

A person in silhouette is shown in the lower-left corner, holding a flashlight that beams a bright light across the dark, star-filled night sky. The sky is a deep blue with numerous white stars of varying sizes. The overall mood is one of exploration and discovery.

QUINLAN  
& ASSOCIATES

# LEADERSHIP & MANAGEMENT TRAINING PROGRAMMES

## THE STAR-MAKER'S TOOLBOX TALENT AND PERFORMANCE MANAGEMENT

Moving from a top performer to a team manager is often a stressful rite of passage riddled with dizzying obstacles. Entering into the role with misconceptions and disillusioned by harsh realities, new managers are often ill-prepared to tackle the challenges of managing people, succumbing to damaging traps and pitfalls that deter the team from fulfilling its true potential.

True management goes deep beneath the surface of delegating responsibilities and handling administrative tasks; it involves a fundamental shift in mindset. In our "Star-Maker's Toolbox" workshop, we equip new managers with an extensive set of intellectual and emotional tools that will allow them to make the team shine like the stars they themselves had become.



### SAMPLE COURSE OUTLINE FOR A TWO-DAY WORKSHOP

- Growth mindset
- Introduction to emotional intelligence
- Introduction to persuasion
- Effective goal setting
- Giving useful feedback
- Setting up your team for success
- Introduction to coaching conversations
- Introduction to decision making



#### TARGET AUDIENCE

- Team managers with less than 3 years of people management experience
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
			✓	✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Foster growth mindset in themselves and the people they manage
- Formulate clearly defined, measurable and meaningful goals which align with organisational vision
- Effectively communicate goals and feedback to team members
- Create an environment for their team members to flourish
- Facilitate growth in their teams using coaching conversations
- Promote ownership and accountability of work through effective decision making

## BEYOND THE GOLDEN RULE MANAGING CONFLICT WITHIN THE WORKPLACE

Many of us learned about the “golden rule” in our formative years: “Do unto others as you would have them do unto you.” Yet when we apply it at work, it often backfires, causing awkwardness, conflict, and long-term resentment. Without proper management, the cost of conflicts can quickly snowball. We estimate it costs companies ~2.5x the annual salary to replace each employee who departs from the business.

When it comes to relating to others in real life, the “golden rule” isn’t all that glitters. Conflicts are triggered when our values are at odds with others. Our “Beyond the Golden Rule” workshop gives your employees a memorable way to laser in on people’s motivations and helps them cut to the chase on resolving conflicts and achieving better communication.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Our collective strengths
- The driving forces behind all human social behaviour
- Our perceptive filters
- When the volume is set at 11
- Conflict sequence
- De-escalating conflict through effective communication
- Committing to actions



### TARGET AUDIENCE

- Work teams or groups of team managers
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Identify their motivational values which underlie their own behaviour in good times and in conflict
- Recognise other people’s motivational values and conflict triggers by observing behaviour
- Monitor and regulate their behavioural strengths, preventing them from being perceived negatively
- Prevent or de-escalate conflicts by applying different communication strategies with others with various motivations

## **BUILDING A WINNING TEAM** TEAM DYNAMICS AND EFFECTIVENESS

When teams are put together, they are tasked with the same set of objectives and goals, and team members all want their work to go smoothly. Yet, despite having so much in common already, members in many teams still struggle to work with one another to achieve results.

Notwithstanding the fact that teams share common goals, it doesn't take much for a team to stop functioning altogether. Even with the best intent, efforts in building a cohesive team can backfire if trust among team members isn't there in the first place. In our "Building a Winning Team" workshop, your employees will explore five surprisingly common ways that teams stop functioning, and learn tricks to overcome those dysfunctions.



### **SAMPLE COURSE OUTLINE** FOR A TWO-DAY WORKSHOP

- Identifying what works and doesn't work in our team
- Building trust
- Mastering conflict resolution
- Achieving commitment
- Embracing accountability
- Focusing on results



#### **TARGET AUDIENCE**

- Work teams or groups of team managers
- Up to 30 participants



#### **DELIVERY FORMATS**

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓	✓	✓



#### **LEARNING OBJECTIVES**

After the workshop, participants will be able to:

- Identify the root causes of dysfunctions affecting their own teams and their working relationships
- Apply remedies to the dysfunctions in their teams
- Develop the ability to continually correct course for the teams

## IDENTIFYING AND LEVERAGING YOUR LEADERSHIP STYLE

### INTRO TO LEADERSHIP

A manager's job is to create order and consistency in an organisation. But to truly inspire improvement and change, leadership skills within your employees are indispensable. More importantly, depending on the situation, leadership styles can make or break the organisation.

In an age where the traditional carrot-and-stick approach to motivate is quickly losing its power to deliver impact, our "Identifying and Leveraging Your Leadership Style" workshop gives your employees the opportunity to explore their own leadership potentials, identify key strategies to collaborate with and influence different leaders across functions, and tap into their ability to motivate others to become more engaged and achieve better results.



## SAMPLE COURSE OUTLINE

### FOR A ONE-DAY WORKSHOP

- What makes a leader?
- Leadership styles
- Communicating with different leaders
- Personality and leadership
- Motivation 3.0



#### TARGET AUDIENCE

- Groups of team managers and high potential individuals
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Assert leadership within their organisation, regardless of formal managerial roles
- Apply various strategies to effectively communicate with different leaders
- Identify the situation where different leadership styles are called for
- Adopt appropriate leadership styles based on specific situations
- Devise strategies to motivate colleagues in a modern workforce

## ABOUT US

Quinlan & Associates is a leading independent strategy consulting firm specialising in the financial services industry.

We are the first firm to offer end-to-end strategy consulting services. From strategy formulation to execution, to ongoing reporting, communications, and employee training, we translate cutting-edge advice into commercially executable solutions.

With our team of top-tier financial services and strategy consulting professionals and our global network of alliance partners, we give you the most up-to-date industry insights from around the world, putting you an essential step ahead of your competitors.

Quinlan & Associates. Strategy with a Difference.



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**CREATIVITY & INNOVATION**  
TRAINING PROGRAMMES

## CAPTURING IMAGINATION STORYTELLING IN A BUSINESS SETTING

For millennia, human beings have been telling each other stories to convey values, to make an impression, to rally the troops, and to bring facts to life. A well-narrated story has an incredible power to compel others to take action, more than any other form of communication. Yet this powerful medium is undervalued in many business settings: companies tend to prefer to drown their audience in a flood of facts and figures, rather than connecting with people’s hearts.

Our “Capturing Imagination” workshop will take your employees down a path of storytelling wonder, where they will rediscover their innate ability to tell captivating stories. They will be able to deliver messages that will not just resonate with your business partners and clients in the head, but also “in the feels”.



## SAMPLE COURSE OUTLINE FOR A HALF-DAY WORKSHOP

- Choosing the right story to connect your audience to your key message
- Grabbing your audience’s sensory attention
- Satisfying your audience’s need with a compelling narrative
- Telling your story with a call to action



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Develop a storytelling strategy in their professional communication
- Create a compelling story narrative
- Evoke emotions via the senses in their storytelling
- Move audience into action with their stories

## FOSTERING FIRM-WIDE INNOVATION ORGANISATIONAL INNOVATION

Digital disruption changing the way people live and work. With competition also nipping at the heels of your business, and global events affecting the way your industry operates, your business cannot afford to stay put. The need to innovate is bigger than ever for all organisations. The biggest obstacle may be the existing culture: if managers are not empowered to lead innovation and staff members are not encouraged to create and experiment, all the talks about innovation is just hot air.

Managers who attend our “Fostering Firm-wide Innovation” workshop will walk away with the power to transform the organisational culture into one that inspires creativity and experimentation, allowing the company to reap tangible benefits from staff-driven innovation and diverse thinking.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Creating a consensus for innovation
- Fostering psychological safety for your team
- Innovate from the outside-in
- Question assumptions without bias
- Busting groupthink



### TARGET AUDIENCE

- Managers and executives
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Build clarity and consensus around innovation
- Create and champion psychological safety for innovation
- Encourage outward-in experimentation for innovation
- Challenge their own assumptions and rules
- Invite diversity to combat groupthink

## UNLEASHING YOUR INNER CREATIVITY DESIGN THINKING WITH ACTION LEARNING

Changes in the industries are forcing your business to evolve and innovate. But when most of your employees were raised in an upbringing and education system that emphasises conformity and adherence to standardised responses, asking them to suddenly switch gears and come up with new creations can be an uphill battle.

Our “Unleashing Your Inner Creativity” workshop will help your employees rediscover their innate ability to be creative. By walking workshop participants through a step-by-step process in design thinking, your employees will have an opportunity to channel their collective creative energy to come up with novel solutions that can resolve real-life business problems.



## SAMPLE COURSE OUTLINE FOR AN EXPRESS WORKSHOP

- Need a creative idea? Take a shower!
- Ask it: focus on the user
- Frame it: make a point-of-view statement
- Dream it: think 10 times big!
- Fake it or make it: prototyping for the win
- Test it: learn from user feedback



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Concentrate on the users’ needs rather than their own assumptions, abilities and limitations
- Create and foster a collaborative environment where all ideas are appreciated
- Employ a mindset to embrace other people’s ideas
- Create and iterate prototypes in an innovation process

## PRACTICAL PROBLEM SOLVING WITH A DESIGN SPRINT

### DESIGN THINKING IN PRACTICE

Originated by Google engineers, design sprints have emerged as a powerful methodology to solve practical problems. By going through the process of designing, prototyping, and testing with users, a design sprint aligns a team around a common vision with clearly defined goals and deliverables. It emphasises rapid and flexible validation of innovative ideas using as few resources as possible in as real an environment as possible.

With a real and present business problem at your company, we will plan, prepare, run and debrief a multi-day design sprint with your employees. At the end of the sprint, your employees will have come up with a concrete prototype that is tested with real users, along with actionable data that will inform the next steps for your company to take.



## SAMPLE COURSE OUTLINE

### FOR A FIVE-DAY SPRINT

- Using empathy to understand user needs
- Using user insight to define the problem scope
- Using point-of-view statements to generate large quantities of ideas
- Using informed questions to decide and storyboard the concept
- Using quick prototypes to bring a concept to life
- Using user reactions to discover insights on the solution



#### TARGET AUDIENCE

- Teams of employees who benefit from resolving common business problems
- Up to 20 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
			✓	



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Understand genuine user needs
- Define the real problem to be solved
- Explore the possibilities of solutions
- Decide on the direction and concept for prototyping
- Prototype a problem-solving concept
- Validate the prototype in front of real users and gather data

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**WORKPLACE PRODUCTIVITY**  
TRAINING PROGRAMMES

## HOLDING EFFECTIVE MEETINGS

### MEETING EFFECTIVENESS

Of all the aspects of corporate life, meetings are among the top culprits for “wasting people’s time”. In many organisations, meetings are simply a unidirectional communication exercise, where much is said by a few, and the rest of the room is completely disengaged.

Meetings may seem like the bane of corporate life, but they don’t have to be so. When properly run, meetings can be a venue where insightful discussions happen, problems resolved, and decisions committed. Our “Holding Effective Meetings” workshop shows your employees best practices to organise, structure and moderate productive meetings within their immediate teams, across departments, and with remote workers, leading to practical decisions and actions.



## SAMPLE COURSE OUTLINE

### FOR A ONE-DAY WORKSHOP

- Assessing hosts’ and attendees’ needs
- Designing compelling agendas for different meetings
- Preparing for virtual meetings
- Moderating discussions
- Soliciting consensus
- Establishing and communicating action plans



#### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Structure a compelling meeting agenda
- Model ideal meeting behaviour
- Moderate meaningful discussions in a meeting
- Elicit action items with commitment from attendees

## STREAMLINING WORKPLACE COMMUNICATION TROUBLESHOOTING PROBLEMS WITH WORKPLACE COMMUNICATION

Here are common sights at a typical office: staff members asking for “more communication from the company”, yet any company communication is completely ignored. Meanwhile, information sits quietly in an obscure archive somewhere, inaccessible to those who need it. In another corner of the office, managers are unhappy with the work produced, while team members believe they have followed exact instructions. Finger pointing ensues.

Our “Streamlining Workplace Communications” will give your employees practical advice to tackle common communication issues facing the workplace, with strategies to meaningfully engage coworkers in conversations, clarify each other’s intentions, and maintain organisational memory.



### SAMPLE COURSE OUTLINE FOR A HALF-DAY WORKSHOP

- The hidden message: non-verbal communications
- Revealing your intent
- Listening with your head, heart and feet
- Maintaining organisational memory



#### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓			



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Gauge the intent of another speaker from non-verbal cues
- Devise strategies to better communicate their intentions
- Build rapport by expressing resonant ideas
- Maintain an organisational memory

## PRIORITISATION AND TIME MANAGEMENT

### WORKFLOW PRIORITISATION

With the plethora of tasks that employees are expected to perform, time has always been a scarce resource in the modern workplace. Things get more out-of-control when employees find themselves caught in an endless stream of interruptions from their colleagues and their personal lives. It is a surprise that anybody can be truly productive at all.

Our “Workflow Prioritisation and Time Management” workshop will arm your employees with a few tools to meaningfully prioritise their tasks, giving them a standing chance to fight against the myriad things that compete for their immediate attention. With practical strategies to fend off distractions and to stop procrastination, they will be able to reclaim productivity at work.



## SAMPLE COURSE OUTLINE

### FOR A HALF-DAY WORKSHOP

- Your monkeys are on my back!
- President (Eisenhower) to the rescue
- Dealing with distractions at work
- The key to productivity is not time management
- The cure to procrastination is not prioritisation
- How to be productively creative
- Using social media responsibly



#### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓			✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Develop a strategy to manage their attention to tasks
- Devise a strategy to combat workplace distractions
- Build a habit of managing their emotions in relation to prioritizing tasks
- Devise their own social media usage strategy

## INTRO TO PROJECT MANAGEMENT PROJECT MANAGEMENT

High-performance employees are often excited to be tasked with a new project - something they can do to stretch their abilities and prove themselves. But when good intent is met with lack of project management knowledge, the result is often many wasted hours in reinventing the wheel, resolving conflicts and miscommunication, while leaving critical tasks undone.

Our “Intro to Project Management” workshop covers a range of time-tested project management tools: from initiation to planning, from scheduling to communications, from time and budget monitoring to assessing and mitigating risks. Participants will be empowered to properly manage a project from inception to completion, so they can achieve the desired outcomes.



## SAMPLE COURSE OUTLINE FOR A TWO-DAY WORKSHOP

- Project identification
- Project communication
- Work breakdown structure
- Project scheduling
- Project risk management
- Project budgeting and resource allocation



### TARGET AUDIENCE

- Employees with project management responsibilities
- Up to 20 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓	✓	✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Initiate and define potential projects
- Determine the project scope and create a viable work breakdown structure
- Communicate the project with a project charter
- Plan a project’s schedule from start to finish
- Allocate resource proficiently for the project
- Manage risks for the project
- Monitor the time and financial costs for the project



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**COMMUNICATION & ENGAGEMENT  
TRAINING PROGRAMMES**

## PERFECTING THE ART OF PUBLIC SPEAKING PUBLIC SPEAKING

No matter how many speeches one has given before, standing up on a podium is always a nerve-wracking experience. Our desire to impress an audience is often overpowered by an anxious feeling: "Will the audience like what I have to say? What if they drift away or fall asleep? What if I forget what I have to say next? How can I move them to take action?"

Our "Perfecting the Art of Public Speaking" workshop gives your employees practical tips to overcome their anxiety and command the audience's attention. They will have the opportunity to fine-tune their abilities to convey confidence and control their body language, their voices and their narrative, allowing them to deliver memorable speeches.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Forget "Keep Calm and Carry On": controlling your nerves
- Beyond words: controlling your body language and voice
- The power of anecdotes: controlling your narrative
- Deliver a take-away: controlling your message



### TARGET AUDIENCE

- Employees at all levels
- Up to 12 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓		✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Convey confidence by rechanneling anxiety in a constructive manner
- Connect with the audience by evoking personal emotions
- Control their bodies and voices to continually capture audience attention
- Transfer knowledge with relatable language

## DEVELOPING YOUR PERSONAL BRAND

### PERSONAL BRAND

Our performance is no longer the only thing that determines success in our careers. Without a consistent personal image and visibility, career progression options will become limited. Organisations are increasingly defined by the aggregate personal brands of their employees. Building and maintaining personal brands has become as important a skill as any.

In our “Developing Your Personal Brand” workshop, we will cross-examine with your employees the image they want to portray, and the image perceived by others right now. They will be able to home in on aspects of their unique brands where they could invest more time and effort to refine and market. They will also come up with strategies for the ongoing maintenance of their personal brands.



## SAMPLE COURSE OUTLINE

### FOR A ONE-DAY WORKSHOP

- The significance of your personal brand in professional settings
- The image you want to portray vs. the image portraying you
- Your unique appeal to your target audience
- Ongoing maintenance of your personal brand
- Creating a board of directors for your brand



#### TARGET AUDIENCE

- Employees at all levels
- Up to 20 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Recognise their existing brand
- Identify factors that will distinguish their own personal brand
- Assess the self-perception and public perception of their personal brand
- Strategically portray their personal brands to boost public perception

## **BUSINESS WRITING WITH IMPACT**

### **BUSINESS WRITING**

Conveying ideas intelligently and professionally is a crucial skill in the business world that is often underdeveloped in many organisations. Staff members tend to struggle when tasked with producing content. Some find themselves facing writer’s block, while others go completely overboard, creating major headaches for editors and readers. Emails are written and not opened. Articles are forwarded and not read.

The “Business Writing with Impact” workshop will turn your staff into competent writers, capable of delivering content that is thoughtful, to-the-point, and polished, allowing your employees to convey their messages more clearly and with greater impact.



## **SAMPLE COURSE OUTLINE**

### **FOR A ONE-DAY WORKSHOP**

- Forget writing! Let me tell you about the movie I saw last weekend...
- Write-up break-down
- Overcoming writer’s block
- Flipping the pyramid: building a conscious narrative
- Questioning assumptions
- Capstone exercise



#### **TARGET AUDIENCE**

- Employees at all levels
- Up to 12 participants



#### **DELIVERY FORMATS**

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		✓



#### **LEARNING OBJECTIVES**

After the workshop, participants will be able to:

- Identify the audience and the intent for a piece of communication
- Determine the appropriate content, tone and pace for the writing
- Organise a compelling narrative using the most effective structure
- Make use of visuals to communicate statistics and ideas

## LEVERAGING HUMOUR IN THE WORKPLACE HUMOUR

It is important to have a sense of humour. Nobody has ever had a bad time laughing. In the business world, having a sense of humour will help you get through some awful days – be it to relieve stress, cut through tension, or build a stronger rapport with your colleagues and clients.

While not all of us are natural born comedians, we all have an innate ability to make ourselves and other people laugh. Our “Leveraging Humour in the Workplace” workshop aims to elevate your employees’ capacity to make use of humour, seize opportunities to lighten up tense moods, create psychological safety, and make everyone feel at ease even in a “serious” setting.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Elements of good humour
- Understanding different types of humour
- Importance of delivery
- Benefits of humour in the workplace
- Crafting jokes and humorous anecdotes
- Recognising the power of perspective



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Devise strategies and discover sources to generate humour
- Leverage humour to create new business opportunities
- Create psychological safety to apply humour
- Use appropriate humour to build status at work



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# CULTURAL CHANGE TRAINING PROGRAMMES

## CREATING A COLLABORATIVE WORKING ENVIRONMENT

### COLLABORATION AT WORK

Many organisations aspire to be more collaborative in the pursuit of increased productivity and innovation. But true collaboration is often elusive. When good intentions are met with obstacles such as different communication styles, varying expectations of control and commitment, and lack of trust, teams retreat back into their silos and all effort is in vain.

If your organisation requires your employees to collaborate, our “Creating a Collaborative Working Environment” workshop will tackle some of the issues facing your teams. By marrying a meaningful context for collaboration with a deeper understanding of the priorities and limitations of other departments, your employees will find it easier to model collaborative behaviour and bridge the information gap that exists between offices and departments.



### SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- The value of collaboration over competition
- Knowing who’s who in your organisation
- Creating contexts to collaborate
- Information gaps
- Modelling collaborative behaviour
- AGILE management to encourage collaboration



#### TARGET AUDIENCE

- Work teams; groups of team managers
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Identify opportunities to co-create value with others in their work
- Cultivate a mentality to break down silos
- Sustainably share knowledge across departments
- Model collaborative behaviour in the workplace
- Reimagine the work structure to further enhance collaboration

## NURTURING EMPLOYEE MOBILITY CHANGING LANDSCAPE OF EMPLOYMENT

As the industrial revolution unfolds, the landscape of work will undergo rapid and profound changes. While many will experience a vast expansion of professional opportunities, others may find that their outlook in the job market will decline significantly as their job functions become obsolete. Workers who can apply their knowledge, skills and attitude in new and emerging job roles will help enterprises find their competitive edge amidst disruptive changes to industries.

We will explore how your employees can find that edge in our “Nurturing Employee Mobility” workshop. By dissecting the latest trends and findings on where the workplace is shifting, and identifying the strengths of your staff, we will help your organisation harness hidden potential from your talent as you navigate through the age of business automation.



## SAMPLE COURSE OUTLINE FOR A HALF-DAY WORKSHOP

- The future of work
- The power of self-inquiry
- Future-proof our powers and strengths



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Develop strategies to discover opportunities that they relate to
- Identify their own sets of strengths which are valuable in times of change
- Seek feedback for areas of learning and improvement
- Promote their own abilities for the benefit of themselves and the organisation

## BUSTING BIAS IN THE WORKPLACE

### DIVERSITY AND INCLUSION

Surviving the harsh environment of living among predators was no easy feat for our hunter-gatherer ancestors. The ability to make quick judgments meant all the difference between life and death. Thankfully, we no longer live in the wilderness. Yet the tendency to judge before we think remains in our brains, often translating into prejudice and negatively impacting workplace interactions.

Companies which take different perspectives into account in their decision making and consciously avoid groupthink show better business performance. Our “Busting Bias in the Workplace” workshop raises awareness of our unconscious bias among your employees, allowing them to value others based on their strengths and virtues, and giving them tools to call out inappropriate behaviour at work.



## SAMPLE COURSE OUTLINE

### FOR A HALF-DAY WORKSHOP

- Human beings and our unconscious bias
- Appreciating our different strengths
- Breaking through pre-conceptions
- The hidden costs of conflicts
- Diversity and inclusion: rules of engagement



#### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
	✓	✓		



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Devise strategies to identify and combat unconscious bias interfering workplace interactions
- Appreciate and celebrate different strengths and values among employees
- Build the habit of considering more perspectives and preventing groupthink
- Identify and address inappropriate behaviour in the workplace

## CLIMATE CHANGE: CREATING A CLIMATE TO SUPPORT CHANGE CHANGE MANAGEMENT

Over the medium to long term, change is the only thing that is constant. This is especially true in today's businesses and industries. Without a doubt, businesses need to adapt to changes in the economy with changes of their own. But with poor planning and preparation, change can profoundly devastate your workforce, disrupt your customers and become detrimental to your business.

To successfully navigate the challenges of implementing changes, managers and leaders within your organisation will absolutely need to convince your employees to get on board and deliver consistent and considerate messages to clients. Our "Creating a Climate to Support Change" workshop will get your managers and leaders geared up to proactively lead and manage your employees and business through change.



### SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- The case for change management
- Managing the logistical processes of change
- Managing the visionary messages of change
- Managing the emotional responses to change
- Managing the resistance to change



#### TARGET AUDIENCE

- Managers and executives
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓	✓	✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Anticipate the impact of an organisation change to its people
- Positively lead and manage people through change
- Communicate change with trust, genuineness and transparency
- Identify ways to help people cope with change



## ABOUT US

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**SALES & MARKETING**  
TRAINING PROGRAMMES

## MASTERING THE END-TO-END SALES PROCESS ENTERPRISE SALES PROCESS

From getting past gatekeepers to pinning down the pain points of prospective clients, from positioning complex solutions to overcoming obstacles that stop a sale from closing, there are a plethora of hurdles that organisations need to overcome in order to implement an effective enterprise sales process.

Conducting an effective end-to-end sale process requires an intimate understanding – and thoughtful application – of an array of different skills. Our “Mastering the End-to-End Sales Process” workshop will arm your employees with the tools to tackle those common hurdles, giving them the power to properly expand and maintain their spheres of influence across multiple accounts.



### SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Identification: Gather intelligence on the most suitable targets and their priorities, challenges, KPIs and sales opportunities
- Prospecting: Decide appropriate channels, get past gatekeepers, provide timely insights to the needs of stakeholders
- Pitching: Communicate value propositions using user-centric, story-telling strategies and consultative sales approach
- Negotiation: Narrow down possible terms and conditions, while building trust with clients
- Closing: Steer clients towards decisions through clearer options
- Account management: Maintain ongoing relationships, identify opportunities for account expansion



#### TARGET AUDIENCE

- Employees in sales and customer relationship functions
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Deploy effective tactics for identifying and reaching relevant new stakeholders
- Use a consultative approach to structure the sales dialogue
- Create compelling narratives to position products and solutions with different accounts
- Formulate practical strategies to expand influence within existing accounts

## NETWORKING FOR SUCCESS BUSINESS NETWORKING

Networking is arguably the most crucial factor in developing a business or career. No modern business could survive without its employees having a wide and relevant network of clients, suppliers, peers and other contacts. Though everyone is constantly networking, employees often don't realise the full potential impact of their networks because they aren't doing it consciously and thoughtfully.

Our "Networking for Success" workshop will help your employees discover their own needs and the strengths in their existing network, helping them build rapport with contacts in ways that will feel natural and well received. Your employees will also be able to come up with strategies to seek networking opportunities suitable for them, so they can make new connections and maintain old ones with finesse.



## SAMPLE COURSE OUTLINE FOR A HALF-DAY WORKSHOP

- Identifying the short-term and long-term goals from our network
- Dissecting our influence in the network: who we know and what we know
- Exploring opportunities within our network: selecting the right relationships, groups and events
- Building new relationships for mutual benefits
- Meaningful conversations in networking events
- Business networking etiquette



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓			



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Describe their individual needs from their network
- Identify appropriate networking opportunities
- Leverage connections for mutual benefits
- Facilitate conversations in networking activities

## DELIVERING A MEMORABLE PITCH

### PITCH CREATION AND DELIVERY

Every productive meeting should arguably end with an action plan for relevant stakeholders. But convincing everyone to commit to different actions is far from a walk in the park. Conflicting interests and priorities often get in the way of effective execution, stalling critical processes on which your business objectives rely.

Our “Delivering a Memorable Pitch” workshop focuses on the art of creating an emotional hook for the audience, as well as the science of crafting a convincing call-to-action backed by a credible vision, relevant facts, accurate data, and real-life success stories. Your employees will walk away with more confidence to secure mission critical buy-in for their million-dollar ideas and initiatives, driving your business forward.



## SAMPLE COURSE OUTLINE

### FOR A HALF-DAY WORKSHOP

- Structuring the content of the pitch for your audience
- Creating a compelling narrative to satisfy your audience's need
- Leveraging facts/data and case studies to support your key messages
- Crafting powerful slide collateral to drive home your story
- Creating a sense of urgency to drive a call to action



#### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



#### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		✓



#### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Create an emotional engagement with their audience
- Create a psychological hook
- Inspire a call to action
- Drive client engagement, retention and loyalty
- Secure buy-in for their ideas / initiatives

## NEGOTIATING FOR A BETTER DEAL NEGOTIATION

Negotiation is an integral part of our lives - we are constantly finding common grounds with our family, our friends, our colleagues, and our business partners. Our goal is to reach agreement, plain and simple. Yet our aversion to undesired outcomes and our fear of conflict can be real hindrances to our ability to negotiate effectively and assertively.

In our “Negotiating for a Better Deal” workshop, we will navigate the entire negotiation value chain with your employees. From preparation, to anchoring the value proposition, to finding common ground, they will experiment with different styles and identify particular approaches that will work for them. They will gain the skills for negotiating with different cultures and with multiple parties, so they can deliver optimal business outcomes for your organisation.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Introduction to negotiations
- Negotiation value chain: Preparation and establishing ground rules
- Negotiation value chain: Bargaining and problem solving
- Negotiation value chain: Establishing trust
- Negotiation value chain: Closing the deal
- Negotiation styles
- Negotiation in different cultures
- Multi-party negotiations



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓		



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Adopt a mindset conducive to striking deals with others
- Adequately prepare their positions prior to entering a negotiation
- Employ a multitude of tactics for bargaining, establishing trust, and closing a deal
- Adopt different negotiation styles
- Navigate negotiation with different cultures or with multiple parties

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A close-up photograph of a hand in a blue shirt moving a white chess king piece on a chessboard. The background is blurred, showing other chess pieces and a person's face. The lighting is soft and focused on the hand and the piece being moved.

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& ASSOCIATES

# STRATEGIC THINKING

TRAINING PROGRAMMES

## UNDERSTANDING STRATEGIC TOOLKITS STRATEGIC PROBLEM SOLVING

Good business leaders' ability to steer their operations to success primarily depends on their strategies: understanding how to evaluate their resources, their competitors, their industry and business environments, to determine their ability to gain competitive edge. Structured frameworks allow leaders to better communicate well-formed strategies to stakeholders, empowering them to drive business forward.

Our "Understanding Strategic Toolkits" workshop introduces a series of useful strategic and marketing frameworks to participants, setting them on course to tackle real-life complex problems with a clear structure, come up with impactful solutions, and convince others to get on board.



## SAMPLE COURSE OUTLINE FOR A TWO-DAY WORKSHOP

- Porter's 5 forces framework
- PEST framework
- VRIO analysis
- Value chain analysis
- Balanced scorecard and strategy map
- Situation analysis
- 4P's and 5C's of marketing
- Strategic case studies



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓	✓	



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Tackle real-life business problems with a clear structure
- Identify where and what to look for in creating solutions
- Deliver impactful business cases to affect change
- Garner support from colleagues and clients

## DESIGNING A WINNING PRESENTATION PRESENTATION CONTENT CREATION

How many times have you sat through (or even slept through) presentations that were boring, long-winded, disengaging, and ultimately a waste of time because you didn't retain anything? How often do you panic when you are tasked with giving a presentation of your own - worrying that others would find your presentation just as dull? Did you ever find yourself reading and fumbling through your notes, and losing your audience's attention in the midst of it all?

Our "Designing a Winning Presentation" workshop will equip you with the tools you can use to make a memorable presentation right away. You will feel confident to captivate your audience.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Identify the needs of the audience
- Create emotional hooks in the presentation
- Organise the presentation flow with a blueprint
- Develop content with practical advice
- Create slides that add value to the presentation
- Apply visual elements effectively to the slides



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓		✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Craft an agenda that hooks people on their curiosity
- Plan the presentation with a practical blueprint
- Create slides that complement the presentation
- Use visual elements that capture attention and evoke emotions

## **BUILDING A STRATEGIC BUSINESS CASE** OBTAINING APPROVAL FOR NEW PROJECTS

What happens if you have a good idea? How do you get your organisation to invest time, money, and other resources into that next big project? Most employees are typically only equipped with the skills to fulfill their day-to-day tasks, with no idea on how to put forward new initiatives to drive organisational change. As a result, good ideas are often overlooked or even ignored.

Our “Building a Strategic Business Case” workshop shows your employees how to systematically present a business case for a new project. The framework and tools presented will be useful to ensure comprehensive coverage of typical decision maker considerations and thus better success in the approval of new projects.



## **SAMPLE COURSE OUTLINE** FOR A TWO-DAY WORKSHOP

- Originate credible assumptions
- Calculate addressable market opportunities
- Use cost-benefit analysis tools such as Net Present Value (NPV) and Internal Rate of Return (IRR)
- Test the robustness of stand-alone business cases with sensitivity analysis, and against internal hurdle rates
- Develop non-traditional portfolio approach cost-benefit analysis
- Present non-financial considerations, such as existing capabilities and culture



### **TARGET AUDIENCE**

- Employees at all levels
- Up to 30 participants



### **DELIVERY FORMATS**

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
		✓	✓	



### **LEARNING OBJECTIVES**

After the workshop, participants will be able to:

- Formulate credible assumptions
- Develop a strategic and operational rationale for a new project
- Incorporate financial, non-financial, and intangible considerations
- Strategically identify stakeholders and obtain buy-in

## STAYING AHEAD OF THE COMPETITION STRATEGY FOR BUSINESS COMPETITION

No organisation wants to stay as an underdog, but in the business world, there can only be a handful of winners. Given that all of your peers are continually striving to innovate and move forward, companies cannot afford to rest on their laurels; a proactive strategy is needed to differentiate yourself from the competition.

Our “Staying Ahead of the Competition” workshop arms your employees with key skills needed to keep your organisation one step ahead: both analytical skills to identify meaningful competition, relevant metrics, and existing resource, as well as communication skills and purposeful messaging to staff, management, customers, suppliers, and the broader market.



## SAMPLE COURSE OUTLINE FOR A ONE-DAY WORKSHOP

- Competitive analysis
- Benchmarking
- Identifying industry trends
- Recognising opportunities and threats
- Translating analysis into business insights
- Creating an achievable roadmap for change



### TARGET AUDIENCE

- Employees at all levels
- Up to 30 participants



### DELIVERY FORMATS

Express workshop	Half day workshop	Full day workshop	Multi-day workshop	Follow-up coaching
✓	✓	✓		✓



### LEARNING OBJECTIVES

After the workshop, participants will be able to:

- Identify existing and potential competition
- Benchmark themselves against relevant peers with meaningful metrics
- Identify and communicate their unique selling points and value propositions
- Determine necessary strategic, operational, and cultural changes to stay ahead of the curve

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