

Monica Wofford International Fact Sheet

Company: Monica Wofford International transforms corporate training into a problem-solving tool that creates measurable return-on-investment for companies, while enhancing the careers and lives of employees. Unlike typical generic training programs, corporate training from Monica Wofford International incorporates research, scientific data and pre-training testing of the employees involved. Based on these results, the company designs curricula tailored to create real, positive change. This concrete approach helps companies ensure employees and leaders are in the right jobs, where they can develop their talents to benefit both themselves and their companies. Monica Wofford International was launched in 2006.

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Leadership: Monica Wofford International is headed by President Monica Wofford, a trainer and public speaker for more than 17 years. Wofford relies on her extensive hands-on experience as a manager and leader, as well as scientific research and data, to facilitate the transfer of knowledge and skill.

Services: Monica Wofford International takes an intentional, systematic approach to improving performance via corporate training. Through a series of discrete steps, companies can gain new insight into employee and manager performance, address the strengths and weaknesses that are uncovered, and ensure learning over time. The company's corporate training programs includes:

- **Problem identification:** Monica Wofford International works with human resources directors and managers to identify trouble areas at their company. Specific goals are then set for the training process. These can include a wide range of measurable values, such as employee turnover, morale, sales performance or emotional intelligence.
- **Predictive testing:** Monica Wofford International tests employees and leaders using scientifically based instruments. These multi-dimensional tools reveal employees' natural strengths, drive for achievement, weaknesses, perceived and actual behaviors, coping patterns, ideal job roles and more.
- **Targeted training:** Armed with the company's test results, Monica Wofford International creates a one-of-a-kind, research-based training curriculum designed to address the specific learning needs of the group. Training attendees learn about the skills and practices directly relevant to them. They understand what current skills and behaviors are stumbling blocks to their careers, and then develop new behaviors to ensure better performance in the future.
- **Individual coaching:** For a more in-depth, ongoing training experience, Monica Wofford International offers one-on-one coaching to corporate leaders. Based on their individual test results, these managers gain new insights into their personal behaviors and learn how to improve their performance over time.

- **Progressive learning:** Monica Wofford International provides tools to continuously reinforce the new behaviors and skills learned during the training process. These include informative books, practical application guides, CDs, DVDs and even board games.

Monica Wofford International also offers keynote and motivational speeches for groups of all sizes, addressing topics such as leadership, confidence and customer service.

Customers: Monica Wofford International has provided results-oriented training for a wide range of organizations, from small and mid-sized businesses up to Fortune 500 companies. The company has served clients in all 50 states. A sampling of satisfied clients includes:

- The US Mint
- The FAA
- Estee Lauder
- The University of Minnesota
- Hormel Foods
- Hallmark
- Bath Fitter

Revenue: Monica Wofford International has been privately funded since its inception. The company places a high value on the confidentiality of its financial data and growth statistics.

Market need: U.S. companies spend more than \$50 billion each year to train employees. Unfortunately, these dollars are spent on cookie-cutter training tools and motivational speeches that quickly fade from employees' memories. Companies continue to operate under the mandate to provide training and development for all employees, yet they see little or no measurable results.

At the same time, 50 percent to 80 percent of workers are in jobs that do not match their personality and interests, according to the Herman Trend Report. On the flip side, employees who are well-placed and well-trained are as much as 400 percent more productive.

Monica Wofford International has created a corporate training program that directly addresses these problems:

- First, the company provides revealing tests that determine whether employees are in the right jobs, have the ability to be successful in those jobs and how they perform under stress, among other factors.
- Monica Wofford International then provides customized training to directly address challenges uncovered during testing.

- By providing ongoing support materials, Monica Wofford International ensures that employees continue to make positive changes long after the training course is over.

At the end of the process, corporate clients see concrete results that can be measured. What's more, employees and managers are placed in jobs where they are likely to succeed, thus enhancing each individual's career.

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