

SGEi: Leadership Performance Program for Frontline Managers

Introducing SGEi: SGEi is a customer experience strategy, training, and culture consulting group based in Las Vegas, Nevada. The group has been in business since 1998 when its founders came from The Ritz-Carlton Hotel Company and W Hotels. The SGEi team has a wealth of operations, training, and cultural experience. In the past 21 years, SGEi has designed and delivered training initiatives for some of the most recognizable brands in the hospitality, retail, sports entertainment, residential real estate, airlines, cruise lines, and automotive industries.

"SGEi has 'cracked the code' when it comes to activating leaders to inspire their employees to deliver on the brand promise."

—Jim Pilarski, VP of human resources, Hakkasan Group

At SGEi, we have helped companies like the NBA, BMW NA, MSC Cruises, and Wanda Hotels in designing and implementing customer experience strategies, training, and tools that elevate each client's brand position and promise. We have also worked with leading brands such as United Airlines, FootLocker, MGM Resorts International, Hakkasan Group, and Swire Group on their employee experience strategies, leadership development, and culture, resulting in improved individual and company performance, particularly around customer excellence.

We have also worked with Westfield Shopping Centers and URW Airports to help their corporate teams, concessions, and retailers improve their customers' experience via virtual and instructor-led training. This work was recognized in 2021 with the Excellence in Practice Award by the Association for Talent Development, the world's largest association dedicated to employee knowledge and skills development.

We believe leadership is the most important element in organizational performance today. Whether through achieving goals, improving results, leading change, or building a great culture, leadership is the most desirable and defining organizational performance element in business. We have created programs that consist of a series of learning experiences for managers and supervisors at all levels to activate and elevate their leadership abilities. SGEi developed this program with consideration of the skills, attitudes, and behaviors most relevant to management success.

We also have extensive experience designing leadership learning experiences for events, conferences, workshops, and retreats using an array of activities, media, and delivery styles.

"The SGEi team has been great at developing our leadership team and driving great performance throughout the business."

—John Higgins, COO, Cipriani

Learning Experience (LX) Overview

LX Name: Leadership Performance Program

Why This LX IS important: Independent studies by Bersin, Deloitte, HR analytics experts McBassi & Company, and our own research consistently indicate the same conclusion: Lack of leadership development and performance is one of the most pressing issues facing organizations today. While organizations have many managers—those with titles responsible for accuracy, efficiency, safety, and task completion—this does not always equate to having leaders: those who can inspire hearts and minds. While management and leadership must go hand in hand, leadership is seen as having the most significant impact on bottom-line financial performance; the ability to attract and retain talent; the ability to drive strategy and achieve results; and for an organization to have the type of culture that employees love and achieves the necessary performance goals. Simply put, leadership is an organization's best competitive advantage and ability to drive sustained success.

"Last year, I engaged the services of SGEi to conduct leadership sessions with managers at our resorts. Their contribution has been invaluable, and we have seen tremendous change and growth in our managers over the past year. Managers have been inspired to take on new projects, develop closer working relationships with each other, and increase productivity among their teams."
— *Thierry Grandshire, managing director, Grace Bay Club*

The leadership performance program is designed to equip your frontline managers with habits, understanding, and confidence to inspire their people to be their best, build a culture of high performance, and adapt to a forever-changing work environment.

LX Length: This one-year program includes one one-day introduction session and an individual meeting, four one-day live sessions, four one-hour virtual recap sessions, four one-hour one-on-one coaching calls, executive coaching notes, and a weekly leadership newsletter that incorporates applicable articles, inspirational quotes, and habit reminders.

LX Participants: A minimum of 20 participants per program

LX Note: All materials are customized with your organization's branding and logos.

"SGEi has been an outstanding partner and facilitator of our Leadership First program. Their trainers are some of the best in the business and have helped us improve our results and customer experience over the years."
— *Jacqueline Jasionowski, customer experience manager, BMW*

Overview: Managers are the single most influential element of an organization's culture, performance, and sustained success. While managers are often equipped to manage the daily tasks and operational necessities, they are not set up to deal with the people responsibilities of their role. The leadership performance program is about a manager's ability to perform their people responsibilities, inspire excellence, help the organization adapt as necessary, and sustain long-term success.

The leadership program focuses on emotional intelligence, culture and engagement, managing change and achieving results, and how to utilize time and resources most effectively. This program is the most comprehensive and engaging leadership performance program available, developed from SGEi's many years of working with, consulting for, and elevating leadership for organizations around the world.

LX Takeaways: This interactive learning experience is designed to provide memorable, motivating, and effective development for managers and improve their performance capabilities. Outcomes include:

- **Personal leadership:** Managers will be able to recognize their emotions, strengths, capabilities, and tendencies and understand how to deploy them to influence, inspire, and effectively motivate others—their team, peers, leaders, customers, and clients. The emphasis is on emotional intelligence, values, motivation, and relationship-building.
- **People leadership:** Managers will understand how to build an effective team culture that drives performance and retains the best performers. The emphasis is on leading culture and values, recruitment, welcoming new team members, engagement, informal and formal feedback, recognition, accountability, and communication.
- **Change leadership:** Managers will understand how to identify opportunities for change and inspire and influence widespread, sustainable changes in behavior to move the organization forward. Leaders will learn how to think outside of the box and build a culture of creativity within a team. The emphasis is on creativity, identifying the need to change, developing plans, execution, and sustainability.
- **Results-based leadership:** Managers will learn how to define and deliver their goals for the new year. They will know how to use the mission-planning framework utilized by special military operations to achieve objectives successfully with flawless execution. The emphasis is on connecting purpose with goals, SWOT analysis, strategic planning, time management, and how to build a support network.

"The SGEi team has coached our senior management team for the past 12 months and made a considerable impact in their leadership abilities and our overall performance in general."

—Dawn Baker, human resources vice president of Swire Properties