

MAXIMIZE YOUR TALENT™

Unlock your associates' full potential



You've experienced it – associates who are engaged and fulfilled in their careers become more valuable within their organizations. The challenge for most employers is identifying the gap between an individual's present job and long-term career fulfillment. At Crosworks, we help organizations succeed by leveraging the untapped power of their workforce. The solution? Giving associates the tools to uncover the knowledge, skills and competencies they may not know how to tap into.

“After just finishing the program, we're already seeing associates take ownership of their careers by working towards leadership roles and moving to new departments. In a few months, we'll bring Crosworks back so that more of our associates can participate in the Maximize Your Talent program!”

Amber Dinopoulos, Director of HR and Organizational Effectiveness, Lifeline of Ohio

THIS IS MAXIMIZE YOUR TALENT™

This ground-breaking, four-step career discovery program offers immersive workshop sessions to guide your colleagues in setting tangible career growth goals—with timelines. As a result, they will leverage their own unique strengths and challenges while enhancing performance and engagement.

MAXIMIZE YOUR TALENT™

1 Self-Reflection

Important exercises that help people grow and develop by looking inward instead of outward.

INVENTORY:

- Accomplishments
- Skills
- Values
- Needs
- Your Brand

2 Goal Setting

Identifying something that you want to accomplish and establishing measurable goals and timeframes.

PLOT PATH:

- 5-Year
- 3-Year
- 1-Year
- 1-Quarter

3 Accountability

Willingness to accept responsibility and to account for one's actions.

MONITOR & ADJUST:

- What did you learn?
- Where are you on track?
- What do you need to change?
- Recalibrate.

4 Sharing

Present recap of experience and career goals to leadership, reinforcing ownership and enhancing visibility.

PRESENT:

- Your brand
- Your goals
- Your plan
- Own it!

“I had an idea of where I saw myself 10 years from now, but not a clue as to how I'd get there. My biggest takeaway from the program was the level of personal accountability I had to acknowledge before I was able to face my goals.”

Joel G., *Maximize Your Talent* participant

OUR APPROACH

Every client relationship is uniquely embraced – we take the time to understand your history as well as the challenges and opportunities you face today. We meet each client with an open-minded and supportive approach. The cornerstone of our methodology is the Birkman Method®. This powerful assessment tool not only pinpoints individual strengths, motivations, perceptions, and workplace behaviors, it also provides a framework for understanding interpersonal interactions. With understanding comes power.

YOU WILL GAIN:

- renewed commitment from associates who appreciate your investment in them
- energized colleagues with clear visions for how to contribute to your organization
- emerging leaders ready to contribute toward organizational goals
- new engagement opportunities for managers and their direct reports
- associates motivated to grow in their positions
- colleagues primed to dig deeper and think bigger about your organization
- cross-functional accountability as colleagues support each other
- increased engagement from associates ready to drive their careers forward

Greater engagement = Better results

YOUR ASSOCIATES WILL:

- receive a foundational assessment using the highly respected Birkman Method® tool
- reflect on their strengths, opportunities, values and more
- gain access to guidance from expert career strategists
- experience a safe, group workshop setting to foster confidence in setting their goals
- build strong engagement with colleagues and organization leadership for beneficial working connections in the future
- develop 1, 3 and 5-year career targets
- identify gaps in knowledge, skills, certifications and experience, then develop specific action plans to acquire them
- pair up as accountability partners to drive mutual progress
- present their discoveries to your organization's leadership

Discover • Grow • Learn

OUR TEAM

With almost a century of combined executive experience, the Crosworks team of certified coaches come from a wide variety of industries as varied as restaurants, banking, healthcare, energy and more. We've been "on the inside" in sales, marketing, communications, HR, legal, general management. Our team provides deep knowledge of the working world and a "real life" perspective. We believe that every employee, at any level, can and should do work that both moves the business forward and provides personal fulfillment.



CROSWORKS
CAREER AND TALENT STRATEGISTS

**BRINGING CLARITY AND FOCUS TO PERFORM YOUR BEST.
HERE ARE SOME WAYS WE DO IT.**

ORGANIZATIONS

Maximize Your Talent™

Improve business results with a career discovery program that guides associates to create time-bound goals along their career paths.

Executive Coaching

Improve business results by guiding leaders to perform at peak levels.

Career Mapping

Increase individual engagement and retention through guided career map creation and identification of mutually beneficial opportunities.

Strengthening Teams

Improve effectiveness by each team member gaining an understanding of themselves, how they relate to others, and their work environment.

Transitioning & Outplacement

Optimize the outcome of the change and assist those affected in landing the *right* job.

Selecting & Onboarding

Clarify candidates' natural skills, motivations and interests to ensure they are in their best-fit roles and provide the right coaching and support to position them for long-term success.

INDIVIDUALS

Career Assessment & Appraisal

Bring clarity and focus around your skills, interests, values and motivational needs to help guide your career path forward.

Job Search Strategies

Use techniques as comprehensive as they are current, to arm you with the tools to help you find your next job.

Future Focus

For 18-22 year olds, explore interests, motivations and skills to jumpstart their careers, their selection of college major, training and internships & other opportunities.

Career Encores

For those approaching retirement or preparing for a career transition, create a roadmap and plan for "what's next" encompassing both lifestyle and professional goals.

Resume Services

Capture your authentic voice to deliver the right message to win your target job.

Career Coaching

Customize a program to meet your professional goals and budget.

www.crosworks.com • info@crosworks.com • 614.538.2808

6877 N. High Street, Suite 301, Worthington, OH 43085