors including non-profit, financial and professional service sectors. She guides individuals, corporations and non-profit organizations through the process of developing and realigning their business strategies in response to their changing business environment. In addition, she develops and implements leadership framework to facilitate the successful execution of strategic objectives.

She is an experienced Radio Show Host and Keynote Speaker on a range of topics associated with business, business development, coaching, leadership, professional development, facilitating exceptional performance and change management.

Cheryl's calm and unassuming approach is the key to her success. Her down-to-earth style has enabled her to create relationships of high trust, through which her clients gain the confidence to explore fundamental issues and allow her to provide sufficient challenge to enable them to achieve their goals.

She completed a Bachelor of Arts degree with honors (BA Hons.) at University then went on to complete a Master of Business Administration (MBA). Cheryl is a certified Business Coach, Founding Fellow of the Institute of Coaching Professional Association at McLean Hospital, a Harvard Medical School Affiliate and Member of the International Coach Federation.

Cheryl is certified to administer various psychometric and personality tools including but not limited to Myers Briggs Type Indicator (MBTI®), Sixteen Personality Factors (16PF®), EQi-2.0, EQ 360 (emotional intelligence tools), FIRO-B, Strong Interest Inventory® and Thomas Kilmann Conflict Mode Instrument (TKI®).



II. Palm Beach County Certified Small/Minority Enterprise Certificate



Palm Beach County
Office of Small Business Assistance
GPT Enterprises, LLC dba Ultimate Image Coach


VENDOR # VC0000125230

Certifies That

is a Small/Minority Business Enterprise as prescribed by Section 2-80.21 – 2-80.35 of the Palm Beach County Code for a three year period from December 2, 2016 to December 1, 2019

The following Services and/or Products are covered under this certification:

Business Consulting
Education and Training Consulting


Allen Gray, Manager

December 2, 2016



Palm Beach County Board of County Commissioners

Paulette Burdick, Mayor
Melissa McKinlay, Vice Mayor
Hal Valeche
Dave Kerner
Steven L. Abrams
Mary Lou Berger
Mack Bernard

County Administrator

Verdenia C. Baker

II. Ultimate Image Coach's Brochure



THE RIGHT Image & Brand FOR YOUR BUSINESS

We help clients to create a compelling personal brand and stand out from the competition. We guide them in exuding POLISH, POISE and POWER.



"A positive image is the most critical success factor in business."

WHO do we help?

- Business leaders
- Corporations
- Entrepreneurs
- Job seekers and Universities

SERVICES

Training Packages & Individual Needs

- Personal Branding Strategy and Execution
- Customer Loyalty
- Culture Alignment
- Professional Image
- Human Relations
- Project Management
- Job Coaching and Skill Development

www.UltimateImageCoach.com
 Pamela@UltimateImageCoach.com
 T. 561-632-8679

GROW CLIENT BASE & PROFITS

"CUSTOMERS BUY GOOD FEELINGS AND SOLUTIONS TO PROBLEMS."



CORPORATIONS
 UNIVERSITIES
 INDIVIDUALS
 WORKSHOPS

GUIDING BUSINESSES TO SUCCESS

BRANDING | IMAGE
 COMMUNICATIONS | CUSTOMER SERVICE



TRAINING &
 CONSULTING



WE POLISH...
 YOU SHINE!

WE POLISH... YOU SHINE!

WE TURN CHALLENGES INTO SOLUTIONS

TRAINING

Corporations

We guide corporate teams in building communication skills, customer loyalty and a professional image, empowering them to profitably grow the business.

Universities

We conduct career empowerment, personal branding and workplace success seminars and deliver professional fashion shows.

COACHING

Entrepreneurs and Individuals

We guide entrepreneurs and individuals in transition to discover their brand and project a powerful image, transforming their careers.

KEYNOTE & WORKSHOPS

We deliver motivational speeches to corporations, trade organizations, chambers and universities. We sponsor public workshops and networking events aimed at developing personal branding and professional workplace success skills.



DID YOU KNOW?

“Looking and acting like a leader depends on getting three things right, a trio we refer to as Appearance, Communication, and Gravitas. Individuals who nail each of these elements exude true executive presence.”

“Executive Presence” By the Center for Talent Innovation



PAMELA Y. TOUSSAINT, MBA

Personal Branding, Image Consultant & Trainer

An experienced corporate Human Resources executive for over 30 years, trainer and business professor, Pamela brings a keen awareness of business challenges and strong record of transforming clients' brand and image, building customer loyalty and business bottom-line success.



TAMARA TOUSSAINT, JD

Image Consultant, Personal Brander & Trainer

With a strong background in diversity, the legal industry and higher education, Tamara provides personal branding and professional presence training and coaching. She focuses on helping professional women develop poise, polish and power, ensuring they achieve high levels of professional success in a tough economy.

PERSONAL BRANDING & IMAGE CONSULTING

We inspire and guide you to ignite your personal brand and goals by conducting a detailed discovery. We work with you to communicate and leverage your brand and image for business success.

INDIVIDUAL CONSULTING

We provide individual consulting and training for business professionals wishing to maximize their career potential or transition to new careers.

TESTIMONIALS

“Pamela has been a trainer for me for the last year and has done an excellent job. She is very knowledgeable in her field, connects well with the audience, and is a great presenter. She is a true helper and really cares about the people she serves. I highly recommend her!”

Jennifer Kovach, Director, South Florida Outreach Division, The Jim Moran Institute for Global Entrepreneurship, Florida State University

“I had the pleasure of hiring Pamela as the Coordinator for Northwood University's Dress for Success Fashion Extravaganza. She worked very well with our diverse group of students, the staff at NU, and the other professionals involved.”

Margaret Reichert, MS, PHR, Director of Career Services at Northwood University

“Pamela Toussaint spoke at my RiverWalk Toastmasters Symposium. Her speeches on branding are rich with information and motivation. Pam captivated our audience by sharing her expertise on the importance of differentiating your brand.”

Cynthia E. Beckles, MBA, Marketing Manager

www.UltimateImageCoach.com
Pamela@UltimateImageCoach.com
T. 561-632-8679

CONTACT US TODAY!

III. Personal Branding Guide ebook





WE POLISH...
YOU SHINE



PERSONAL BRANDING GUIDE



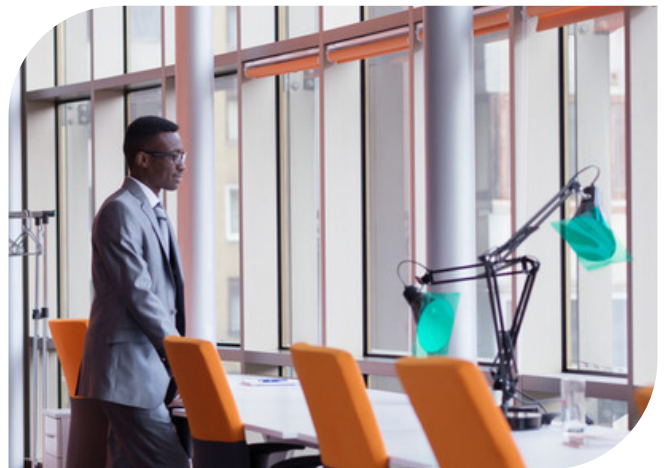
She's Online Media

ULTIMATEIMAGECOACH.COM

@ImagecoachPamT



“If you want to know what your single most powerful competitive edge is, just look in the mirror. That’s right, it’s you.” ~ Jeb Blount, People Buy You





We Polish You Shine



*Pamela Y. Toussaint, MBA
President*

***BUSINESS TRAINER & PERSONAL BRANDING CONSULTANT,
KEYNOTE SPEAKER & PROFESSOR***

Author Of

THE AUDACIOUS WOMAN: BLAZE YOUR OWN PATH TO PROSPERITY

Business Training

Leadership, Communications & Customer Loyalty Training

Personal Branding Strategy & Execution

Start-Up, Entrepreneur Training & Mentoring

Keynotes

E-Training Workshops

PAMELA@ULTIMATEIMAGECOACH.COM

@IMAGECOACHPAMT | ULTIMATEIMAGECOACH.COM

THREE SECONDS!

That's how long it takes to make a first impression that can have a lasting impact on your business and social life.

Do you ever wonder how some persons can walk into a room and heads turn?

Everyone gravitates to her or him. They exude an engaging, warm presence that is irresistible. They are magnets which draw positive attention to themselves.

They create a positive, memorable impression.

Contrast this with others who walk into the same room and are so uncomfortable and self-conscious that they hang around at the farthest end of the room, and do not make eye contact or attempt to meet anyone.

This is the power of first impressions.



We can all think of people who fall into both camps.

Yet, if they fall into the latter category of being uncomfortable or self-conscious, if they are lucky they may be given the benefit of the doubt from that first critical encounter.

Be aware it's said that it takes up to ten interactions to reverse a negative first impression.

IN THIS GUIDE, YOU'RE GOING TO LEARN HOW TO:

- Exhibit a confident, professional image, behavior and etiquette
- Master communication skills, and successfully manage social and business interactions
- Stand out and succeed with a compelling personal brand

*Ultimate Image Coach works with Clients to Polish Their Personal Brand
So They Shine with Confidence*

HERE'S HOW IT WORKS

From the moment we enter a room, we are examined from head to toe—our attire, hair, eye contact, smile, and communication style.

You may dismiss this as superficial, but it is real, and impacts your ability to be taken seriously in business and social settings.

Let's take First Lady Michelle Obama, for instance. Who among us is not guilty of anticipating what her outfit will be for a White House gala, inaugural, or state visit? Mrs. Obama's impressive Harvard Law degree, her stint as a hospital executive, and her leadership on issues of national and global importance, comparatively, seem to take a back seat.

Over three decades as a Corporate HR Executive, Personal Branding Coach, Professor, and Speaker, I have experienced the power of image as a key determinant of one's success in business and life.

The good news is that a person's image can be enhanced and transformed to create a compelling personal brand, and radiate a powerful image consistent with their brand.

Does Your Image Reflect Your Brand?



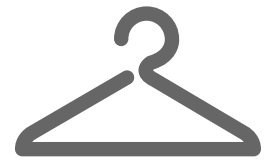
ONE OF THE KEY REASONS BUSINESS PROFESSIONALS AND LEADERS FAIL IS THE INABILITY TO COMMUNICATE—BOTH VERBALLY AND NONVERBALLY—A CRISP, COMPELLING BRAND.

In other words, if there is a mismatch between what you are claiming as your brand and the one you exhibit through your image—such as appearance, behavior, and communication.

Your target audience will believe what they can readily see, what you display.

Let's break this down

APPEARANCE



As a leader or any business person, you are always in the public eye and under scrutiny.

The following tips will help you to exude the appropriate image to create the impression you desire.

● ATTIRE CHOICE

Fit, and neatness say a lot about your personality. It speaks to your self-esteem, attention to detail, and how you manage yourself and your business.

● COLOR CHOICE

Every color has a message... Use the palette of color choices to your advantage to convey your brand and desired message.

Color choices apply to your attire, your website, and Social Media sites.

For Ultimate Image Coach, the brand colors are green and purple (used on our website, business cards, etc.).

Green is the color of money, wealth and prestige;
and purple is the color of high quality and superior service.

● FIT AND STYLE

For the most part, the business landscape has shifted to one of being less formal.

Simply watch female television anchors and guests to see how they are decked out in tailored and colorful dresses, exhibiting a new-found confidence and pride in their femininity.

Men's attire for professional purposes is still formal with dark-colored suits, pants and shoes, and light-colored shirts.

Men, you can express your individuality in your tie choice.

Proper fit, style, and color still apply. How often have you purchased ready-to-wear outfits only to find they seldom fit properly; or the sleeve of a jacket was a half-inch off; or the buttons on the front of the blouse might not be placed in the proper position, which could result in embarrassing consequences?

● FIT AND STYLE

You might not be aware of your wardrobe faux-pas, but others will, and that is all they will be focusing on.

You could have an irreversible blind spot which could ruin your message.

On the flip side, you might be aware of the imperfections in your attire, and become totally distracted by calling attention to it. Your confidence would be impaired.

To not only avoid these distractions, but to ensure your image is spot on, I suggest you secure the services of a seamstress or tailor.

If you are going to be on television, just know that the camera makes you look fifteen to twenty pounds heavier. On the plus side, a warm smile and great posture make you look ten pounds lighter and ten years younger.

● DEVELOP YOUR SIGNATURE STYLE

Be prepared to make a statement.

I have found handbags, broaches, a piece of jewelry from a favorite destination, or a scarf are great statement pieces, and make wonderful “ice-breakers” at networking events.



**MEN, YOU CAN EXPRESS
YOUR INDIVIDUALITY IN
YOUR TIE CHOICE.**

*My signature piece is a broach.
Each one has a story.*



● POISE AND POLISH

Your posture, how you walk, and the way you carry yourself speak volumes about your image.

Invariably, at business and social events, networking colleagues will comment on how “on-point” and polished my daughter, Tamara, and I look.

They ask how we pull it together each time. When I share with folks what I do, they usually say, “You are such a great representation of your brand,” or “I totally see you doing that.”

That’s the point, Your brand and image are inseparable, and on display every time you interact in person or online.

It is the authenticity factor. The scenario I just described represents the way my daughter and I get most of our business, by being poised, polished, and authentic.



BEHAVIOR

Forbes reported that the “Top 3 skills companies hire for are professionalism, high energy and self-confidence.” I couldn’t agree more.

Every semester when I meet new students, I can project which ones are going to be successful in my course, no matter what I am teaching at that point.

It is not the ones who have the best qualifications or most impressive introduction. But it is the students who conduct themselves in a polished and engaged manner.

It is the way they carry themselves. They lean forward and connect. They exhibit an attitude of learning readiness.

Social skills and behavior are key differentiators in one’s perception of your brand.

Daniel Coleman, the father of Emotional Intelligence (EI), tells us that **EI** is a much more important determinant of business and personal success than the traditional Intelligence Quotient (IQ) metric.



Coleman breaks it down as follows:

- **SELF-AWARENESS**
How we come off to other people
- **SELF-MANAGEMENT**
Grace under fire
- **SOCIAL AWARENESS**
How we handle corporate politics
- **RELATIONSHIP MANAGEMENT**
Communicate effectively and build interpersonal relationships

Often, in personal branding training sessions, college classes, and at networking events, I tell my audience that, in my four-decade career, I have only applied for one job. The rest came as a result of building lasting, reciprocal relationships.

I am a serial networker and have been fortunate to prosper in the toughest of economic times. I was not the most technical at any job. I am confident that I have been successful because of my ability to connect with people and form enduring relationships.

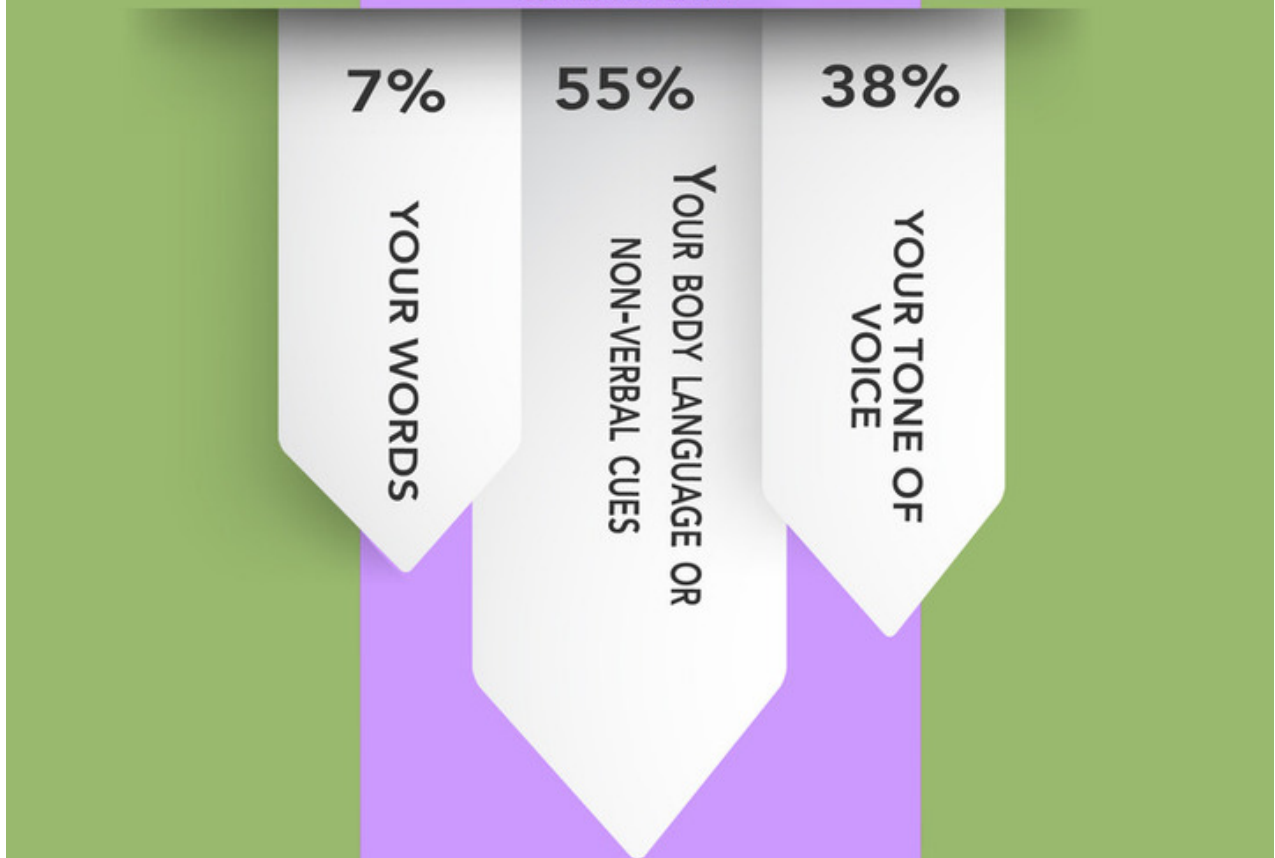
PEOPLE DO BUSINESS WITH PEOPLE THEY KNOW, LIKE, AND TRUST.

It's about being likable and authentic.

Make sure you are taking every opportunity to be
very kind to your customers.

Know what makes them happy and deliver.

ALBERT MEHRABIAN IS OFTEN QUOTED AS SAYING THAT THE EMOTIONAL MEANING OF A MESSAGE IS COMMUNICATED BY:



COMMUNICATION

● NON-VERBAL CUES

Everything we addressed above in appearance and behavior contributes to the 55%, and that is why the emphasis is put there. Other critical areas include your manners and etiquette.

A simple example – you are invited to meet a prospective customer or hiring manager at a restaurant instead of in the office. That is still a business meeting. How you order your meal, hold your utensils, eat and conduct a conversation create an image in a decision-maker's mind.

Comportment is absolutely critical. This interaction could be a deal-breaker if you do not display good manners.

Ultimate Image Coach trains and coaches individuals and teams on these critical business and social skills.

● TONE OF VOICE AND THE WORDS

These are critical component of overall communication. This is an area where practice makes perfect and we have the tools (smart phones, tablets) to make ourselves shine.

In working with clients, I video-tape their speech practice sessions and play those back to them as part of the feedback. I can't tell you how surprised and disappointed my clients are at the sound of their voice and the nervous habits they display.

A common problem is the voice rising at the end of a sentence in a questioning fashion.

This indicates a lack of self-confidence.

● THE WORLD IS A STAGE

We are all actors. So, borrowing from their playbook will help those of us who speak, present, and network for a living. Actors practice getting into character; they rehearse.

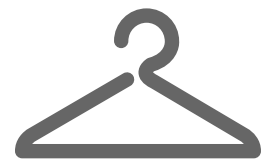
Here's what I do and coach my clients to do. Practice at home—in front of the mirror—entering a networking event and introducing ourselves.



Rehearse in front of the mirror, or a willing family member, or friend, your presentation to a prospect or an audience. A dress rehearsal is essential.

One of the gifts we give to our workshop attendees is a mirror inscribed with the words: ***First Impression\$ Matter! We Polish... You Shine!***

When you look in the mirror, your natural reaction is to straighten up and SMILE. Chances are, if you like what you see in the mirror, others will, too. People love these mirrors.



● POWER IMAGE

Your goal is to exude leadership presence, stand out, and step up to the front of the line. In a recent ground-breaking report, The Center for Talent Innovation shared some insights into what top global CEOs and business professionals thought were the main issues keeping some professionals from achieving a significant and sustained breakthrough into executive leadership roles:

“Looking and acting like a leader depends on getting three things right, a trio we refer to as Appearance, Communication, and Gravitas. Individuals who nail each of these elements exude true executive presence.”

The study went on to say that for those who lacked these traits, short of a focused effort to develop these critical skills, would find it difficult to attain leadership positions in corporate America in significant numbers. In my estimation, gravitas is the trait most lacking.

Listed below are attributes pertaining to the poise and dignity of such conduct:

- COMMAND THE ROOM
- DECISIVENESS
- GRACE UNDER FIRE
- SUCCINCT/CONVINCING

POWER MOVES TO BOLSTER YOUR IMAGE & BE TAKEN SERIOUSLY*

- Always introduce yourself using your first and last name
- Adopt a more open stance
- Accept a compliment in two words, “Thank you!”
- Try out a uniform (or signature style, like a broach or tie)
- Don’t accept the first offer
- Order with confidence

Power Image is a combination of a compelling brand, engaging presence, strength, and impeccable communication skills.

YOU ARE THE PACKAGE

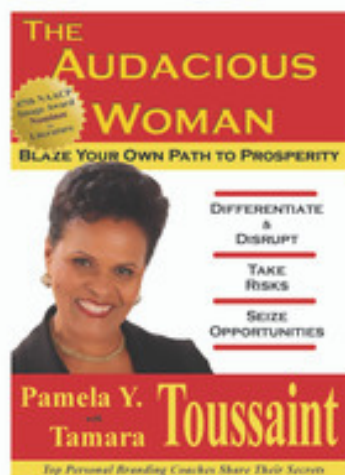
Exuding true professional presence and power takes focused work. It requires a combination of coaching, rehearsal, homework, trial and error, and a willingness to make fundamental changes.

BE AUDACIOUS,

Pam J.

SERVICES, KEYNOTES, TRAINING PACKAGES & COACHING WORKSHOPS

- Personal Branding Strategy & Execution
- Develop & Execute a Compelling Leadership Brand
- Build Your Brand in Person & Online
- Business Readiness Certification Training for Start-Ups & Entrepreneurs
- Seal The Deal: Turning Prospects into Loyal Customers
- HR Basics for Small Business
- Manage Emotions at Work
- Unleash Your Power
- Re-Brand, Re-Invent, Change Your Life
- Sharpen Your Competitive Edge with a Compelling Brand
- Stand Up! Speak Up! Power Up!



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TESTIMONIALS

"Pamela is a GREAT corporate and small business trainer. She is a consummate professional, very knowledgeable about many topics - including corporate branding, customer service and is an expert in social media and marketing.

Pamela Stewart, President, Paragon, FL

"We hired Pamela to facilitate a personal branding program. The program created excitement and much needed self-awareness for our group. She is not only a trainer and a coach, she is also a practitioner of her own methods. Pamela is a classy, sophisticated, experienced executive. She is passionate about making an impact on others. I highly recommend Pamela for any individual or company looking to improve its image or personal brand."

*Jim Dugan
Executive Vice President, Shoes For Crews*

"Pamela walks her talk. She is an AWEdacious woman with the passion, experience, and authority to write this inspiring book. And thank goodness she has because we can all benefit from her wisdom and expertise."

Minx Boren, Author