



**What if someone told you there was a way to develop quality training without increasing your budget OR timeline?** — Now ask yourself:

- What would motivate your employees to become invested in your training program?
- How could you get them motivated to engage, participate, and 'want' to learn more?
- Have you ever thought about tying training to an Employee Appreciation Rewards program?

**Come join renowned author Cheryl Powell, (writing under pen name Cheryl Denise Bannerman), in her new Webinar Series "Emotional Storytelling" and learn how to create a 'story' that relates to each learner. Find out their own 'personal story' and get them invested in your training program!**



**Meet Bob and Regina Orwell**

"Bob and Regina Orwell have owned their hotel franchise for ten years now. Now that they are both entering their sixties, they are looking to spend more time with their five children and seven grandchildren, and less time managing at the hotel. They want to train the staff to be more responsible, and not have to hire a General Manager.

They have 47 rooms and a small restaurant within their facility. Staff includes housekeeping, cooks, front desk associates and servers.

In the past, they have trained staff via quick meetings in the conference room or by handing out an information sheet for them to review. They have trained staff on the new POS system and customer service skills. However, in the past year, they have noticed a decrease in employee morale, resulting in increased tardiness and callouts, and ultimately high turnover rates.

Additionally, they have received negative reviews on Yelp regarding customer service, food quality, and cleanliness. This has resulted in decreased profits.

Bob and Regina Orwell are worried about the stability of their business, which affects their retirement plans. How can they increase employee morale and reinforce their training? Does the answer really lie in hiring a General Manager or can it be fixed with quality training?"

- Is your business in the same position as Bob and Regina Orwell?
- How can you really know what an employee is thinking or feeling?
- What is the best technique for 'connecting' with employees in your training?

If you are tired of employees suffering from boredom in your current training programs and want to learn how to create interactive, mobile learning with measurable results, click the link to signup for the "Emotional Storytelling" Webinar today. Classes are now being scheduled for mid August through the end of the year.

Each participant receives a FREE design document template, FREE project assignment worksheets and one-hour phone consultation.

Additionally, organizations who register receive two additional consultation hours for every *five people* they sign up for the "Emotional Storytelling" workshop.

**Price: \$297 per person | Duration: 3 hours spread out over 3 weeks. (1 session per week)**