



The Best Leadership Training and Consulting

# Leadership Training and Consulting.

Leadership Training That Gets Results!



# A next-generation training, certification, and workforce development organization.

We deliver the freshest content to organizations and their stakeholders to help them manage superstar enterprises. Unlike competitive online training and certification programs, we provide a forward-facing curriculum that ensures “future readiness” for our students and the enterprise they serve. We also leverage the patent pending, NanoPacket™ technology to deliver the best curriculum in the shortest period of time that drives the highest degree of retention and career relevancy.

## Capabilities.

My Learnlogic® provides a wide range of customized training programs and implementation consulting services. These comprehensive services help our clients deliver on the promise of enterprise excellence.

We have developed a wide range of capabilities to help organizations optimize their workforce while giving them the skills they need to drive enterprise excellence.



## Our Unique Value Proposition.

Unlike many online training and certification programs, we provide far greater value to our students and the organizations they work for. Firstly, our content is updated each year to address the major disruptions that are occurring within the new economy and marketplace. This provides our students with a competitive edge over students of other programs that are based on research dating back decades. Secondly, we are practitioners in the fields that we teach so we have expertise across many organizations and industries that validate the practicality and relevancy of our curriculum. Thirdly, our NanoPacket™ technology reduces the time it takes to get trained and certified by as much as two thirds. We remove wasteful content such as historical context and reams of statistical data while focusing on actionable fresh insights with the simple goal of training superstars. Our delivery approach is fun and conversational, real, and most importantly, actionable - our students love it!

# Get an Exceptional Return on Your Training and Consulting Investment.

We have served some of the best brands in the world for over 30 years. In a recent “use case”, we provided over a 10 million dollar return on our client's investment. We deliver the best training, consulting, and coaching services guaranteed!

## Leadership.

### How We Build Great Leaders

We help great organizations and Leaders deliver far better returns on mission while driving sustainable and predictable enterprise growth. We do this by leveraging our 40 years of experience with some of the top brands in the world. Our services include:

- Comprehensive workforce and leadership development strategies
- Training on how to lead in a time of hyper-complexity
- Leader, manager, and board of directors facilitation and problem-solving
- On-site and live virtual certification workshops
- Sales, customer experience, management-specific certification and leadership training
- Happy work and cultural strategies



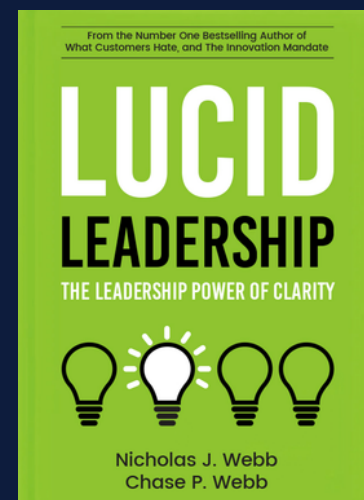
### We Help Organizations Achieve Predictable and Sustainable Growth.

The overwhelming majority of organizations fail to deploy a holistic approach towards leadership and workforce development. We go beyond outdated generic approaches that worked just a few years ago that have now been rendered completely ineffective. In a time of massive disruption and change, leaders need new approaches, skills, and support. That's what we do.

### We Help Our Clients Thrive!

We are in a time of massive disruption and hyper-competition. Yet most organizations are using the same management and enterprise strategies that they used over the last decade. These organizations are failing to achieve meaningful returns on strategy.

We help organizations develop board of directors, leaders and managers to ensure that they have the contemporaneous skills to manage a complex workforce in disruptive times. Today, organizations need to attract and keep great talent. They need to increase the speed and size of innovation, and they need to build superstar teams to deliver exceptional customer experiences. We help our clients become superstars!



# One of the Top Certifications in the World.

Get your certification training from one of the Top 30 Training Organizations in the World. Our certification training leverages the best content and most updated instructional design. Our prestigious certification designation can be added to your career portfolio, marketing materials, business cards, and websites.

## Customer Experience.

### We Help Organizations Drive Growth Through Customer Experience Mastery

The overwhelming majority of organizations fail to deploy a holistic approach towards Customer Experience Design. We go beyond outdated surveys, promotion scores, and generic strategies to a handcrafted approach that provides the best insights that deliver world-class customer experience.

### Best-In-Class Live and Virtual Certification Training

We provide live training programs that are fun, interactive and most importantly deliver measurable returns on your training investment. Our programs include on-site training, workshops, and our proprietary customer experience hackathons. We also provide virtual training programs from our state-of-the-art production studio that delivers interactive and engaging programs in the virtual environment. These virtual asynchronous programs can also be delivered on demand. Our unique instructional design system delivers the highest results and retention. Our programs are targeted to specific job functions and all of our programs are customized to each organization. Our programs include: Customer Champion Certificate (CCC), Certified Customer Relationship Advocate (CCRA), and Certified Master of Customer Experience (CMCX).

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# Patient Experience.

## Utilizing Patient Insights and Innovations

We provide three levels of certification training in the area of Patient Experience Design (PXD), and Implementation. We provide training for leaders, managers, and patient-facing stakeholders. This program is based on number one best-selling books that include the freshest research in the industry. These programs can be combined as on-site workshop or provided live virtually.

Our certificate program includes the Certified Master of Patient Experience™ (CMPE), Certified Patient Relationship Advocate™ (CPRA), and the Patient Champion® Certificate (PCC) training programs. Program includes course material, testing, and certification/certificate.



# Impactful Communications.

## Mastering Presentation Skills Through Communications

Master presentations skills, industry talks, digital presentations and verbal impact through our best-in-class training program developed by one of the top keynote speakers in the world. Our exciting communication training program helps leaders and managers significantly improve their impact on providing better returns on mission while building a superstar brand of expert communicators. Studies prove that presentation and interpersonal communication skills drive the best careers and the best organizations. Our live in-person and live virtual programs include:



- Give a killer talk for your industry or teams
- Gain the superpower of impactful interpersonal communications
- Learn top 10 tips of the best speakers in the world
- Five video meeting disastrous mistakes and prevention strategies
- Fast track your career through confident communications
- Gain significant impact with your teams and audience through persuasive engagement

# Salesforce Development.

## Helping Organizations Drive Scalable Growth

Less than half of an organization's sales come from direct sales and marketing efforts. The overwhelming majority are derived from customer retention, customer promotion, and the avoidance of customer deflection. In this powerful program, you will learn how to become a sales success machine, not through tricking customers or exaggerating value, but through the power of customer advocacy, ethics, and consultative sales. You'll learn how to capture 75% of new opportunities through our straightforward training programs. Some of our program takeaways include:

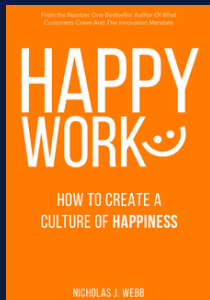


- How to capture new opportunities and increase sales by 75%
- Why customer advocacy is the key to sustainable growth
- Learn the secrets of the top sales performers in the world
- Leverage interpersonal and impactful communications to get results
- How to keep clients for life

# Work-Life Happiness.

## Building a Culture of Happiness to Attract and Keep the Best Talent

Our workplace happiness training and consulting programs get results, plain and simple. In order to attract and keep mission-critical talent, organizations need to develop the infrastructure, training, and support necessary to build a “Culture of Happiness”. Our Certified Training Programs provide significant benefits to include:



- Attract and keep the best talent
- Successfully lead and manage remote teams
- Drive and foster employee-based innovations
- Reduce onboarding and retention costs
- Create major improvements in social ratings
- Build a Culture of True Happiness
- Significantly increase staff productivity
- Rapidly improve employee satisfaction

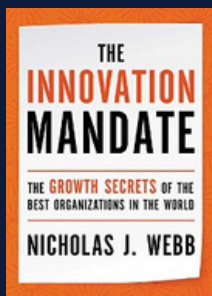
# Innovation, Design, and Creativity.

## Leading Your Markets in Enterprise, Strategic and Technology innovation

We help great organizations leverage fresh innovation research from number one best-selling books to drive innovation across their enterprise. We help your teams become Innovation Superstars® by leveraging our deep research on Innovation, Design and Creativity. Remember, innovation is not just about inventing “bright shiny objects.” Rather, innovation principles can be applied to every department within your organization to significantly improve efficiency, while driving predictable and sustainable growth. Some of the key benefits of building innovation as a core competency, include:

- Improve return on strategy and mission
- Lead your market with the best technologies, products and business processes
- Significantly improve stakeholder engagement
- Get far better employee and customer insights
- Significantly increase productivity
- Rapidly improve employee satisfaction

Our programs are based on number one best-selling books:



Our Innovation Superstar® Training Programs Include:





# Human Resources & Remote Training.

## HR Executive and Employee Training for the New Workforce

We help the best organizations lead Superstar Cultures. Our programs include Human Resource (HR) Executive, Leader, and Manager Training and Certified Master of Human Experience (CMHX). Other programs include Certified Remote Worker Leader (CRWL) and Remote Worker Certificate (RWC) training. Our programs significantly improve remote worker productivity, while concurrently providing measurable improvements in their quality of remote work life.

## Certified Master of Human Experience™ (CMHX™).

### Leadership and Executive Training



This powerful program recognizes that “Human Experience” today is an innovation activity. It further recognizes that old-fashioned stakeholder surveys and scoring systems do not provide actionable insights. You will learn how to lead and manage teams to gain the highest level of stakeholder insights while delivering new stakeholder experience innovations.

## Certified Remote Workforce Leader™ (CRWL™).

### Remote Workforce Leaders and Managers Training



The “Zoom economy” has changed the way in which we engage employees. This goes far beyond understanding just the technology of remote engagements. In this powerful program, you will learn how to leverage new systems and tools to engage and measure the performance of remote employees. You’ll also learn how to significantly improve their quality of work life.

## Remote Work Certified™ (RWC™).

### Leadership and Executive Training



Our certified remote workers become superstars at managing the disparate tasks of a home and work life. We provide great insights on compartmentalizing work and home, through leveraging weekly trajectory planning to maximize productivity and reporting while significantly reducing stress. We focus to improve the quality of work-life for remote workers while managing and measuring productivity. Our program can provide returns on investments in increased productivity in just a few weeks.

**Need help with strategies and implementation?**

Our LeaderLogic® Management Consulting division can help!

Learn more at [goleaderlogic.com](https://goleaderlogic.com)



## Membership Experience™ & Growth.

### Engaging and Driving Exceptionally Happy Members

Associations and membership-based organizations are living in a time of hyper-competition for the loyalty and commitment of their membership. Unfortunately, many membership executives are still delivering the same level of membership engagement, innovation and value as they did a decade ago. In a time of leadership complexity, the best association leaders are mastering Membership Experience Design (MXD), innovation, and Lucid Leadership. Leading executives are also deploying a new range of strategies that are driving exceptionally happy members and scalable and sustainable association growth. In this powerful program, you'll learn how to build a core competency of membership happiness while developing a wide range of new strategic skills to master association executive leadership and growth.

## About Our Certification.

Our programs comprise four very important modules that provide our meeting and event planners with future-proof insights to drive scalable growth, market leadership, innovation, and most importantly, extremely happy members.

### Certified Membership Experience Master™ (CMXM)



Members are consumers, and they are demanding far more for their membership financial and time investment. Surprisingly, only the top associations have actually implemented formal membership experience strategies and training. Associations do not enjoy the benefits of living in an experience vacuum. The best associations have become membership experience rockstars - and that's driving predictable, scalable, and sustainable growth. Our program leverages our proprietary instructional design to deliver market leading insights in just six instructional hours.

### Membership Experience™ Design Module

In this module you'll learn from Nicholas Webb, a Top 30 Global Guru and multiple number one best-selling author on customer and attendee experience. This program is based on providing over four decades of consulting services to the best brands in the world.





# Healthcare Lucid Leadership<sup>TM</sup> Certification (HLLC).

Healthcare executives are leading organizations in a time of hyper-complexity. Lucid Leadership Training tackles the toughest challenge facing healthcare organizational leaders today: How to get unfiltered and honest information from multiple sources and transform it into industry-leading growth. In this powerful training program, you will learn how leaders facing a bewildering mass of data and opinions can cut through the static, get a grip on reality, make effective decisions, and lead their organizations to sustained success and growth. The Healthcare Lucid Leadership mastery training will show you what a Lucid Leader is, how to become one, how to develop your clarity of vision, take decisive action, and fulfill your organizations mission.

This training is for every healthcare leader who's looking for clarity amid "the fog of business" and needs to get the most out of themselves and their employees while delighting investors and customers. You will also learn how to build core competency in innovation, consumer experience design, emerging healthcare technologies, and how to build a culture of happiness to attract and keep the best mission critical talent.

## About Our Certification.

Our programs are comprised of fresh content from multiple number one bestselling books. Including The Healthcare Mandate, Happy Work, What Customers Hate, What Customers Crave and Lucid Leadership. The content is based on real-world experience across the entire healthcare ecosystem.

## Healthcare Lucid Leadership<sup>TM</sup> Certification<sup>TM</sup> (HLLC)



In this powerful program, students will learn to address hyper-consumerism, patient experience design, the impact of emerging healthcare technologies, drive equitable and happy cultures, experience a far greater impact as a leader, and address the complexity of the healthcare landscape. The program also includes a module on professional communications, managing remote teams, and driving a culture of innovation.

## Program Background

In this module you'll learn from Nicholas Webb, a Top 30 Global Guru and multiple number one best-selling author on customer and attendee experience. This program is based on providing over four decades of consulting services to the best brands in the world.



# Event Planner Leadership Certified™ (EPLC).

Mastering Meeting and Event Leadership

Meeting and event planners are living in a time of hyper-competition for the loyalty and commitment of their attendees, and sponsors. Unfortunately, many meeting executives are still delivering the same level of attendee engagement, innovation and value as they did a decade ago. In a time of leadership complexity, the best meeting and event leaders are mastering meeting and event experience design, innovation, and lucid leadership. Meeting executives are also deploying a new range of strategies that are driving exceptionally happy internal clients and scalable and sustainable event growth. In this powerful program, you'll learn how to build a core competency of attendee happiness while developing a wide range of new strategic skills to master meeting and event leadership, planning, and growth.

## About Our Certification.

Our programs consist of modules that provide our meeting and event planners with future-proof insights to drive scalable growth, market leadership, innovation, and most importantly, extremely happy attendees.

## Event Planner Leadership Certified™ (EPLC) Certification



Attendees are consumers, and they are demanding a far better return on their meetings and events. Surprisingly, only the top meeting planners have actually implemented formal meeting and event experience strategies and training. Meetings no longer enjoy the benefits of living in an experience vacuum. The best meeting planners have become attendee experience rockstars - and that's driving predictable, scalable, and sustainable event growth. Our program leverages our proprietary instructional design to deliver market-leading insights in just six instructional hours.

## Attendee Experience™ Design Module

In this module you'll learn from Nicholas Webb, a Top 30 Global Guru and multiple number one best-selling author on customer and attendee experience. This program is based on providing over four decades of consulting services to the best brands in the world.



## Program Details

- 6-8 instructional hours
- Certification project (3 hours)
- Certification testing (1 hour)

All our programs can be delivered, live in-person, live virtual, and asynchronously

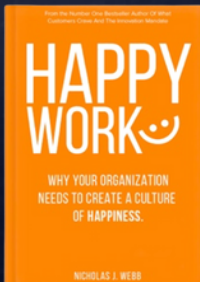
***Call for program pricing!***

## Program Takeaways.

In this program, you will learn the following key takeaways from one of the world's top customer and attendee experience experts:

- Understand the Attendees Baseline Level of Expectation (ABLE) across 5 touchpoints
- Position your organization as a true market thought leader
- Build hate/love attendee personification
- Build thoughtful and impactful meeting journey maps
- Reimagine your meetings and events for maximal experiential impact and value
- Reinvent your website and digital presence
- Build systems that deliver Event Friction Freedom
- Emerging meeting and event technologies
- The impact of Customer Champions™ on growth and attendee satisfaction
- Why you need to build a culture of Enterprise Happiness

## Program Training Material.



Through deep research, we provide details of how the best organizations in the world are driving sustainable and predictable growth through improved attendee and employee happiness. The program is based on newly released bestselling books and monthly updated trend analysis through our TrendMap™ process.

## Our Process.

Our impactful training is customized for the unique needs of an organization. Our process is streamlined: we begin with a discovery meeting to determine the goals of your organization, then we provide a detailed proposal to implement the training program and additional strategic design, if desired. Simply sign up, complete your various instructional modules, take your test, and complete your project. Once completed, you can petition for certification. Certification requires the completion of annual continuing education modules.

The program is also available through our strategic partners as an asynchronous training program.

# Serving the Best Brands in the World.

For 40 years we provided the freshest research and the best values, guaranteed.

Below is a small sampling of some of the top brands in the world that we have served over the last four decades. Unlike large bureaucratic, and overpriced consulting firms, we take a handcrafted approach with a laser focus on delivering a predictable return on investment for our clients.

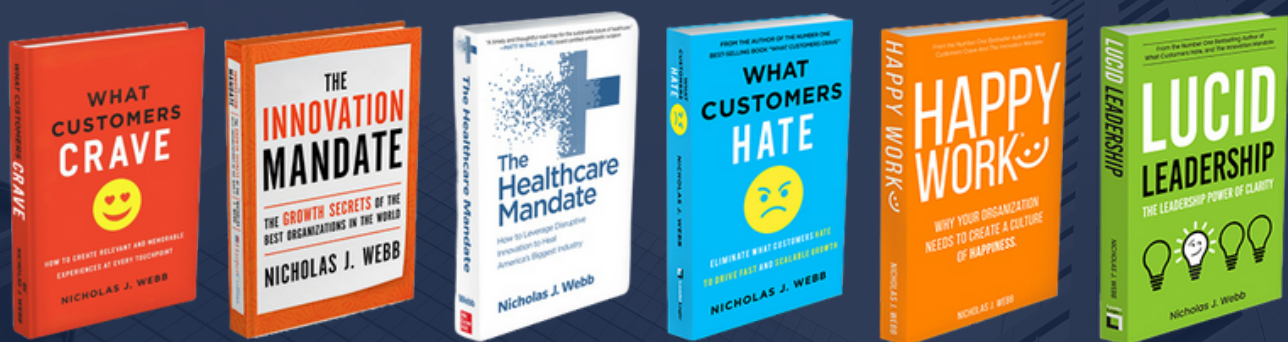


## Our Market-Leading Research.

Providing Exceptional Value

Our research comprises multiple number one best-selling books and deep trend research. Our programs ultimately provide the following key benefits:

- Best-in-class live and virtual training programs
- World-class curriculum
- NanoPacket® instructional design for optimal retention
- Exceptional return on investment
- Full-service training, coaching and consulting





## About Your Instructor, Nicholas Webb.

Award-Winning Inventor, Number One Best-selling Author, CEO, and Innovation and Strategy Management Consultant



Nicholas Webb (Nick) is the CEO of LeaderLogic®, a management consulting firm that provides consulting services to some of the top brands of the world. His clients include the likes of Johnson & Johnson, McDonald's, FedEx, Salesforce, Pfizer, and Verizon, just to name a few. As an Innovator, Nick has been awarded over 40 US patents for technologies ranging from one of the world's smallest medical implants to one of the first wearable technologies. Nick is a prolific best-selling author with books that include *The Innovation Mandate*, *The Healthcare Mandate*, *What Customers Crave*, *What Customers Hate*, *Happy Work*, and *Lucid Leadership*. Nick has served as a Chief Innovation Officer and an Adjunct Professor at one of the country's top medical schools. Nick is also an award-winning documentary filmmaker and has recently been listed as one of the Top Keynote Speakers in the World for Global Guru's Top 30 Award - seven years in a row (2014-2022).

## Let's Connect.

For additional information about our programs or to get enrolled, simply reach out to us at [www.mylearnlogic.com](http://www.mylearnlogic.com). For consulting services, visit our consulting site at [www.goleaderlogic.com](http://www.goleaderlogic.com).

If you're looking for a keynote speaker for your meeting or event, visit our Speaker's Bureau at [www.keynoteology.com](http://www.keynoteology.com).

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