



Michael Lewis Training, Motivation and Development

Small Business Seminars, Webinars and Workshops



The Long Road Back: Embracing Resilience and Relaunching After COVID

Tough times never last, but tough, smart, creative, and resilient businesses do.

With so many local businesses hobbled and crippled by the pandemic and struggling to attract and serve customers while adhering to the local guidelines of the local health authority, it's been a long, hard, and tough year! Some businesses have had to close. Many are struggling as they re-open. Still, others have adapted their business model to offer more virtual services and products with modest success.

Overall, it's far from business as normal for the vast majority of area businesses – big and small.

This motivational presentation zeros in on what business can and should do to attract and win back customers as they work daily with hope of returning to “the normal,” we all need and want.

Covered in the presentation...

Lessons learned

Why we must change for things to improve.

How educating the customer leads to greater loyalty.

How to win and re-earn “hearts and minds” by revamping your service strategy.

What the most important things every business must do going forward.

Five simple and effective ways to make the best of the “lemons” we’ve been handed.

Other Seminars and Webinars



Imagination Camp: Utilizing the Power of “Crowdthinking”!

Discover the power of more. This interactive workshop is designed to draw on the smarts, imagination, creativity, and life experience of a group of like-minded businesspeople through group and partner exercises to help everyone gain new insights and even solutions to everyday business challenges.



The Power of One Customer: How Sensational Service Can Generate More Business!

This motivational seminar focuses on the simple concept for the power and influence that just one delighted customer can have in your business success. It's always about anticipating and exceeding your customer's expectations with an advanced "ShowTime" customer service approach! The added benefit...delighted and loyal customers that are your best source of advertising and referrals. The best advertisement for your business is a happy, satisfied customer who is not only loyal to your business but is so impressed that they choose to tell others. Learn to exceed their expectations...and you'll be the beneficiary!



Ten Business Icebergs...That Can Sink Your Business!

The unsinkable Titanic was the biggest and most supposedly safest ship on the sea when launched in 1912...until that irresistible force met the immovable object. What "icebergs" are potentially lurking in your business ocean? This presentation is obviously designed to reach a wide business audience, from micro businesses and home-based, to start-up and established businesses, and to larger corporate businesses.



Effective Networking and Common Business Courtesy and Etiquette!

This is a new two-part workshop that examines two important areas for small business success – effective networking and engaging customers with manners and courtesy. Networking has always been about making timely connections. It's never been about how many people we are acquainted with but more about having meaningful connections and contacts with a wide and influential balance within the business community. This motivational presentation hopes to re-ignite your desire to network more efficiently and effectively. Common courtesy covers more than just having and using good manners but covers proper business etiquette. Discover the proper way to manage your in-person, on-the-phone, and on-line contacts with a high level of professionalism and in a manner, which makes positive first and last impressions. Let the polite business owner rule!



Doggedly Determined to Succeed: Generating and Sharing Ideas to Grow Your Small Business!

Success, it has been said is 1% inspiration and 99% perspiration. It is a given that there is a lot of challenging work in building a sustainable business but sometimes it's about taking clever ideas and building them into your foundation for success. This interactive workshop (idea camp) creates success dialogues by partnering you with other business owners. The result...many minds can see more than any mind can.



Unlocking and Understanding Your Customer's Personality!

Let's look at the role that personality plays in our ability to truly connect with our customers and ensure productive business relationships. Customer chemistry is accomplished when we learn how to read what type of customer we have, adjust our approach and communication style. Then we reap the benefits of rapport.



Manage Stress ...Before It Manages You!

Entrepreneurs soon realize a growing and demanding business will often provide some unexpected challenges of ensuring a Balanced life, sustainable interpersonal relationships and personal health and wellness. Discover solutions to common challenges and proactively make changes and commitments to ensure your business doesn't burn you out.



Selling Made Simple: It's All About Dollars...and Sense!

Today's business owner needs to wear many hats including "Vice President of Sales". Seriously, if your business is going to survive and thrive, you **need** to know how to sell and make sales. This fun and insightful seminar shows how you can easily and profitably benefit from making sales happen with your customers...and thus ensure you have the revenue and cash flow that defines a successful business.



Now That's Service: The Art of Delighting Your Customer!

Every business should have a simple objective when providing customer service...and that is to delight the customer. A satisfied person becomes your best "ambassador," and they go forth and spread their experiences with you and business. But how do we ensure that we've achieved that goal? This seminar provides solutions and strategies that you can tailor to your business.



The Empowered Entrepreneur: A Guide to Staying Confident, Focused and Determined to Succeed!

The biggest threat to any business is becoming overwhelmed by fear and worry and wondering about the future of your business going forward. This is the ultimate "how to" workshop to empower budding entrepreneurs to succeed over the many challenges with an empowering psychology so they succeed on the road as they start and grow their business.



Too Many Hats: Beyond Time Management for Entrepreneurs!

"Time management" is about managing ourselves and our lives more effectively. This is a fun, comprehensive and complete look at life or work time and task management with an emphasis on common sense approaches to typical time / task management challenges...directed to the demanding but rewarding lifestyle of the entrepreneur. Time is money. Now learn to save both!



Dealing with Difficult Customers: Seven Simple Steps to Success!

As business owners, we will all have to deal at some time with difficult and challenging people and personalities. This is an inspiring and often humorous presentation presents seven very basic and common-sense solutions to enact when you find yourself having to go toe to toe with challenging clients and customers...and build workable relationships.



Small Business Boot Camp: Tough-minded Profit Building Techniques!

Stretch your profits and learn to increase your bottom line. A hard but motivational look at building more profit into your small business by examining available tools and smarter business practices. When we take steps to better manage our business, our time and our efforts, the reward is a stronger and more profitable business.



Twelve Small Business “Monkeys” ... And How to Get Them Off Your Back!

In this motivational presentation, we will explore how to tame twelve common "monkeys" or typical life and work challenges that all have some influence on us from time to time. We'll explore the monkeys of self-doubt, procrastination, personal productivity, getting and staying organized, attitude, interpersonal communication, stress, difficult people / circumstances, worry, the future and change...plus much more. This will be a great session if you know your "monkey" or "monkeys" in life and would like to get them off your back once and for all.



Building the Winning Team: A Guide to Hiring, Training and Keeping Great Employees!

NOTE: This workshop is directed to business owners / managers with employees or are looking to hire.

Great employees can make all the difference when it comes to providing quality work and exceptional service. This motivational workshop provides numerous useful tips and great common-sense advice on how to interview, hire, train, lead, motivate, reward, and retain employees so that they contribute to your business success. Discover how to get that competitive advantage, grow your business, and reduce your employee "headaches". Learn how to place your effort into ensuring your employees are working competently and collaboratively as a team for your customer's satisfaction.



Propose, Involve and Solve: Creative Problem Solving for Entrepreneurs!

This highly interactive and engaging workshop is designed to get typical small business questions and challenges answered and resolved...in a roundtable setting with entrepreneurs helping entrepreneurs. All that attend are asked to bring questions, problems, and anything they wish to seek advice and then the magic happens!



Speak Up and Succeed: How to Tell the Story of Your Business!

Your professional career presents numerous challenges that you must rise to and demonstrate to clients and your peers that can if asked – deliver the goods. Making an effective presentation, being persuasive in a group setting, making, and presenting a proposal requires specific skills. It's all about your ability to tell the story of your business and of the services and products you provide. This compact seminar is designed to outline ten effective communication skills that can and will make all difference when you make that next big presentation.



Get Your Business Booming!

The key to business growth is focusing your efforts on prospecting and the factors that influence the current business decisions of potential clients. This workshop is geared to business owners who see value in looking hard before leaping into prospecting.



Resolving and Preventing Interpersonal Conflict!

Although we strive to maintain positive and productive relationships with people at work and in our personal lives, it is inevitable that we will experience disputes and disagreements from time to time. Discover how disputes and misunderstandings happen and HOW to resolve them amicably and professionally. Equip yourself to resolve conflicts and learn also how to proactively prevent them.



Training and Delegation: Empower Your Employees to Do More and Do It Successfully!

If you have even one employee in your small business, you need to conquer the basic skills behind training and delegating. As a business owner, you soon discover that you can't do it all and that your employees will be a factor in your success or a huge cost that doesn't pan out. The difference is in HOW you train them to be competent and confident in their roles and in HOW you can delegate tasks.



How to Provide Business Building, World Class Customer Service!

Today's customers have many ways to source services and products and the competition can be fierce. Exquisite customer service, when experienced from first contact through all levels of your business is the best way to ensure we make a great first and lasting impression...and win and earn the customer away from our competitors. Keeping your commitments, establishing, and enforcing unflinchingly high customer standards and follow-up with customers are the best ways to earn and keep earning business.



Re-imagining the Retired: How Retired Businesspeople Can Make Amazing Contributions to Today's Business Environment!

New business needs advice, insights, and wisdom and just down the road or around the corner is the very resource they need. Retired businesspeople bring with them a lifetime of smarts. Fast growing businesses, new businesses or ones that could benefit from having "mentors" who can parachute in from time to time and make only a difference that years of working with and reading people can make. Enrich your business and learn how to reach out to a businessperson of a different era and in doing so you might both find a new purpose.



One Minute Message: How to Introduce Your Business Clearly, Confidently and Passionately!

This interactive group activity brings businesspeople together and shows them how to deliver a first class “elevator pitch.” Everyone can then make suggestions on how they can sharpen and improve their messages. It’s a terrific opportunity for a business or organization to make an impactful introduction and impression to other businesspeople and to collaboratively receive marketing advice and ideas.



Old School Values, New School Success: How the Business Values of The Past Can Find a Home in The Business of The Future!

This presentation highlights all the great business practices of the past that were completely customer focused at a time when customers were truly treasured and when smart business owners that a “delighted and satisfied customer was their key to business growth and success.” Delivered with humour, the message for today’s business is clear...get ahead today and get the competitive advantage by learning how the best businesses before them succeeded and how those lessons can be applied today.



10,000 Used Washing Machines! (A Creative “Collaborative” Team Building Experience)

This creativity workshop is unlike any small business workshop that we offer. This workshop is designed specifically to engage participants in an imaginative team environment in which they can work closely as a group that faces a very unique challenge. In a limited time and under clear instruction, participants are placed in “companies” of 5 or 6 people. Their mission is to find different ways to market ten thousand used washing machines. As a company, they have just inherited these used washing machines and must quickly develop as a team a vision on how they can market and sell them to the public.

Ultimately, participants of this workshop discover just how creative they can be when they engage in discussion, listen, and refine business ideas, choose to work together, and involve each other in improving their existing business.



“Y” They Are Your Future: Understanding and Inspiring the Best in Millennials!

Generation Y was the first generation that was raised with a computer in their home and having it was a big part of their childhood. This technologically comfortable and very able generation was first to have one hand on a mouse and the other holding a phone. Today, they make up an important part of Canada’s workforce. Organizations therefore would be very wise to tap into the best that generation Y or the Millennials have to offer. Discover what makes Millennials really tick but more importantly how to engage and inspire them so they can add so much to the success of your organization. It’s always prudent to learn about the employees of today who will be tasked to accept the torch of leadership for the future.



The Hometown Advantage: How to Keep Your Customers Shopping Locally!

Interested in keeping your local consumer of services and products shopping locally? Of course, you are. Especially if you learn that they are travelling to other markets or shopping globally on-line. When we take our business out of a community or spend it on-line, that is money that will not benefit your business or your community ...and its not only a loss of revenue, taxes and even jobs...but a weakening of a business community. Discover how we keep your consumer mindful of the importance of their role as a consumer and member of the community...and someone who expects and wants community prosperity.



Being Charitable: How EVERY Business Can Partner with Non-Profits and Achieve WIN-WIN

Business succeeds with the support of the community. So, does every business have an obligation to find a way and means to return a small portion of its prosperity to the very community that they count on. There is an amazing opportunity for wonderful and mutually beneficial marriage. When business and the community group, organization or local charity or cause comes together...there is room for EVERYONE to win! Think outside the box and gain insights on how together we can!



Seven amazing business presentations designed to engage, inform, and motivate!

These presentations are short, solutions packed and perfect for a short meeting setting when there is only **45 minutes** allotted for a speaker.

Seven Ways to Deal Effectively with Difficult People!

Seven Amazing Communication Tools That Connect People!

Seven Customer Service Skills That Keep Customers Coming Back!

Seven Business “Icebergs” That Could Sink Your “Titanic”!

Seven Methods to Manage Stress So It Doesn’t Manage You!

Seven “Old School” Business Practices That Still Win Hearts and Minds!

Seven Ways to Grow Your Business Wisdom!

Our Fees

Each fee for presentation / seminar / workshop considers the following criteria...

- ... Amount of required research, development of materials and preparation time
- ... The number of participants expected to be in attendance.
- ... The needs of the client and learning dynamic of the audience
- ... The size and number of handouts (if required or requested)
- ... Travel and accommodation expenses (if applicable)
- ... Additional customization of presentation or inclusion if requested.
- ... The financial constraints and budgetary considerations of the client
- ... *Any extraordinary winter or seasonal travel demands.*

So, there is a lot to consider...

Please contact us for a quote.

** Fees subject to travel and HST.*

Our Travel / Mileage Policy

Our rate for travel will is 0.60 / km.

This travel rate will be in effect subject to change and periodic review.

Clients may be expected to arrange travel and accommodations for some engagements.

Handout Policy

After almost three decades and having distributed hundreds of thousands of printed and distributed handouts, I have decided to follow the increasingly popular and practical method of making my presentation and seminar handouts available **electronically**. All handouts are now available from handouts@michaellewistraining.com

Email me and I will provide you with a complete full colour handout.

Benefits...

- An ecologically sound and smart option.
- Handouts created as PDF files are easy to save and view on your screen or print.
- Handouts are easy to send and share with others.

More and more conferences and meetings have embraced digital files and I want to celebrate my 20 years in business by saving “trees” and offering clients a better system to share information.

Clients wishing handouts in advance for photocopying and inclusion in materials can request files.



Booking Information

I recommend that you book or reserve your preferred date(s) as far in advance as possible even before you have selected and finalized a topic(s). I do NOT require a deposit, nor do I insist on the signing of a contract. I do ask if you need to cancel an engagement to contact me as soon as possible and at least 14 days in advance of the engagement.

I will make every attempt to carefully watch for weather or travel issues and will advise accordingly with the client as the best course of action. If the weather is undesirable or unadvisable for travel, then it could be the same for those attending your event and rescheduling might be the best and safest strategy for all concerned.

Proprietary Notice

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Our Contact Information

Michael Lewis Training, Motivation and Development

169 Elgin Street,

London, Ontario.

N5Z 2T7

Internet: www.michaellowistraining.ca

Telephone: (519) 453-4264



*If you do what you've always done, you'll get what you've always gotten!
If you think what you've always thought, you'll get what you've always got!*

Michael Lewis Training, Motivation and Development

www.michaellowistraining.ca

E-mail: info@michaellowistraining.com

