



*We create bridges
to achieve alignment
and grow success*

Breakthrough to new levels of high performance
Results that are powerful and measurable
Insights that lead to action
Dedication to a client's business vision and values
Growing success one individual at a time
Empowering everyone on your team
Synthesizing the intuitive and scientific components of business

Olympic Games Bridge Athens Photo by: Bleu Cotton Photography

M. ROSENBERG CONSULTING

*Developing Individuals,
Teams and Organizations
for Excellence*

EXECUTIVE COACHING
TRAINING
BUSINESS DEVELOPMENT

A Different Approach

In the world of organizational development, leadership training, and problem solving for accelerated profit and return on investment, there are competent technicians who operate by the book only. There are also singularly-focused intuitive professionals who are known for working only the “softer” side of these issues.

Few professionals, by virtue of the training, intelligence and passion for what they do, have mastered the ability to truly integrate evidenced-based management principles with the intuitive and creative potential of individuals and organizations.

Meet Marvin Rosenberg—A Different View

Marvin looks at the world differently. Using his perceptive listening skills as a barometer, he creates bridges of understanding by effectively integrating the best scientific methods for what works with intuitive approaches. This unique ability has allowed his clients to realize consistent and potent bottom line performance improvements for over 25 years.

Leveraging his unique knowledge base, he “walks the talk” in a wide range of professional management and executive leadership assignments—clinical and business. He understands how difficult it is to manage and lead, and how much effort and time it takes to learn and excel at this craft. Marvin is steadfast in his commitment to his clients. His approach is based on the principle that their knowledge, values, vision, talent, and acquired skills form the foundation of any successful improvement effort.

Marvin transforms environments. His clients gain the ability to see issues with 20/20 vision. By creating an atmosphere for decision-making that maximizes opportunity while reducing risk, his clients become personally empowered to make the right decision in the right moment.

A Strong and Varied Background

Marvin is known as a go-to resource who can make things happen for organizations and individuals eager to take their businesses to a higher level of performance. His knowledge and ability to craft practical and effective change management interventions using methodologies like rapid cycle improvement and lean is superior. His uncanny ability to create a win-win atmosphere for all is based on a long career of professional problem solving.

Marvin Rosenberg was a key team leader at Group Health in Seattle, Washington where he served as Associate Director, Manager, Team Coordinator and Clinical Services Provider from 1979-2005. In addition, he served 18 years as an Adjunct Faculty Professor for graduate and certificate programs at Antioch University and the University of Washington. He has developed and taught a wide range of adult learning programs pertaining to individual and organizational psychology. For four years he led business management teams at Westfield Jewelers retail operations where he was responsible for improving profitability by 80%.

He has delivered numerous presentations to both professional and lay audiences on the national, regional, and local levels. He holds a Bachelors of Science degree from the University of Washington and a Masters of Science degree in Social Work from the University of Louisville where he received the Phi Kappa Phi distinction. He is a member of the Academy of Certified Social Workers and an American Board of Examiners, Diplomat.



M. ROSENBERG CONSULTING

*Developing Individuals,
Teams and Organizations
for Excellence*

EXECUTIVE COACHING
TRAINING
BUSINESS DEVELOPMENT

601 Union Street, Suite 4200
Seattle WA 98101
www.mrosenbergconsulting.com
206-427-0673

Customer Service

The art and science of building and maintaining customer trust, respect and loyalty

Knowing what to say and how to say it to both internal and external customers, whether they are satisfied or disgruntled, is a valuable skill that is vital to success in today's ultra-competitive business environment. Did you know, Marketing research data shows it is 7 to 10 times more costly to acquire a new customer than it is to retain your existing customers? It also shows when one unsatisfied customer tells a friend or business associate you could lose up to 10 potential customers.

Evaluating your needs

A vague or "Yes" response to any of the questions below indicates you or your company will benefit from a program to evaluate, target and enhance customer service skills.

- Are your performance measures below 90%?
- Have customer retention or co-worker relationships become problem areas?
- Is managing and resolving customer or co-worker conflict taking up valuable time you know could be used more productively?
- Are you failing to collect or routinely utilize customer service evaluations?

Intervening with the right skills

If you're a highly trained professional, a CPA, attorney, doctor, dentist or engineer, and you find you are challenged when dealing effectively with disgruntled customers or building relationships with existing customers, it's time for you and your company to get to know the capabilities of M. Rosenberg Consulting. We will design and build customized programs to target and improve customer service scores. Additionally, we will show you pathways to improve performance using easy to learn techniques to enhance your emotional intelligence, address and resolve conflict and negotiate effective win-win solutions and agreements. All programs utilize proven methods that result in :

- **Emotional intelligence enhancement:**
the innate ability to respond to situations in a respectful and empathic fashion
- **Managing conflict:**
the ability to focus attention on the real source of disagreement, diffuse emotional tension and restore open dialogue
- **Negotiating win-win solutions:**
the ability to maintain an open dialogue, understand all sides of a disagreement and craft a solution all parties can support

Bottom Line Impact

Whether your business is large, mid-sized or newly launched, having a system in place for internal and external customers to evaluate your performance, and for you to take appropriate action based on this feedback, is vital. This will ensure effective service recovery and customer retention. Additionally, possessing the skills to resolve conflict and negotiate effectively are vital to a financially and organizationally healthy company.

Customers hold the power. They have the choice to go elsewhere.

It is 7 to 10 times more costly to acquire a new customer than it is to retain your existing customers

M. ROSENBERG CONSULTING

EXECUTIVE COACHING TRAINING BUSINESS DEVELOPMENT

601 Union St., Ste. 4200, Seattle WA 98101

www.mrosenbergconsulting.com

206-427-0673

Business Development

The art and science of keeping and growing
your customer base and profitability

Successful business development and management is complex and requires high levels of competency and skill across a wide range of activity including:

- Properly applying evidence-based management principles
- Strategic Planning
- Business Plan Creation
- Change Management
- Management Skills Development
- Leadership Development

Here is a business snapshot that may sound familiar.

Your business is established, growing, and vibrant and is in the throes of growing pains. You are not able to keep all the balls you're juggling in the air. Many areas of your business require more attention and are competing for time you no longer have. You are feeling time pressure, and your workload has grown significantly over the past several months. You would like to delegate more responsibilities but you know your trusted staff will need additional training to guarantee a successful transition. Your energy is dwindling and you're wondering if leading is all it's cracked up to be. All of these factors have caused you to question if you can really grow your business, increase profits and manifest the vision you have for yourself, your employees and your company.

If you see yourself or your business in the above scenario it is likely your business is outgrowing its current organizational structure and you are in need of assistance.

M. Rosenberg Consulting has extensive experience leading companies *on the move* to new levels of performance while, at the same time, maximizing opportunities and minimizing risk. Whether your growth is controllable or hyper, we can help your organization face a wide range of challenges on an ongoing basis.

Having a trusted agent and proven resource to turn to for counsel, collaboration, developing ideas and designing viable strategies is invaluable. Knowing how to address *which issue, why and when*, is key to successfully managing growth. Together we will develop strategies that will empower your company to suspend the fear, doubt and uncertainty associated with growth and business expansion.

Knowing how to address which issue, why and when, is key to successfully managing growth.

***We create bridges to achieve alignment
and grow success***

M. ROSENBERG CONSULTING

EXECUTIVE COACHING TRAINING BUSINESS DEVELOPMENT

601 Union St., Ste. 4200, Seattle WA 98101

www.mrosenbergconsulting.com

206-427-0673

Training and Development

Learning how to successfully apply problem-solving strategies that result in smart solutions to real life situations is a life long pursuit

Regardless of size, small businesses to Fortune 500 companies are continually under pressure to succeed. They face the dilemma of how to most effectively design, develop and implement training strategies that will produce optimal results for the dollars invested. Training is particularly important when an organization has an increased demand for cross-functional performance. In these situations, every performer must have the skills necessary to be a conflict manager, negotiator, creative problem solver and excellent facilitator.

In today's environment, with fewer opportunities for traditional career advancement, training plays an increasingly important role. Employees need to know that executive leadership is committed to helping them grow and expand their skills in order to significantly improve their performance.

M. Rosenberg Consulting is a high performance training and development resource with proven effectiveness in skills training programs. The company is equally competent at implementing existing program technologies or working closely with its clients to build fully customized training curricula to address their specialized needs.

Training Modules:

- Growing Emotional Intelligence
- Coaching Employees
- Facilitation Skills
- Conflict Management and Negotiation
- Effective Management Communications

Companies continue to look to M. Rosenberg Consulting for training and facilitation services which result in significantly enhanced individual and organization competency, greater organizational efficiencies and improved working relationships among team members and executive leadership groups.

In today's environment, with fewer opportunities for traditional career advancement, training plays an increasingly important role.

We create bridges to achieve alignment and grow success

M. ROSENBERG CONSULTING

EXECUTIVE COACHING TRAINING BUSINESS DEVELOPMENT

601 Union St., Ste. 4200, Seattle WA 98101

www.mrosenbergconsulting.com

206-427-0673

Executive Coaching

Lead your company with confidence,
ease and peace of mind

M. Rosenberg Consulting stands ready to provide executives and managers with customized, personal one-on-one coaching.

The principle goals of coaching are to help leaders successfully maneuver through challenging situations, improve performance and expand their experience base. Equally important, effective coaching will result in improved self-care, more self-expression, creativity and harmony in the executive's busy, time-challenged professional and personal life.

Clarifying what a coach does and why a coach may help you requires careful investigation and expanded awareness. Truly great coaches possess a special set of interpersonal skills - hyper listening abilities, innate knowledge and instincts, compassion, integrity and objectivity. They have specialized technical training and expertise in self-diagnostic and feed back tools to help leaders assess, focus and grow their leadership skills. In addition, only a select few coaches have the skills and abilities to address health challenges such as diabetes, heart disease and obesity.

A truly great coach will:

- Ask powerful questions
- Raise client's consciousness through measured responses, focused methodologies and highly interactive dialogues
- Act as a mirror for their clients
- Inspire strong individuals to identify what is missing from their current approach

When you partner with **M. Rosenberg Consulting**, Marvin will create a safe, confidential environment in which leaders are able to discuss their most pressing problems and concerns. In this environment, individuals will be comfortable identifying the most critical elements of the challenges they face. Marvin will use all of his exceptional skills including self-diagnostic and feedback tools, and personal health coaching to help clients achieve their career goals. He knows how to develop creative and pragmatic action plans that keep leaders motivated to come up with the right answers for themselves at the right time.

*Truly great
coaches possess
a special set of
interpersonal
skills*

*We create bridges to achieve alignment
and grow success*

M. ROSENBERG CONSULTING

EXECUTIVE COACHING TRAINING BUSINESS DEVELOPMENT

601 Union St., Ste. 4200, Seattle WA 98101

www.mrosenbergconsulting.com

206-427-0673

Health Coaching for Individuals

Learning to take better care of yourself

M. Rosenberg Consulting brings over 25 years of experience developing successful and effective hands-on solutions for individuals challenged by chronic health conditions like diabetes, heart disease, and obesity. Many health studies have shown that sick days are significantly reduced and productivity increased when individuals are managing their chronic health problems effectively.

Many healthy people find themselves exhausted after a normal work day then still must face family responsibilities, personal needs and completing necessary chores. Individuals who also must monitor and manage a chronic health condition often find themselves overwhelmed. They are frequently upset with themselves for not following their health care professionals' advice and doing what they know is necessary to improve their health and quality of life.

What is Health Coaching?

Health Coaching is designed for individuals facing challenging health conditions who know their quality of life can be improved. In his many years of experience, Marvin Rosenberg has seldom encountered a person with chronic illness who did not know that improving the way they cared for themselves would result in feeling better and significantly reduce their future health risks. Marvin is well known for his ability to quickly form a supportive, trusting and non-judgmental relationship with his clients. He helps to remove barriers that are blocking optimal health and develops a sustainable program to get individuals on track to improved health.

Health Coaching is not intended in any way to be a substitute for psychological counseling or any other type of medical treatment normally prescribed by a medical professional. Because Health Coaching most often is not considered, "medically necessary," insurance companies do not cover these services.

***Health Coaching
is designed for
individuals facing
challenging
health conditions***

***We create bridges to achieve alignment
and grow success***

M. ROSENBERG CONSULTING

EXECUTIVE COACHING TRAINING BUSINESS DEVELOPMENT

601 Union St., Ste. 4200, Seattle WA 98101

www.mrosenbergconsulting.com

206-427-0673