



Taylor**made** Leadership

# elevate

WHERE YOU ARE NOW HAS NOTHING TO DO WITH WHERE YOU CAN GO

*“The difference  
between wanting  
and having is doing”*

**-Randy Taylor**

## WHAT IS ELEVATE

OUR NEWEST PROGRAM ELEVATE IS OUR MOST IN DEPTH AND COMPREHENSIVE PROGRAM IN 12 YEARS. AS THE NAME DENOTES, EL-E-VATE -RAISE OR LIFT (SOMETHING) TO A HIGHER POSITION IS THE DIRECTIVE OF OUR WORK. OUR PRIMARY OBJECTIVE THROUGH ELEVATE IS TO ASSIST PROFESSIONALS IN THE FINANCIALS SERVICES PROFESSION TO ELEVATE THEIR PRACTICE AND THEIR LIVES TO THE NEXT LEVEL. ELEVATE COMBINES AN EXTRAORDINARY BLEND OF BEHAVIOURAL SCIENCE WITH IN DEPTH, STREET PROVEN PRACTICE MANAGEMENT AND GROWTH PRINCIPLES THAT WILL ALLOW ANYONE TO SEE MARKED GAINS IN BOTH PERFORMANCE AND QUALITY OF LIFE.

## About Us

Taylor**made**leadership is a nationally accredited organization specialized in optimal performance training and development for professionals in the financial services and insurance industry. We assist organizations and individuals to succeed through improvement in behaviour, productivity, business development, sales, leadership, relationships and team development. The company was founded 14 years ago by Randy Taylor. His personal story is remarkable and spans from living homeless at 14 to becoming one of the nations leading thinkers on human potential and leadership. Taylor**made**leadership has risen to become a nationally recognized and accredited leader in behavioral training and development. Today we work with teams of both new hires and established professionals in many of the top corporations in the nation through customized programs geared to the needs, goals and objectives of each organization we serve. Our training and development has evolved from the 7 core principles created over a decade ago in The Winner Within TM training protocol. Our proprietary system of delivery, implementation, follow up and accountability has been key to the extraordinary results we have witnessed over the past decade.

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## The Difference is Our Process

### Touchpoint tm

Our proprietary training and development system, Taylormadeleadership TouchPointtm, is largely responsible for the phenomenal results we consistently see. Study into the science of human behaviour over 35 years led our founder Randy Taylor to identify and create this process that consistently produces real, lasting change.

Clients now refer to the cornerstone of our training addressed more than 12 years ago as the missing link. It has long been the accepted position of business that it is the responsibility of the individual to take the information provided in training and implement it. The reality is that in far too many cases valuable training is lost and binders sit on shelves collecting dust. This happens not because the training was inferior or the process inadequate. The root cause is not the training. The issue is the reality of the science of human behaviour and how we learn. What we determined more than a dozen years ago was that it was the lack of commitment to a process of implementation, follow up and accountability that was the issue. We see it as our responsibility to work in concert with each and every one of our clients to provide a clear process of implementation, daily contact, accountability and one on one assistance. A core statement engrained into every training program we deliver is, ***"The difference between wanting and having is doing"***



## Our Process

- > Define the objective (training goal)
- > Formulate the philosophy of change and provide a solution
- > Outline the process and necessary action steps
- > Daily follow up and accountability \*
- > Achieve the result

\* Every client enrolled in Taylormadeleadership training and development programs is contacted individually every day with a reminder of their daily activity and tool of accountability.

## What we do

The areas of training and development we specialize in are focused on assisting individuals and leaders to create the behaviours, structure, drive, productivity and discipline to achieve their full potential and grow both as members of the organization and as individuals. It is our belief that growth and development in all areas of life is essential to long-term success. The foundation of all Taylormadeleadership training and development programs has evolved from our cornerstone program, The Winner Within™.

## Objectives of The Program

Elevate is designed to help anyone to become a balanced expert in the field of financial services and insurance. Training in any endeavour is essential to growth and success. Elevate is a comprehensive training program for financial services experts developed over the past 16 years by Randy Taylor. This program will provide optimal performance training in behaviour, productivity, business development, focus, and relationship development along with product, field sales techniques and strategic business development. Our unique proprietary process of delivery, follow up, accountability and implementation is key to the success of this program. Participants can expect to double their current business results.

For more information on Elevate or to schedule an in depth meeting please contact:

Randy Taylor [rtaylor@taylormadeleadership.com](mailto:rtaylor@taylormadeleadership.com) Mobile: 647 262-3853

## What the Course Includes

- 12-monthly presentations-1 hour in duration
  - A complete set of notes of each session
  - A copy of the Taylormadeleadership Success Journal and course notes binder
  - Full inclusion in the Taylormadeleadership Touchpoint™ System of daily contact, follow up and accountability
  - Telephone and e-mail access to Randy Taylor for one on one assistance
  - An additional 6 months (18 months in total) of contact, follow up and accountability
- \*\*each program participant will receive a minimum of 12 CE credits

## Program Modules

### 1 The Self-Directed Success Solution

Creating a daily structural process of self-discipline to increase income and productivity by a minimum of 100%.

### 2 The Power of Why in Business

Set yourself apart from the competition. New business development is the cornerstone to success. This session will provide a completely unique strategy to reach and secure new clients.

### 3 Developing Positive Behaviors

Positive behaviour development is the key to staying on track with a best practices plan. Through a clear understanding of the science you will be able to create powerful new behaviors that will allow you to reach your full potential.

### 4 Defining Your Vision

Having the emotional drive to carry out the necessary activities each day is essential. This session will allow you to identify and connect to your own individual emotional triggers that create the fuel for activity and growth.

### 5 Improving Focus

This is one of the least talked about and most impactful elements of personal and professional development and has the potential to create the greatest impact. The objective is to develop the skill of focus, to overcome distraction and explode productivity and confidence.

### 6 Growth

The true definition of success is to grow and improve in all areas of life. This session deals with the creation and implementation of a system to do just that. To incrementally grow and improve in all areas of life.

### 7 Relationship Mastery

The key to success in business and life is directly linked to

relationships. This session will allow you to define, understand and implement the psychology and necessary steps to develop long-term sustainable relationships that are built on trust.

### 8 Declutter

Peak performance is a result of the compound effect of investing in the right activity repeatedly. As the primary person in your business and personal life it is essential to ensure your focus is on the activities that produce optimal results and benefits. This session will re-align a best practices approach to both business and personal pursuits and eliminate or delegate non productive activities.

### 9 Presentation Perfection/Objection Management

You get one change in front of a new client. The absolute in business is that amateurs wing it and professionals are prepared every day. Presentation perfection will empower you to create, perfect and present your presentation as a pro every time leaving nothing to chance. Objection management training is the partner element to this process to ensure a powerful and convincing presentation every time.

### 10 Client Base Re-alignment/Team Development

Providing value to the marketplace is absolutely essential, especially now with CRM2. Client base re-alignment will ensure sufficient time to properly service your key clients leading to future growth and development. The team development approach will provide the structure and value proposition to set you far above the competition.

### 11 A+ client service model

This module will provide a creative, structured and managed approach to super serve all high net worth clients. This is essential in securing and replicating the type of clients you wish to grow your practice with.

### 12 Platinum Referral Process/Centers of Influence

For senior practice management, referrals from existing clients and centers of influence represent the two core strategies to secure new high net worth clients.

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## Program Creator/Facilitator



### Randy Taylor

Randy Taylor's story is remarkable. His ability to connect with audiences and create lasting change is truly extraordinary. Extensive study over 30 years into the science of human behavior has allowed him to become one of the nations leading experts in human potential and leadership. Having escaped poverty, parent alcoholism and life on the streets Randy was able to overcome incredible odds. Beginning at age 28 he began a 20-year career that propelled him to the very top in Canadian broadcasting at CFRB 1010 and as the host of Summit of Life on Global Television. His level of expertise has won him several national broadcast awards. Twelve years ago Randy left broadcasting to form Taylormadeleadership. Through his own personal experience and study for over thirty years he has developed a

dynamic new leadership and personal development process called "The Winner Within".

This program has received national endorsement from seven of the largest companies in Canada. His notoriety is growing among some of the top corporations and associations in North America. His client list includes Manulife, Motorola, RBC, London Life, Investors Group, Aim Trimark, Desjardins, Xerox, Empire Life, ReMax Realty, Petro Canada, Kraft Foods, Industrial Alliance, Freedom 55 Financial, The Government of Canada, Brookfield Homes, and many more.

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