

front  AND center
communications



conversations
that drive measurable results

SIMPLE, PRACTICAL SOLUTIONS FOR MAXIMIZING PEOPLE POTENTIAL 

Front and Center Communications...

FRONT AND CENTER COMMUNICATIONS INC. IS A PEOPLE PERFORMANCE CONSULTING FIRM SPECIALIZING IN LEADERSHIP DEVELOPMENT, CHANGE MANAGEMENT, TEAM DYNAMICS AND SALES EXCELLENCE.

We focus on two components for sustainable success – people and the results you need them to achieve. In doing so, we help propel a fundamental culture shift within your organization – one of passion, accountability, and a commitment to success.

At Front and Center Communications, our solutions are simple, practical and behaviour-based. Everything we do is centered on one vital concept – *conversations that drive measurable results*.

Results-Driven Conversations

Leaders and teams today are faced with a complex and ever-changing business environment. What is often forgotten is the role of people in driving results. To achieve sustainable success, we need to strike a balance between the needs of business and the needs of people.

To do this effectively, we need to **ask the right questions** and **have the right conversations** to **reach the desired outcomes**. This concept is at the foundation of all our work as it helps leaders and teams examine their strengths and gaps in the context of delivering results.

Conversation Model for Results



== **Passion, Engagement & Measurable Results**

Solutions for Success

OUR CONSULTING AND LEARNING SOLUTIONS PUT THE SPOTLIGHT ON THE HUMAN INTERACTIONS THAT DRIVE PERFORMANCE – THE CONVERSATIONS WE HAVE, THE ATTITUDE AND BEHAVIOUR WE DEMONSTRATE AND THE LINKS WE MAKE TO WHAT'S IMPORTANT.



1 Effective Leadership

Great leaders are great coaches. Their conversations inspire people and motivate them to do and be their best. More than that, people who are coached develop their thinking and deepen their sense of accountability for producing desired outcomes. Our proprietary *Foundations of Leadership*[™] learning system connects leaders to the core coaching skills and mindset of effective leadership.

2 Sustainable Change

Today's leaders are coping with a radical new reality and their success depends on getting change right - the first time. Our consulting and learning solutions focus on creating clear, accountable communications, promoting involvement, managing resistance and enabling people to shift behaviour and contribute fully to producing desired results.

Designed in partnership with and exclusively delivered through Strategy+People Inc.

3 Dynamic Teams

People approach their work in different ways and too often these differences become a source of conflict and disappointing results. When understood, however, these individual preferences can actually strengthen a team. Through our learning strategies and the suite of *Team Management Systems (TMS)*[™] assessment profiles, we link the work of high performance teams to individual preferences and team strengths, using those strengths to maximize collaboration, efficiencies and overall results.

4 Sales Excellence

It takes more than product knowledge and a polished presentation to be successful in sales, and the stakes have never been higher. To compete, organizations need a highly developed sales force. *The Sales Intelligence Program*[™] equips sales professionals with everything they need to discover and capitalize on their greatest strengths for generating outstanding results.

Executive Coaching

Leaders face incredible demands to think, decide, perform, produce and do it all... *now*. Our individual executive coaching services provide custom, real-time accelerated learning, addressing **four key needs of leaders**: executive presence, communication and influence, promotion readiness and sales performance excellence.

LEADERSHIP IS AN ATTITUDE THAT INSPIRES OTHERS TO SUCCEED



About Us

Front and Center Communications has enabled thousands of leaders and teams across North America to engage in productive conversations focused on the right issues for achieving success.

Since its inception in 2000, the firm has applied best-in-class solutions that address the people side of organizational effectiveness. We have worked with clients in a variety of industries in both the private and public sector, including:

Invesco Trimark

HSBC Securities

Merrill Lynch

UBS

ScotiaMcLeod

Western Union

Intria Items Inc.

Manulife Investments

Corporate Coach University

Nestle Canada

ADP

Manpower Canada

US Marine Corp

Federal Aviation Agency

City of Mississauga

ParaMed / Extendicare

Manufacturing Extension Partnership

Abbott Laboratories

President Libby McCready is a learning strategist, change agent and a certified executive coach with a passion for mobilizing people to improve performance and increase results. She has an extensive background as both a corporate professional and consultant and holds a Masters of Arts degree in Organizational Learning and Leadership from Royal Roads University.

TO DISCUSS HOW FRONT AND CENTER COMMUNICATIONS CAN ASSIST YOUR ORGANIZATION AND ITS PEOPLE TO ACHIEVE YOUR STRATEGIC OBJECTIVES, CONTACT US TODAY.

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START A CONVERSATION TODAY...