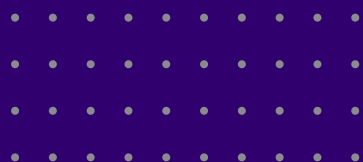


MAXWELL  
LEADERSHIP



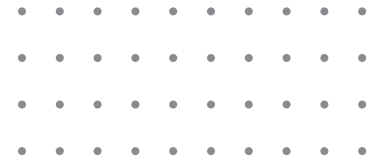
# The Impact and ROI of Maxwell Leadership Executive Program Training

One of the biggest challenges leadership, learning, and talent development professionals face is overcoming the perception that “we just don’t have time for this right now.” When calendars are packed and urgent priorities dominate, leadership development can feel like a distraction — something to get to “later.” Others believe they can cover everything internally with their existing managers, HR team, or one-off sessions.

**But here’s the reality:** delaying development or relying solely on internal efforts often leads to slow progress, uneven leadership, and burnout from trying to do it all in-house. The cost of not investing in strategic, structured leadership training is hidden in miscommunication, low engagement, poor retention, and wasted time.

Without a clear reason to act — and a trusted partner to support execution — even high-potential programs get sidelined as too disruptive or unnecessary. The truth? **You can’t afford not to invest in leadership development right now.**





When leaders don't take time to give clear direction, meaningful support, and regular coaching, it doesn't just frustrate employees — it erodes trust. People begin to feel unseen, unsure, and undervalued. Some quietly disengage. Others walk out the door. And those who stay? They often deliver less, because they're working without clarity, feedback, or encouragement.

Employees don't need perfection — they need presence. And when leaders show up consistently with guidance and growth-minded conversations, teams thrive.

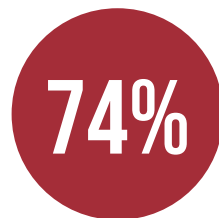
Here's what today's employees are saying — and where many leaders are falling short:



of employees say their leader helps them set work priorities.



strongly agree that their leader helps them set performance goals. - Gallup, "The Manager Experience" report



of employees say they would prefer to receive feedback at least monthly, yet only 26% actually do. - Harvard Business Review



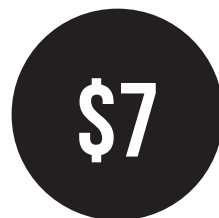
of employees say they would work harder if they felt their efforts were recognized more. - Zippia Workplace Statistics



of employees strongly agree that performance reviews inspire them to improve. - Gallup State of the Global Workplace



of employees say they haven't mastered the skills they need to do their jobs. -LinkedIn Learning Workplace Learning Report



### Economic Benefits of Leadership Training

ROI on every dollar spent by a company on leadership development. - New Level Work

Employees today crave more than direction — they crave connection. Coaching. Feedback. Growth. And when leaders consistently fall short, the organization pays the price in disengagement, turnover, and lost productivity.

Maxwell Leadership Executive Program training closes these gaps — with proven, practical frameworks that equip leaders to lead relationally and effectively.

# Maxwell Leadership Executive Program

Close the Gap Between Where You Are and Where You Want to Be

## THE PROBLEM: Common Gaps Organizations Face

Every organization experiences leadership drift—where communication stalls, vision fades, and growth slows. Whether you're struggling with cultural alignment, sales stagnation, or unclear leadership direction, the root cause often comes back to a gap between current performance and potential.

We help you close that gap.



### Leadership Development



#### The Problem:

- Teams lack alignment or accountability
- Emerging leaders feel unprepared
- Communication is inconsistent
- Change is resisted or mishandled

#### What We Offer:

##### Key Trainings:

- 21 Irrefutable Laws of Leadership (Lunch & Learn and Mastermind)
- Leader's Journey Series
- Leading Through Change
- Communication & Culture Workshops
- How to Have Engaging & Productive Meetings
- A New Kind of Diversity
- Know What You are "FOR"



A Leadership Development Program based on  
THE 21 IRREFUTABLE LAWS of LEADERSHIP  
by John C. Maxwell

### Sales Development



#### The Problem:

- Sales teams are stuck in complacency
- Inconsistent sales skills and messaging
- Lack of sales leadership or coaching culture

#### What We Offer:

##### Key Trainings:

- 5 Keys to Sales Influence
- Sales Fundamentals Workshop
- Sales Bootcamps (Level 1 & 2)
- Sales Leadership Game

### Coaching Culture



#### The Problem:

- Managers manage tasks, not people
- Leaders don't know how to coach performance
- No coaching framework or consistent tools

#### What We Offer:

##### Key Trainings:

- Coaching for High Performance (LnL and Full Workshop)
- Conversations to Elevate Performance
- 1-on-1 & Group Leadership Coaching
- Team/Individual DISC Feedback Tools

# Speaking & Communication



## The Problem:

- Leaders can't clearly articulate vision
- Presentations lack engagement or influence
- Teams struggle with internal communication

## What We Offer:

### Key Trainings:

- Corporate Speaking Workshop
- Keynote Development & Delivery
- Speaker Training for Executives

# Human Behavior & Team Dynamics



## The Problem:

- Misunderstandings and personality clashes
- Lack of team cohesion or collaboration
- Leaders don't understand how to lead different personality styles

## What We Offer:

### Key Trainings:

- Full DISC Suite: Communication, Sales, Growth, Entrepreneur, Career, and Executive Reports
- DISC Communication & Collaboration Workshops
- Team Reports & Workshops based on behavioral insights
- Benchmark & Interview DISC Reports



# Business Building & Culture Shaping



## The Problem:

- Leaders lack clarity in business strategy
- Culture is reactive rather than intentional
- No process for aligning people, process, and purpose

## What We Offer:

### Key Trainings:

- 9 Steps to Improve Employee Performance (LnL & Workshop)
- Business Blind Spots
- 4 Dimensions of Culture
- Strategy Retreats & Business Assessments



**Business Blindspots:**  
**7 Risks of Not Evaluating Your Business**



**Lunch and Learn**  
**9 Steps To Improving Employee Performance**

## WHY IT WORKS

- ✓ Backed by John Maxwell's proven leadership content
- ✓ Facilitated by certified Executive Program Coaches
- ✓ Flexible formats: Keynotes, Workshops, Coaching, Retreats
- ✓ Data-driven insights (DISC, Assessments, Feedback Loops)

### Let's Close the Gap—Together.

Whether you're an executive leader, HR director, or business owner, our Executive Program equips you with the clarity, confidence, and consistency to lead effectively and deliver results.

The first step? A discovery session to identify your organization's biggest gaps. We'll craft a custom development path using our proven tools, training, and facilitation support.

### CONTACT INFO:

📍 Dr. Virgil G. Dwyer Jr.

📞 910.358.7656

🌐 [www.tcsleadership.com](http://www.tcsleadership.com)

Email: [virgil@tcsleadership.com](mailto:virgil@tcsleadership.com)

