



MCCHORD, INC.

JAY MCCHORD

Speaker/Trainer Information

PROFESSIONAL DEVELOPMENT,
TRAINING, MOTIVATION

Jay McChord
McChord Inc.
859-492-6555
jaymcchord@gmail.com



JAY MCCHORD

CORPORATE TRAINER, SPEAKER, AUTHOR
"CHIEF ENCOURAGEMENT OFFICER"

DIFFERENTIATE YOURSELF...POWERFULLY

Jay McChord is a highly requested speaker, trainer, facilitator and consultant to companies, institutions and organizations globally.

Recognized as an authority on the Multi-Generational Workplace, Jay's high-energy live events and high-value online content have earned him the nickname of "Your Chief Encouragement Officer".

One of Jay's passions is to ignite and empower teams to communicate differently and effectively in today's eight second world. He does this by teaching solid communication, leadership, and relationship skills that empower you and your team to thrive in today's marketplace.

Jay brings a unique perspective to his sessions as a former Global Senior Sales Trainer for a multi-billion dollar international technology company, an elected official, published author and military artist. Jay's connection to each audience sparks energy, enthusiasm and passion.

Jay and his wife, Jennifer, have two children, Riley and Davis, and make their home in Lexington, KY.

“**One of the best, most insightful, powerful, motivating and relevant speakers I've ever heard.**

-Jack Kelly, Former CEO
Goodwill Games - USA & Russia

MOST REQUESTED TRAINING TOPICS

- **Your Customer is Changing...Are You Prepared?**

In the next 18 to 36 months your customer (patient, constituent, donor, volunteer, board member, etc) will radically change! Do you know what adjustments you need to make to be ready? Generational forces are colliding in ways never seen before causing dramatic shifts in our workplace. How valuable would it be to have the specific strategies and skills to navigate these times by knowing how to connect and communicate across the generations both inside your operation and with your changing customer? This session is designed to give you the competitive advantage to win regardless your industry or occupation.

- **Competitive Differentiation - Separate Yourself From Your Competition**

With the average attention span of someone today being only 8 seconds, do you know how to quickly set yourself apart? Are you able to concisely articulate what makes you, your organization or product different from your competitors? What if you had a simple and replicable process for finding and then articulating true differentiation every time? How valuable would that be to you and your business? This session teaches a powerful process that allows you to find and then communicate what make you stand out from all competitors.

- **21st Century Leadership - Multi-Generations & Short Attention Spans**

Leading in a world with only 8 Seconds of attention span, across multiple Generations poses daunting challenges requiring a unique skill-set. Do you have those skills? Do you know what they are? If you are a leader at any level, this session provides you the deepest insights into our current four-generation workplace, as well as, specific communication skills and techniques that will increase your influence exponentially.

- Other Topics Available - Contact Jay for More Information.
859-492-6555 - jaymcchord@gmail.com



MCCHORD, INC.



JAY MCCHORD

CORPORATE TRAINER, SPEAKER, AUTHOR
"CHIEF ENCOURAGEMENT OFFICER"

TESTIMONIALS

“I saw Jay take a room full of veteran sales reps through training concepts that armed them with new skills that had an immediate impact on confidence and performance. Jay has a unique talent for bringing out the best in people, especially in the face of adversity. If you need a resource to help you unlock hidden potential, work with Jay McChord.”

Mark B., Fortune 500 Company

“If you are a business owner, head of recruiting, sales leader, or someone similar, Jay is the guy you need to work with your organization to motivate and recruit the best and brightest people. Jay will teach your current sales team on how to communicate and sell effectively to the multi-generational workforce.”

Rick K., Multi-billion dollar information technology company

“Jay McChord not only holds an audience's attention, but he delivers important content in a truly memorable style. Jay's presenting and speaking skills are unprecedented.”

Claire P., Manufacturing Company



“Jay McChord's positive energy is contagious and it comes alive when he is speaking in front of large groups. I've never been so excited to attend training classes and it is all because he makes working fun, while ensuring the content is being absorbed.”

Mara C., SaaS Security Company

CONTACT INFORMATION

Contact Jay to custom design a message for your organization and set them on fire with new skills, new insights, motivation and the desire to be the best and get the best from their teams! Sessions may be designed and delivered as live, in person trainings and workshops, keynote speeches, online formats or a combination.

Jay McChord
McChord Inc.
859-492-6555
jaymcchord@gmail.com



MCCHORD, INC.

YOUR CUSTOMER IS CHANGING...

HOW THE GENERATIONS ARE IMPACTING BUSINESS

**In the next 18 to 36 months your customer will RADICALLY change!
Do you know what adjustments to make?**



CONSIDER...

- What impact do four separate generations working side by side have on your organization?
- What is the generational make-up of your company and what's the impact?
- Have your customers considered their generational make-up and what that may mean to their future prosperity or demise?
- How will you recruit, retain and motivate such a diverse workforce?

BENEFITS TO ATTENDEES

- Increased awareness of the impact multiple generations have on their teams, as well as, the impact facing their customers.
- Receive tools that will help them effectively build strategies for sales, marketing, recruiting and communication to each of the generations specifically.
- Receive the most effective communication training on the market today so as to build much stronger dialogue, presentations, marketing campaigns and recruiting pitches.
- Learn the brain science behind moving people off status quo.
- Learn and master a 4-step process to find and articulate differentiation.
- Challenged to build new strategies for communication to both employees/team members as well as customers.
- Receive personal action plans for post-training.



SCHEDULE TRAINING

- Customized training tailored to your specific organization, industry, and challenges.
- **Contact Jay McChord**
859-492-6555 - jaymcchord@gmail.com



MCCHORD, INC.

COMPETITIVE DIFFERENTIATION

SEPARATE YOURSELF FROM THE COMPETITION

Who is your competition anyway?

What makes you any different?

Can you articulate your difference concisely and effectively?



CONSIDER...

- The average attention span of someone today is only 8 seconds.
- There are four separate generations, all communicating differently, in today's workplace.
- The # 1 "Deadly Sin" in the eyes of decision makers is "Lack of Differentiation" of the vendors that call on them.
- How effectively are you and your team(s) communicating your unique value to prospects and customers?

BENEFITS TO ATTENDEES

- Identify who your real competition is so you can win each time.
- Learn the questions you should be asking yourself before making any call, presentation or pitch to gain a competitive advantage.
- Learn and master a simple and replicable four-step process for identifying and then articulating your differentiation every time.
- Receive the most cutting-edge communications training that is based in brain science.
- Receive simple and replicable templates to build powerful communications (in person, email, phone or webinar) that set you apart from competition.



SCHEDULE TRAINING

- Customized training tailored to your specific organization, industry, and challenges.
- **Contact Jay McChord**
859-492-6555 - jaymcchord@gmail.com



MCCHORD, INC.

21ST CENTURY LEADERSHIP

MULTI-GENERATIONS & SHORT ATTENTION SPANS

Leadership is about influence.

Influencing effectively in today's multi-generational workplace is immensely challenging. Combine those challenges with eight seconds of attention span and you have truly unique times to lead and influence.

CONSIDER...



- There are only two types of leaders - Those who lead because of their Title or Position. Those who lead by their Influence. Which are you?
- Most leaders today are frustrated by the challenges of four separate generations working side by side.
- Most leaders today have not fully realized that generational forces are causing their customers (patients, constituents, donors, volunteers, board of director members, etc) to radically change and the health of their organization is at stake.
- Most leaders want to grow their influence and leave a positive and lasting legacy.

BENEFITS TO ATTENDEES

- Learn the three characteristics of effective leaders today.
- Understand how to successfully connect, motivate and move each generation to action.
- Learn and Master the skills of concise communication that resonates across the generations.
- Survey and inventory the generational make-up of your operation as well as your customers' operation.
- Build strategies to attract top talent from each generation.
- Build strategies to recruit and retain customer in ways that potentially shut out the competition.



SCHEDULE TRAINING

- Customized training tailored to your specific organization, industry, and challenges.

• **Contact Jay McChord**

859-492-6555 - jaymcchord@gmail.com



MCCHORD, INC.