



Coaching to Passionate Performance

Room: Entrada A

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Companies often ask “how can we achieve a significant and sustainable competitive advantage in order to retain our customers?” After all, keeping existing customers is five times less expensive than finding new ones. Added to the “Four P’s of Marketing” is a fifth “P” – *people* – which give your company a competitive advantage. About 70% of customers’ buying decisions are based on positive human interactions with sales staff. People buy from people – not companies. Your people and the performance they deliver are the defining competitive advantage for your organization.

An extensive Gallup poll showed that 74% of employees are either indifferent to their work or actively disengaged, meaning they intentionally act in ways to negatively impact their organizations. The annual cost nationwide to employ this *actively disengaged* group exceeds \$300 Billion! What’s the cost of disengagement in your organization?

Engaging leaders know how to boost their team’s discretionary effort – extra time and energy employees willingly give to achieve their team’s goals...and they have fun doing it! The hardest thing for your competitors to duplicate is the most powerful advantage you have – the Minds and Hearts of your employees! This training offers practical strategies to help engage your employees’ minds and hearts, creating a powerful competitive advantage for your organization.

Diana Guetschow is the Regional Director for Corporate Education for the University of Phoenix in the Mountain Plains Region. She has worked for over 6 years in partnership with corporations in providing support in tuition assistance programs, education options and training for employees. Prior to coming to University of Phoenix, Diana owned an exhibition and trade show company in Australia and Utah. Diana holds a Masters of Business Administration degree from the University of Phoenix.

