



WHY OUR APPROACH IS UNIQUE

- We broaden the definition of Soft Skills from simple communication to actual career and work ready skills that include but not limited to: purpose, engagement, culture, emotional intelligence, leadership, redemption/second chances, forgiveness/reconciliation, stress management and much more!
- We acknowledge the “Hard/Technical” skills are the most important. We wouldn’t be in business if it weren’t for the products we produce and the services we provide. But now more than ever, the most technical managers agree these products and services are being minimized and slower to market absent the essential “Soft Skills.”
- We offer a real world approach and perspective. We provide battle-tested wisdom and experience for all employees, guaranteed to enhance individual and organization effectiveness. Participants are engaged, internalize concepts and most importantly, leave motivated to start the transformation.
- Greg Coker is the real deal! He’s lived it, breathed it, been promoted for it and fired for the lack of it! His workshops are called “Boot Camps” for a reason. It’s tough love. He’s brutally honest on what will get you promoted, how you’ll be passed over if you’re not careful and most importantly what will get you fired! His workshops are high-energy, interactive with each participant receiving a complimentary coaching session post workshop.
- Our workshops are 100% customized to fit you and your organization’s needs, offered in one-day, half-day and hourly sessions (an online version is in the works). From the front-line to the CEO, from students to the central office, Greg Coker’s message resonates with and applies to everyone.
- Forget about taking copious notes missing half the workshop. We offer an easy to read, jam packed full of models and battle-tested wisdom in the form of a Soft Skills Field Manual. The subtitle, The Unwritten Rules For Succeeding In The Workplace, best describes this 300 page newly released gem. At the end of most chapters are questions for consideration and suggestions for action making this book an excellent source for discussion, a wonderful teambuilding opportunity and a catalyst for organizational transformation.