



IGNITE

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APRIL 4 – 8, 2016

NO TRAVEL FEES



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Jennifer C. Newman, CPSM, CEO Ignite Coaching & Consulting, LLC

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"To me, there is no greater satisfaction than watching someone succeed and having a part in helping them achieve their goals. I founded Ignite so that I could do just that every day."

Jen Newman has served the professional services industry for 20 years in a variety of business development and marketing roles. Jen recently founded Ignite Coaching & Consulting, a full service coaching and consulting firm specializing in Associate / Doer-Seller / Business Developer Training and Coaching; Relationship, Leadership, Association and Professional Development; Strategic Planning and Implementation; Facilitation and more.

Jens' combination of a genuine love for relationships and talent for developing and maintaining them coupled with her passion for teaching and her methodical approach to strategy development, implementation, and maintenance have led to her reputation as a leader in the professional services industry. Through strategic planning, utilization of her priority based business development model and business development process in conjunction with her Associate / Doer-Seller Training / Coaching program, she was able to lead her previous firm to a 60% increase in profits in a five-year period in a completely new market sector. She has also successfully helped open new geographical markets where there was no existing name recognition.

Jen has a passion for speaking and it comes through in her enthusiastic style. She serves as a keynote, emcee, session speaker, panel moderator, workshop facilitator and live text message polling moderator across the country for companies, associations, and conferences. She has spoken for organizations and conferences. Her presentations often utilize new technology and carefully thought out workbooks or worksheets to encourage attendees to take action. Jen has developed, facilitated, and moderated panel programs incorporating live text polling for associations, conferences, and organizations.

Based in Dallas-Fort Worth, Texas, Jen serves clients across the country. Together, with her husband Derek, they love to travel and spend time with their family and friends including their dog and three adult children.



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PRESENTATIONS / WORKSHOPS

Basics of Business Development - 1.5 Hr.

Clients want to work with people they know, like, and trust. The role of business development is to create long-term value for your firm through relationships. The best business development people are well-connected, understand how to position themselves and their firm, can disseminate their unique value proposition, and most importantly can navigate client and partner relationships to build the trust essential to winning work. This session will help attendees gain the knowledge and skills necessary to impact their firm's bottom line.

Hit the Mark: Implementing a Strategic Business Development Program - 1.5 Hr.

By implementing a business development program driven by a priority based client management approach, you can be sure you are spending the majority of your time on your highest priority clients while addressing your other clients at the same time. This session will take you step by step through a successful Business Development Program that can work for any size firm to improve your return on business development investment.

Developing Your Personal Business Development Plan Workshop - 2 Hr.

Strategic planning is not just for your firm. It is a vital part of your professional development. A personal business development plan helps you to structure your thinking. We constantly plan and think in our head, but very often we miss important details and we don't create a realistic strategy to realize that plan. That's why many "plans" stay just in our dreams. A personal business development plan is a process that consists of defining your goals, and what it will take to reach those goals. Productivity is also an element of success and this session will also address methods of increasing productivity. *Productivity planners may be purchased at a discount of \$20 each.

Capture Planning – 1.25 Hr. Interactive Workshop

By taking a strategic, focused approach to pre-positioning with your top priority clients and prospects, you will give your firm the competitive advantage to win more work. This interactive session will take you through the capture planning process and provides examples of strategies that have worked to increase firm's effectiveness to establish long-term client relationships that win continued work.

BD Live: How to Rock the First Client Meeting – 1.5 Hr.

Observe business development unfold before your eyes while your presenters facilitate this session where two mock pursuit teams meet and engage with two simulated clients, Live.

Win the Car, Not the Goat: Let's Make a Deal – 1.5 Hr.

Do you employ a doer-seller model of business development where some or all of your technical staff also function as business developers? If your firm is looking to win the car, not the goat then look no further, "Let's Make a Deal". Our presenters will share unique, successful, fun, and positive techniques that will change the way your technical professionals look at business development, the way your firm's leadership is reviewing business development performance, and how these programs can highlight BD Rock Stars your firm never knew you had.

Networking for Introverts - 2 Hr. Interactive Workshop with Workbook

You don't have to be an extrovert to be a good networker! Networking is an essential component of any career, from job search to career advancement and business development to social development. For some, networking presents particular challenges such as resistance, anxiety, exhaustion, and a feeling of being overwhelmed. This hands on workshop will help attendees explore ways in which the networking process can be adapted to fit the unique skills and style of the introvert. Best of all, attendees will leave with a Networking Strategy Workbook to continue building their networking skills.

How to Make a Great First Impression – 1 Hr.

You never get a second chance to make a great first impression. Our brains form first impressions by creating a composite of all signals given off by a new experience. How good these impressions are at making accurate judgements of people depends on the observer and the person being observed. First impressions are made in 7-10 seconds, and can be exclusively visual until a person gets to know you. Making a great impression is not an accident, but the result of planning and intentional action. Through this session, we will give you the skills to make a great first impression letting the true you shine through.

Public Speaking 101– 2 Hr. Interactive Workshop

The fear of public speaking is America's biggest phobia. For some, it is the fear and others simply lack the basic skills. Through practice and skill development, anyone can become a better speaker. In this Interactive workshop, we will equip you with some of the basic techniques to help you improve upon your speaking and follow that up with brief table topic presentations to give you the practice to help you improve your confidence.

Getting More Out of Your Debrief - 1.5 Hr.

Debriefing is more than just something to check the box and is not only a step you perform when you lose. This session will discuss the do's and don'ts as well as how to get the most out of a successful debrief. Through role playing and exercises, this session will allow you to increase your skills in conducting successful debriefs.

Power Positioning – 2 hr.

Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional. What separates the real pros from the amateurs is their ability to make whatever they are providing of vital importance. Such positioning is not something you can achieve quickly, or once for all time. It's a continuous process of discovering new ways to take charge of the way your clients and prospects see you. The better you plan your strategy for positioning yourself, the more successful your efforts are going to be.

Communications 101: From the Basics to Creating Conversations that Count - 1.5 Hr.

Communication is critical to the success of any professional and influences all factors of your life. From daily interactions with strangers on the street to the way you present yourself in front of clients, the way you communicate is a reflection of who you are and the way you establish relationships with those around you. Although there are many sides to communication (verbal interactions, nonverbal cues, and using technology to maximize impact), there are a few basic fundamentals that span across the nation and around the globe. By understanding the way you communicate and increasing your knowledge of effective communications methods, you can increase your probability for success with others.

Dream Big – 1.5 Hr. Interactive Workshop with Workbook

From marketing campaigns to special events, one big idea can set your firm apart from your competition and be the winning differentiator when competing for work. In order to be successful; strategy, creativity and implementation are key. This session will begin by briefly sharing best practices utilizing successful case studies of others who dared to DREAM BIG and successfully implemented their “Big Idea”. Next, in this hands-on workshop, attendees will work in small groups on STRATEGY, CREATIVE BRAINSTORMING and IMPLEMENTATION in developing their idea so that they walk out with a plan in hand to implement and turn your “Big Idea” into Reality and make your dream come true!

Recipe for Success: Signature Events that Enhance Relationships & Position Your Firm– 1.5 Hr.

Creating a signature event is much like creating a signature dish. It takes the right combination of ingredients blended with passion and creativity. Utilizing actual case studies, our presenters will share their insights and strategies for developing, planning, implementing and analyzing signature events that have significantly enhanced their firm name recognition efforts and business development relationships. While many firms recreate the same dish, you can develop signature events that will position you and your firm as a leader in your industry and community.

Non-Technical Business Developers Secrets to Staying Relevant – 1.25 Hr.

In a shifting world of increasing doer-sellers, how can non-technical business developers stay relevant? Non-technical business developers and marketers have unique skill sets that can be leveraged beyond relevance to distinction. This session will highlight how our presenters and others have been able to leverage their skills to enable their firm to grow doer-sellers, win more work, maintain more clients, and position themselves as a leader in their firm, industry and most importantly with their clients.

There is no I in Team: Marketing & Business Development Strategy for Sub-Consultants – 1.5 Hr.

See SMPS Alaska for registration info for this session being delivered April 6, 2016

As a sub-consultant, do you have a strategy for marketing your prime consultant clients? Do you collaborate and manage teaming relationships beyond a single project pursuit? Successful Sub-Consultants have effective strategies to build and maintain long-term positive relationships that win work and deliver successful projects. Learn strategies, tactics, and tools that will improve your marketing and business development approach to prime consultants.

Discover Your Why – 1.5 Hr. Interactive Workshop

“People don’t buy what you do, they buy **WHY** you do it” – *Simon Sinek*. Simon Sinek discovered that inspiring leaders like Martin Luther King, along with successful brands such as Apple, think, act and communicate in the same way, completely opposite from everyone else. They all inspire action by starting with WHY! Every individual and organization knows what they do. Most know how they do it. Do they know WHY - the purpose, cause, or belief that inspires them to do what they do? We all have a WHY, but often we have yet to discover it let alone articulate it. When you communicate your purpose first, your WHY, you communicate in a way that drives decision-making and behavior –influencing behavior. The leadership of your organizations personal WHY is directly linked to the WHY of your organization. By helping your leadership team discover their WHY, you can also help define the WHY of your organization. Your Discover Your Why Facilitator will present Simon Sinek’s Golden Circle Concept and guide you through the process of discovering and articulating your WHY to make you a more inspiring leader and help you develop better leaders in your organization.

SERVICES

TAKE YOUR FIRM TO THE NEXT LEVEL - SCHEDULE YOUR BUSINESS DEVELOPMENT AUDIT TODAY!

Our business development audit is designed to assess the skills of your associates or technical professionals you have currently engaged or want to engage in a doer-seller role. Through one on one interviews with your key and future doer-sellers and a full assessment of individual and overall skills, goals and deficiencies, we can help you develop a program that can take your business development to the next level and significantly impact your bottom line.

Business Development Audits

Campaign Development

Client & Project Capture Planning Client

Project Intel

Coaching: Marketing, Business Development, Productivity

Community Impact Planning

Conference / Trade Show Strategy, Logistics, Attendance

Coordinating Article Placement

Event Development, Planning, Coordination, Logistics, Attendance, Follow Up, Debrief

Facilitation: Internal Meetings, Client Meetings, Meetings & Introduction's to clients, influencer's & teaming partners

Market Research & Intelligence Gathering

Marketing Strategy & Idea Generation

Obtaining speaking opportunities for firm leadership

Pursuit Strategy

Recruiting

Representation: Meetings, Events, Conferences

Strategic Pursuit Planning

Team & Individual Business Development Planning

Teaming Strategy

Workshops & Training



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SPEAKING REFERENCES

"I attended the Society of Marketing Professional Services' Southeast Regional Conference. Among a roster of excellent speakers and topics, Jennifer Newman, and the useful tools she presented in "Hit the Mark: Implementing a Strategic Business Development Program" continue to make a positive impact in my firm – in revenues, profitability and applicable methodologies. Her presentation, filled with practical, real-world insights, was engaging and inspirational. I admire the enthusiasm Jennifer conveyed about her career path in a profession where she clearly thrives – to the benefit of all. I can make a firsthand recommendation about Jennifer as a public speaker who has substance and style." – Meg M. Fitzpatrick, Strategy Consultant, MMF Strategies. megfp123@gmail.com

"Jennifer, is a "Rock Star" presenter on best practices in business development, strategic planning, and client development. She effectively uses her years of experience in marketing and business development to offer practical solutions and tools to help marketers and business developers succeed in developing client relationships that lead to business for their firms. It has served a huge benefit for me to have Jennifer as a colleague and friend." - Scott Porter, Director of Business Development at Dynamix Engineering, Ltd. sporter@dynamix-ltd.com

"I attended Build Business, SMPS' annual conference, session Hit Your Target: Implementing a Strategic Business Development Program and Client Capture Plan". After seven consecutive conferences, I can honestly say this was one of the best sessions I've attended. Jennifer was poised, knowledgeable, and engaging. The presentation was chock full of great information, she explained the process well, and included the tools used to capture information and measure results. Jennifer sets the example of a successful business developer!" - Andrew Weinberg, FSMPS, CPSM, Regional BD Manager at Simpson Gumpertz & Heger Inc. AJWeinberg@sqh.com

"I have had the opportunity to see Jen speak a few times over the past year. I was really impressed with her ability to have fun with the content while providing valuable information. She not only motivates and inspires her audiences, but provides them with actual tools and resources to take back and implement. Having participated in hundreds of seminars, presentations and conferences, her energy combined with useable tools and resources makes Jen one of my favorite speakers." – Lindsay Diven, CPSM, Director of Marketing and Business Development, BRPH ldiven@brph.com

"I've seen Jennifer present multiple times and each time she is energetic, strategic, and intellectual. She personalizes her presentations with stories and shares her expertise with the audience. I look forward to seeing more of Jennifer's presentations." - Perryn Olson, CPSM, CCMP, Account Executive, Hinge Marketing polson@hingemarketing.com

"Jennifer is one of those "Can-Do" individuals she can do "ANYTHING" you need her to do and then some. :-). Jennifer is an articulate speaker who brings fun to any topic she presents too. She is a subject matter expert on Business Development and Client Relations. I would highly recommend Jennifer for any Speaking Opportunity or Client Event you are considering her for." – Rachel Marker, Business Development, Environmental Interiors rrm@eii-1.com

"Jennifer is an energetic speaker, she grabs your attention and makes you realize you can be a good marketer and gives you the steps and examples to become a good marketer. She definitely knows her subject matter." – Rhodes White, FSMPS, CPSM, Marketing & Business Development Consultant, White Consulting whiteconsulting@knology.net

"If you have the chance to attend a presentation by Jennifer-- don't miss it! Her take on business development was refreshing. You can expect energy, attentiveness, real-world examples and a well-organized session. She not only has the experience and know-how, but she's also great at relating to her audience." – Megan Smith, Marketing Coordinator, Bruner Corporation msmith@brunercorp.com



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AFFILIATIONS

American Society of Highway Engineers (ASHE): DFW Section Founder & President (1st section in Texas); National New Sections Co-Chair; National Leadership Development, SWOT, & PR Committees

Society for Marketing Professional Services (SMPS): National, Regional & Chapter Speaker; National Business Development and Foundation Committee Member; Chapter Past President; SMPS Fort Worth Founding Member & Board Advisor

AWARDS

American Society for Highway Engineers: 2015 National President's Award

Woman of the Year: Women's Transportation Seminar (WTS)

Meritorious Service Award: American Public Works Association

40 Under 40: Fort Worth Business Press

Rising Star Marketing Achievement Award: Society for Marketing Professional Services DFW

SMPS National Marketing Communications Awards: Direct Mail Campaign, Special Event, Specific Project Marketing

EDUCATION

Bachelor of Science, Organizational Management & Development

REGISTRATION

CPSM – Certified Professional Services Marketer

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