



The Howells Group, Inc.

Bringing Business to Life

# FocusTroupe™

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**“3 little words for big impact on your meetings”**

## **INSPIRE**

- Energize participants
- Keep interest level high

## **INVOLVE**

- Engage participants with activities, vignettes, exercises
- Skill development: thinking on your feet, communicating effectively, innovation, collaboration

## **INFORM**

- Educate with creativity and humor
- Participants learn by doing
- Subject matter clearly communicated and easily absorbed

***We can provide...***

## **Meeting Energizers:**

Short bursts of entertaining, engaging activity

- At the beginning of a meeting to boost the energy, introduce the theme, get the audience involved and engaged
- Midway through your meeting to “recharge” the group’s batteries
- At the end for a powerful summary and memorable close

## **Client Example**

**CMSI** – Engaged 100 high tech leaders in conversation by introducing relevant business topics and company challenges with high impact vignettes such as “Empowerman” and “Journey Through The Wilderness of Change in Less Than 40 Years.”





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### Learning Expanders:

Inform and inspire using a customized troupe of professionals in your key topic areas or meeting themes.

- Integrate FocusTroupe™ vignettes throughout your meeting to teach or reinforce content
- Incorporate FocusTroupe™ methods to surface and productively deal with issues
- Involve participants in a fun format that promotes serious learning and enhanced retention of key principles

### Client Example



#### **“Management Coaching as a Performing Art”**

Customized interactive performance management training for leaders at Cadence Design Systems. Presented coaching tools to improve performance using improv, role-playing with professional actors and humorous vignettes throughout.

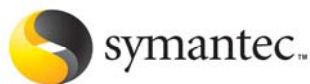
### Customized Events:

One-of-a-kind events, just for you.

- Provide a unique creative design for your meeting, complete with comprehensive theme and activities to present an unforgettable meeting that participants will talk about for months!

Every project is completely customized to your needs. We listen first; then create. We seek your input and involvement every step of the way.

### Client Example



#### **Symantec needed a spirit lifting event for 500 of their call center employees**

to celebrate customer care and acknowledge success in a challenging year for staff. Karen and her team designed an entire event entitled “The Customer Service Academy Awards” based on an Oscar evening, complete with a jazz band, industry specific commercials that represented challenges operators overcome, team interaction onstage and customized awards. “The buzz was high impact and the talk of the call center for months.” (Chris Monnette, former Global Director for Customer Care, Symantec)