Defining Terms

- **Practicum** *(prac·ti·cum, ˈprak-ti-kəm)*

  A course designed to give a student supervised practical knowledge of a subject previously only studied theoretically.

- **CRoPs Practicum** *(crops prac·ti·cum, ˈkræps prak-ti-kəm)*

  An intense workshop designed to give emerging leaders supervised practical knowledge on how to best manage their clients, referral opportunities, prospects and supporting practice development activities.
Overview

- Program is modeled for 14 - 28 participants per class;
- 24-month experience for young partners + senior managers;
- Blend of both “systems” and “competencies”;
  - Implementation of 14 business development “driver” systems;
  - Delivery of 6 dual-facilitated classroom training workshops;
  - Provide 8 individual coaching sessions with each participant;
  - 2 program “checkpoints” for each participant’s sponsor.
- Ongoing quantification of specific outcomes
  - Systemic
  - Financial
**Overview**

**Systems ( "At-Bats" )**
- Online CRoPs Dashboard
- DISC Sales Profile Assessment
- Advanced MS Outlook Functionality
- Optimized LinkedIn Profiles
- Top 14 Prospect Campaign
- PIF™ Planner
- Ranger Drills
- Client SpotLight™
- Client Loyalty Survey
- Writing & Presentation Style Guide
- The Event™
- Referral Tracker
- Sons & Daughters of Bosses Program
- S&DOB Micro-Site + Social Media

**Competencies ( "Hitting the Ball" )**
- The case for business development;
- Leveraging unique behavioral styles;
- The 5 Choices of Extraordinary Productivity™;
- Personal branding essentials;
- Fundamentals of Nurture Marketing;
- SPIN™ Selling;
- Successfully overcoming objections;
- Mastering the art of the cross-sale;
- The Loyalty Effect;
- Writing and presenting for impact and results;
- Effective networking skills;
- Measuring and managing referrals;
- Advanced salesmanship skills;
- Leveraging niche practices.
OVERVIEW

YEAR 1

- Sponsor / Participant / Coach Call
- Classroom Session 1 (2 Days)
  - Coaching Session 1
- Classroom Session 2 (2 Days)
  - Coaching Session 2
  - Coaching Session 3
- Classroom Session 3 (1 Day)
  - Coaching Session 4
- Sponsor Checkpoint 1
  - Coaching Session 5

YEAR 2

- Classroom Session 4 (2 Days)
  - Coaching Session 6
- Classroom Session 5 (2 Days)
  - Coaching Session 7
- Sponsor Checkpoint 2
  - Coaching Session 8
- Classroom Session 6 (1 Day)
- Graduation (Dinner + ½ Day)

Denotes sponsor-involved activity.
sponsors and coaching
Each CRoPs Practicum participant must have a senior-level practitioner assigned as his / her sponsor for the program. They function as the participant’s internal mentor and advocate for the duration of the program.

Specific Sponsor Activities Include:

– Participate in program pre-call with participant and coach;
– Participate in sponsor checkpoint calls (2);
– Attend participant’s program graduation (dinner + following ½ day);
– Help “clear the path” internally for their participant.
Coaching Interactions

- Each participant is expected to participate in 8 one-on-one coaching interactions with their assigned coach. These sessions are generally conducted by phone and last approximately 1 hour.

- Objectives include:
  - Discuss the participant’s progress with successfully utilizing the new systems introduced at the previous classroom session;
  - Perform a thorough review of the status of each participant’s assigned OLO (outside learning opportunity) activities;
  - Quantify specific program successes;
  - Discuss any personal challenges / barriers when it comes of practice development and the assigned activities;
  - Prepare for the upcoming classroom session.
classroom sessions
Systems & Competencies

- Systems Deployed
  - Online CRoPs Dashboard
  - DISC Sales Profile Assessment
  - Advanced MS Outlook Functionality

- Competencies Developed
  - The case for business development;
  - Leveraging unique behavioral styles;
  - The 5 Choices of Extraordinary Productivity

OLO Assignments

- Populate the online CRoPs Dashboard system with all focus clients, referral opportunities and prospects;
- Begin to track all pending deals in CRoPs;
- Utilize advanced MS Outlook functionality to capture “AQ” time for practicum activities.
Classroom Two

**Systems & Competencies**

- Systems Deployed
  - Optimized LinkedIn Profiles
  - Top 14 Campaign (14 x “X” total prospects)
  - PIF™ Planner (Prepare-Interact-Follow Up)
  - Custom “Ranger” Drills

- Competencies Developed
  - Personal Branding Essentials;
  - Fundamentals of Nurture Marketing;
  - SPIN™ Selling;
  - Successfully overcoming objections.

**OLO Assignments**

- Continue all previous OLO activities;
- Update personal LinkedIn profile and connect with all CRoPs contacts;
- Participate in all prescribed “Top 14” lead generation campaign activities;
- Utilize the PIF™ Process for all appointments;
- Proficiently overcome anticipated objections.
CLASSROOM THREE

Systems & Competencies

- Systems Deployed
  - Client SpotLight™
  - Client Loyalty Survey

- Competencies Developed
  - Mastering the art of the cross-sale;
  - Leveraging the Loyalty Effect™

OLO Assignments

- Continue all previous OLO activities;
- Complete 2 Client SpotLight™ Meetings;
- Follow up on any surveys that are returned and categorized as either a “passive” or a “detractor.
- Follow up on any “promoter” survey responses with the “tone” box checked.
Systems & Competencies

- Systems Deployed
  - Writing & Presentation Style Guide

- Competencies Developed
  - Writing for Impact;
  - Presenting for Results.

OLO Assignments

- Continue all previous OLO activities;
- Prepare an effective “pitch book” for your individual niche or service line;
- Prepare and deliver an effective “lunch and learn” presentation on your niche or service area.
Classroom Five

**Systems & Competencies**

- **Systems Deployed**
  - The Event™
  - Referral Tracker
  - The Sons & Daughters of Bosses Program (or other Niche area);
  - Niche Micro-Site + Social Media

- **Competencies Developed**
  - Effective Networking Skills;
  - Measuring and managing referrals;
  - Advanced salesmanship skills;
  - Leveraging niche practices.

**OLO Assignments**

- Continue all previous OLO activities;
- Host and participate in an Event;
- Build your 10 Referral opportunity relationships;
- Track all inbound and outbound referrals;
- Launch niche “affinity marketing” program;
- Contribute thought-leadership to social sites.
Final Success Lab: Calculate ROI for the CRoPs Practicum;
- By participant;
- By class.

Graduation dinner with sponsors and firm management team;

Graduation exercise & celebration;

CRoPs Practicum debrief with firm management members.
investment and expected outcomes
Program Investment

Standard Pricing: $160,000 for up to 20 participants

- Investment Includes:
  - All systems (14);
  - All training (84 hours of CPE);
  - All coaching (8 session per participant);
  - All materials & sponsor checkpoints, including:
    - Top 10 Campaign
    - NPS survey system
    - Referral Event
    - Niche micro-site + social media
- Client Responsibilities
  - Meeting room
  - Meals
  - Facilitator travel expenses
  - Graduation dinner (or experience)
  - Event catering
  - S&DOB catering
  - Participant personal expenses
- Additional participants: $2,245 each

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<th>Payment Schedule (up to 20 participants)</th>
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<td>Upon Acceptance</td>
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<td>Session 1</td>
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Program Goal: $2M new business directly tied to program activity;

Key Quantitative Program Metrics
- New business to new clients
- New business to existing clients;
- Client’s Net Promoter Score;
- Referrals received;
- Referrals given;
- Participant’s Pipeline at graduation (from CRoPs App).

Key Qualitative Program Metrics
- Improved business development comfort / acumen;
- Increased confidence;
- Leave-behind systems (14)
facilitation team
jeff pawlow

Creighton University 1991
- USAF ROTC Scholarship

Marketing Officer
- Norwest Bank
- Wells Fargo

Director of Marketing
- Smith & Gesteland
- Rubin Brown

Founder of TGP
- Top 100 Most Influential (x4)
- IPA Most Recommended Consultant (x3)
- Best New Product (iShade)

Family
- Cindy
- Stan, Steven, Nathan, Johanna
Patrick Patterson

Brigham Young Univ. 1988
- Communications / HR

Facilitator Extraordinaire
- Fortune 100 Pedigree
- Arizona State University
- Caesar’s Palace

Director of Professional Dev.
- ATD – Tucson / Las Vegas

Lead BD Facilitator & Coach
- The Growth Partnership

Family
- Kristina
- Jon, Cole, Adam & Jessie
Amanda Garner

TGP OUTSOURCED MARKETING PRINCIPAL

FRANKLIN COVEY CERTIFIED INSTRUCTOR

DIRECTOR OF MARKETING, BOYER & RITTER

PRODUCER, NBC MEET THE PRESS

ELIZABETHTOWN COLLEGE
• BA AMERICAN GOVERNMENT
• BA BROADCAST COMMUNICATION

FAMILY
• Ross
• Gavin (2 on Halloween)
“All firms are perfectly aligned to get the results they are currently getting.”

The Growth Partnership
"I've got it, too, Omar... a strange feeling like we've just been going in circles."
“The definition of insanity? Doing things the way you’ve always done them and expecting different results.”

Albert Einstein