



*Taylor*made Leadership

# the Winner Within

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 THE WINNER WITHIN

SINCE OUR INCEPTION, THE WINNER WITHIN HAS REMAINED OUR CORNERSTONE TRAINING AND DEVELOPMENT PROGRAM. THE PRIMARY FOCUS OF MOST TRAINING IN THE MARKETPLACE TODAY IS ON KNOWLEDGE AND SKILLS. IF YOU WERE TO LOOK AT AN ICEBERG THIS IS WHAT WE REFER TO AS WHAT IS ‘ABOVE’ THE WATERLINE. THERE IS NO QUESTION THESE SKILLS ARE ESSENTIAL, HOWEVER WHAT OFTEN GETS OVERLOOKED IS WHAT IS HIDDEN BELOW THE WATERLINE. DRIVE, PRODUCTIVITY, LEADERSHIP, FOCUS, GROWTH, RELATIONSHIP DEVELOPMENT AND CREATIVITY ARE THE AREAS WE FOCUS ON. THE MANDATE OF THE WINNER WITHIN IS JUST THAT. TO ALLOW EVERY PERSON WE WORK WITH TO TAP INTO AND UNLOCK THE POTENTIAL THAT EXISTS IN US ALL.

## About Us

TaylorMadeLeadership is a nationally accredited organization specialized in optimal performance training and development for business professionals. 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. TaylorMadeLeadership 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.

## The Difference is Our Process

### Touchpoint tm

Our proprietary training and development system, Taylormadeleadership TouchPoint™, 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 the Course Includes

- 7-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
- Unlimited 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

For more information on The Winner Within or to schedule an in depth meeting please contact:

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# Program Modules

## 1 The Self-Directed Success Solution

Our daily time management process is one of the most important skills anyone in management can learn, utilize and train with. Usually a person in a management position is required on a daily basis to define and execute the necessary activity for performance and function completely on their own. Self-direction in the face of constant distraction is a great challenge. This session will implement an understanding and structural process of self discipline to increase productivity by a minimum of 100% . Once learned this skill is completely transferrable to the team.

### Learning Objective:

To learn and implement a process to take advantage of the best and most effective use of time on a daily basis. At minimum increase productivity and income by 100%.

## 2 Why Driven Productivity

Emotion is the primary driver of productivity. Survey after survey on employee engagement, loyalty and productivity prove this out. In employee satisfaction surveys salary and remuneration almost never make the top 3. Belonging, mattering and making a difference always make the top 3. In this module participants will be instructed in both the importance and process of assisting all team members to define the 'why' of business both from a team and individual level. This module will also instruct leaders on assisting team members to define their own personal why with the assistance of the EGS system.

### Learning Objective:

Define and utilize emotionally driven goals to drive activity.

## 3 Human Behaviour - The Science and Process of Change

A key element of leadership is to understand that if a team member is struggling with something, there is nothing wrong with them. The struggle is rooted in behaviour. The key point is that all behaviours can be changed. This module will deal with first understanding how behaviours are created, how the sub-conscious mind and the information taken in impacts current and future behaviours and how to change the behaviours that create challenges. This session will also deal with understanding the behaviour of team members and the process necessary to assist in the development of change.

### Learning Objective:

Identify self-limiting behaviors and thought and replace them with positive action driven behaviors.

## 4 Why driven business development

Client don't do business with the smartest and most experienced. They do business with people they like and trust. This is at the cornerstone of buying psychology. In well over 95% of new business approaches here is the structure of the common approach.

- Here is what I do. (this defines the appropriate market sector)
- Here is how I do it. (this proposes to differentiate their product or process from the competition)

If trust and liking the other person are absolutes and they are, why then would we

start client engagement on business? The answer is to share "why" we do what we do with our clients and prospective clients.

This session will provide a completely new approach to reach, connect with and secure new clients by focusing your value proposition on you.

### Learning Objective:

Identify and learn a very powerful and completely unique approach to new business development

## 5 Skill Development and Growth

The challenge to grow is similar for us all. Growth comes from the application of specific effort designed to move forward towards a target. What impedes all growth is the psychological element of belief as to whether the goal is attainable after the consistent application of effort. This session will clearly define the psychological particulars of growth and will implement a systematic process of incremental activity designed to overcome the challenge. This knowledge and the process application are of special importance to the management of a team.

### Learning Objective:

Implement a process to grow and improve in all areas of life and make real life/balance possible.

## 6 The Power of Focus

Improving our ability to focus is one of the most important and least discussed elements in the field of leadership and time management. Scientific studies show that the average person is focused on this exact moment in time no more than 10-15% of the day. The balance of time is spent lost in non productive thought. This is what I refer to as the 867 Factor which is the average number of minutes each person wastes each day lost in thought. This module will provide a clear understanding of the process and how to implement the skills necessary to begin to grow our ability to focus, overcome distractions and train the mind to "go into the zone" at will. Steps will also be implemented to use this as a transferrable skill to improve the focus of all members of the team.

### Learning Objective:

Overcome and greatly reduce distracted thought leading to improved productivity, reduced stress and improved quality of life.

## 7 Relationships

The basic premise behind building any relationship is to first and foremost make a connection on an emotional level. People want to build relationships with those they work with, for and do business with. The key is to begin with the knowledge that a critical component of human nature is that everyone wants to matter. From a management perspective, understanding, defining and implementing the proven steps to create trusted, long standing relationships is crucial in dealing with not only clients but team members as well. This session will assist managers to define and understand the psychology and process of successful relationship development.

### Learning Objective:

Learn and implement the proven elements of relationship mastery leading to increased business and life quality.

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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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