



ZENA EVERETT
THE SMARTEST
MOVE



CRAZY BUSY™
PRODUCTIVITY SESSION

CRAZY BUSY™ & BEARS
TEAM EXPERIENCE

CAREER STRATEGY
MASTERCLASS

WHY YOU?
PERSONAL BRANDING
& IMPACT MASTERCLASS

HOW TO RUN A MEETING
THAT GETS STUFF DONE

ASSERTIVENESS TECHNIQUES
TO BUILD COLLABORATION

CRAZY BUSY™ PRODUCTIVITY SESSION.

**How to get more done in a day
than you do now in a week.**

You have identified your career goals and crafted your brand. This session gives you techniques to turbo-charge your performance.

Content

- ◆ Your priorities for your role now, how you are measured. How much time do you allocate to them? Or are you working on other people's priorities instead?
- ◆ Getting into an altered state of optimum performance or 'flow', that makes you five times more productive, creative and successful.
- ◆ Hijackers of our time. Do we get in our own way?
- ◆ Stopping patterns that leave us frustrated and overwhelmed.
- ◆ Practical tools for managing emails, shortening internal meetings, getting deep, 'flow' working done, managing stakeholders and saying No more frequently.
- ◆ Procrastination and rituals to eliminate it.
- ◆ Distractions and interruptions, including clients, colleagues and direct reports.
- ◆ The multi-tasking myth.
- ◆ Actions for you and your team to trigger productive working

Outcome

Actions that will increase individual and organisational effectiveness.

*Timings vary from 45 minutes to a half-day, depending on your event.
Content is tailored to your business outcomes.*

CRAZY BUSY™ & BEARS TEAM EXPERIENCE. ♦

Intense and transformative team experience.

This combines bespoke Crazy Busy efficiency sessions with watching Brown Bears in the Finnish taiga forests, for a turbo-charged experience in intense concentration.

Content

- ♦ Take your team on a never-to-be-forgotten 3 night/4 day Crazy Busy experience, in Finland's vast taiga forest.
- ♦ First comes our bespoke Crazy Busy sessions, geared at achieving your business objectives. Time away from the office allows significant insights to increase collaboration, efficiency, agility and productivity.
- ♦ One deliverable will be to increase time concentrating in intense 'flow' working.
- ♦ To boost your powers of concentration and flow, we will spend one entire night and a second evening studying magnificent Brown Bears in their natural habitat. Observing the social hierarchy and interaction of the bears is fascinating. Huge males scatter playful juveniles while sole females eat timidly. From mid to late June the mothers appear with their cubs.
- ♦ I have put together this private trip for you with Naturetrek. We run these between mid-May to mid-August, either Thursday to Sunday, or Monday to Thursday.

Outcome

Increased communication, productivity and collaboration, plus new skills of intensive concentration to apply at work.

Total cost for a group of seven, including flights, food, training, accommodation, one whole night's bear watching, optional second evening bear watching = £16,550 plus VAT at time of press.

CAREER STRATEGY MASTERCLASS.

Career success has been defined as a process of getting what you want and wanting what you get.

This session is an opportunity to take a step back and reflect on your career, where you want to get to next and how to go about it.

Content

- ♦ Setting goals for the future you want to create.
- ♦ The difference between average and outstanding performance.
- ♦ How our own minds can be the greatest obstacle to success: negative thinking, self-doubt, procrastination, imposter syndrome and perfectionism.
- ♦ The confidence myth.
- ♦ The skills, knowledge, networks and support you need to develop to get to where you want.
- ♦ Setting sub-goals: short and long term actions.

Outcome

A plan to achieve your career goals.

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WHY YOU? PERSONAL BRANDING & IMPACT MASTERCLASS.

Successful people don't leave their reputation to chance.

This session will help you to define and articulate your personal brand, so your managers know exactly where you add the greatest value and what you aspire to next. When did you last step back and consider how others see you?

Content

- ◆ Your personal brand both within the organisation and with external clients and partners. This is your reputation, your USP.
- ◆ Crafting what you want people to say about you when you are not in the room.
- ◆ Living that brand. It's not just what you say on your LinkedIn profile! This is how you interact with your team and stakeholders every day and how you build your reputation.
- ◆ Leadership presence and behaviours.
- ◆ What got you here won't get you there. Is it time to revamp your reputation to reflect your current role responsibilities?
- ◆ Practical tools and steps to build valuable networks and support systems to build your brand.

Outcome

Alignment of your reputation with your aspirations.

*Timings vary from 45 minutes to a half-day, depending on your event.
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HOW TO RUN A MEETING THAT GETS STUFF DONE. ♦

Running effective meetings is a rare skillset that has an enormous impact on both productivity and wellbeing.

Using these techniques, one of my clients has calculated that they cut short their meeting times by a third. This saving is the equivalent man-hours for them of hiring two additional full time employees.

Content

- ♦ Writing quick, effective agendas for meetings and calls.
- ♦ A meeting etiquette that anchors everyone into the purpose of the meeting and cuts out waffle.
- ♦ Rules for powerful meetings, including leaving egos at the door.
- ♦ How to escape someone else's unproductive meetings, politely.
- ♦ Managing difficult characters, assertively.
- ♦ How to get everyone's contribution equally, and draw out the quieter people who might have the best solutions.
- ♦ Scheduling in time to plan, take action and actually do work in between meetings and calls.

Outcome

A valuable career skill, that will make meetings more productive and collaborative.

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ASSERTIVENESS TECHNIQUES TO BUILD COLLABORATION.♦

Organisations have systems and processes to increase collaboration, but real difference occurs when people work effectively together towards a shared purpose.

You are working on your priorities, but everyone else is working on theirs. How do you work together if you have conflicting agendas?

Content

- ♦ Assertiveness techniques for building consensus, shared purpose and cross team collaboration.
- ♦ Communicating with different personality types: why some people wind us up more than others.
- ♦ Managing difficult conversations.
- ♦ Taking and receiving feedback.
- ♦ Managing without manipulation.
- ♦ Taking out egos and personalities and staying within your professional role.
- ♦ When do deal with it yourself, and when to call in your Manager.
- ♦ Asking for what you want without being passive aggressive or massive aggressive, just assertive.

Outcome

A more collaborative approach to building relationships and getting work done.

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