



Shawn Kent Hayashi

Expert in Developing Star Performers and
High Performing Teams

“Shawn did an absolutely wonderful job speaking to our potentially difficult group of scientists and researchers (not typically the most receptive types to embrace a program for improving conversations). The team raved about Shawn’s presentations during the subsequent day of our two-day meeting-and, best of all, she appears to have permanently changed the conversations people are having. This is the second time I have had the privilege of working with Shawn, and I highly recommend her services.”
JT Kostman, Ph.D., *Director, Science Team, AIG*



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“Thank you! Your presentation on conversations for change was excellent! I enjoyed the content, especially the real-life examples and found it very useful professionally and personally.”
Mary Wiedenman, *Customer Support Program Manager, Oracle*

Bio

Shawn Kent Hayashi is an executive coach, founder of The Professional Development Group, and best-selling author of *Conversations for Creating Star Performers*, *Conversations for Change®*, and *Conversations that Get Results and Inspire Collaboration: Engage Your Team, Your Peers, and Your Manager to Take Action*. An expert in developing star performers and high-performing teams, Shawn facilitates growth in leadership ability, emotional intelligence, communication skills, stronger relationships, and teams. She guides leaders to enhance productive relationships and facilitate the achievement of business goals.

Shawn frequently delivers keynotes and workshops on the following topics:

- Owing Your Career: Mentors, Networks & Role Models
- Emotional Intelligence@Work
- People Reading
- Conversations For Change®
- Talent@Work®

A Certified Emotional Intelligence Coach, Hayashi earned an M.S. in Organization Dynamics from the University of Pennsylvania.

Listen to Shawn in action:



Have you noticed how powerful conversations can be?

<http://youtu.be/hZ2DuXxXW9s>

“Shawn’s expertise of Communication Styles and Workplace Motivators is exceptional. Her tools enabled our sales force to create more informed and strategic conversations with customers that result in more successful business relationships.” Tia Finn, *HR Manager, Pearson*

Clients

We work with business professionals to develop star performers and build high-performing teams. Here are some companies who have benefited from our services:



“Working with Shawn Kent Hayashi was a real career game-changer for me. From the moment we began, Shawn was fully committed to my success. She is amazing as she skillfully weaved her insights and techniques to help me make quantum leaps. Shawn is not for the ‘faint-of-heart.’ But if you really want to make a change in your professional life, there is no better guide than Shawn Kent Hayashi.” Evelyn Montalvo, *Executive Coach*

Testimonials

Delighting clients is our goal. Here is what some clients have said about working with Shawn:



“Heightened Awareness”

“Shawn Kent Hayashi is an extraordinary expert. As one of her clients, I had the opportunity to create a heightened awareness and appreciation of how others view, hear, and process their world. This new point of reference helped me realize that understanding and aligning with core values is what creates motivation, life satisfaction, and sustained performance. I highly recommend this workshop.”
Lindsey Anderson, *Learning and Development, Merck & Co., Inc.*

“The best I have ever seen”

“I attended Shawn's Talent at Work seminar. Shawn's vast and thorough knowledge of human behaviors, workplace motivators, and natural talents is the best I have ever seen. She is able to quickly and easily explain complex tasks and provide real-life examples to drive home key concepts. Shawn's mastery of these skills enables her to help her clients tap into their full potential and help teams perform at their best. The implications for superior business results are undeniable. I highly endorse Shawn, her company, and the Talent at Work seminar.”

Matt Levy, *Sr. Pharmaceutical HR Director, Johnson & Johnson*

“Eyes wide open!”

“Your presentation and expertise were well-received; the attendees left the session appreciative of the information and with eyes wide open! We received very positive feedback. I look forward to reading your book and working with you in the future. Excellent presentation!”

Marta Griffith, *Entrepreneur*

“Valuable information about team dynamics and emotional intelligence”

“You provided me with such valuable information about team dynamics and emotional intelligence. I really enjoyed learning more about the physical indicators of my emotions. You also made me realize that I should not invest as much time and effort in things that I have no control over or people who aren't investing quite as much in me. I really appreciate this lesson – it is very relevant and meaningful to my current work environment and helps me to have a much more positive outlook. Thank you!”

Community Development Specialist, Philadelphia Federal Reserve Bank

“Jump on the Opportunity”

"If your company gives you the ability to work with an executive coach, jump at the opportunity to work with Shawn Kent Hayashi." *Executive, American Express*

“Superior communication skills”

"I had the honor of being a participant in the ‘Networking for Impact’ session that Shawn facilitated at The Home Depot and I was highly impressed by her superior communication skills. She kept the audience fully engaged in the highly effective interactive learning session. I will definitely attend another event of hers." Bior Bropleh *The Home Depot*

“Making a difference in how I interpret and leverage various communication styles”

"What I learned from Shawn is already making a difference in how I interpret and leverage various communication styles and motivators. Shawn provided several assessments and tools that have helped me create more meaningful interactions. She was a delight to work with and I hope to engage her again." Lisa Marks, *Vice President, American Express*

“These were the best workshops I have ever taken—the information is so valuable!”

"I attended two of Shawn’s courses, Talent and Work and When the Conversation Changes. These were the best courses I have ever taken – the information is so valuable! The information Shawn provides about communications styles, motivators, and emotional intelligence is very powerful. Shawn provides the material in a concise, easy-to-understand format that enables course participants to gain incredible insight into team dynamics and become more effective managers. Her personal commitment to her clients is exceptional and her attitude and outlook are inspiring. I highly recommend Shawn." Erin Mierzwa, *Community Development Studies & Education, Federal Reserve Bank of Philadelphia*

“Very powerful tools!”

"Thank you for an outstanding professional development experience. Your expertise is very impressive. I learned a great amount to take back to my organization. The Communications Styles and Motivators assessments yield exceptional validated information that allow organizations to make better decisions in helping develop talent within the organization." *Director, Leadership and Management Development, Sanofi-Aventis*

“Shawn leads by example”

"All of us want to make a difference and impact on others, Shawn leads by example. Shawn has it all together. She teaches, coaches, advises, writes, motivates, and mentors. And then her afternoon starts. While most of us are thinking about what to do, Shawn just does it." George Bickerstaff, *Chairman, The Global Leaders*

“Leadership, Expertise”

“Shawn's leadership and expertise displayed during her facilitation of the Talent@Work seminar is unparalleled. Her personal commitment to developing people was demonstrated in both the process of teaching workshop participants the material, and then guiding them in using various validated assessment tools to understand behavioral styles, values, and emotions of other individuals.” Kerby DeCarme, *SPHR*

“Must Read Shawn’s Latest Book”

“Want to maximize your employees’ performance? Want to create high engagement? Must read Shawn's latest book!” Debra Gmelin, *Corporate Director at the Leadership Institute, Humana*

“Wow!”

“I attended Shawn's workshop Talent@Work-WOW I learned so much about communication styles, workplace motivators, and talent. I was able to pass the certification exam on the first try because of what I learned from the seminar. This makes Talent Management so much easier! Thank you!” Alison Proffit, *PHR*

“Expertise in the field of Professional Development”

“Shawn has patiently taught and guided me and my organization in understanding ourselves, team members, and the team dynamics. Without Shawn's principled approach, I could not lead my team or organization successfully.” Jim Szakacs, *CFO*

“Being equipped with the right information”

“Thanks to Shawn’s presentation I learned so much about how to network effectively. Being equipped with the right information certainly makes it a less daunting process. Shawn proved herself to truly practice what she preached. She was accessible, friendly and gave the group plenty of useful tips. Not only did I connect with peers during the session itself, I felt comfortable reaching out and setting up lunch dates that will help me strengthen my personal networking map.” Chante LaGon, *Internet Editor, The Home Depot*

“Amazing Experience”

“Shawn’s Talent@Work presentation is powerful. What Shawn then does exceptionally well is show participants how to integrate the feedback from all the assessments so you become much more conscious of who you are. In so doing, you learn how to play to your strengths, understand your blind spots, and work more effectively with others. It is an amazing experience that I highly recommend!” Nancy O’Toole, *Founder, Live at Home Seniors LLC*.

Media

Shawn Kent Hayashi is regularly featured in high-profile national and international publications.



“Use questions to get the right results”

“I love Shawn's book *Conversations for Change*. It provides an emotionally intelligent way to cleverly use questions to get the right results. We've used some of the examples to help us during a difficult time with an employee and it worked really well. This book is a must read for those who wish to improve the results they get from others, by improving their communication style.” Marie-Claire, *Managing Director, Digicast*

Keynotes and Workshops

Conversations for Change – Based on her book *Conversations for Change: 12 Ways to Say it Right When It Matters Most®*, this workshop focuses on developing the awareness and skills to become a savvy business communicator. You will leave with a better understanding of how to create more meaningful conversations, build stronger teams, and develop relationships. Outcomes include:

- Discover the impact your emotional intelligence is having on your ability to create meaningful conversations.
- List the six motivators and your own values hierarchy to see why these drive what you want to talk about.
- Describe your preferred communication style and how it impacts every conversation you have.
- Explore the 12 different types of conversations-how and when to use each.
- Deepen your awareness of the culture of your organization and how the Workplace Motivators drive your team, your conversations, and your outcomes.

Creating Star Performers – Through practical, real-life examples, Shawn demonstrates how leaders can develop from being motivational to inspirational through the power of conversations. Leaders at all levels can learn how to cultivate star performers!

- How to Engage Star Performers
- The Conversations that Make a Difference
- Building Awareness
- Identifying Motivators
- Identifying What Your Team Members Do Well
- Creating Development Plans
- Developing New Skills
- Getting Back on Track
- Accountability
- Performance Reviews
- Recognition
- Succession Planning
- How to develop 24 vital skills for success in your team members

Owning Your Career: Mentors, Networks & Role Models – In this talk, Shawn discusses how to make the most of your career, and experience momentum in your ability to create meaningful conversations. Shawn provides a clear pathway for taking charge of your own career development and building relationships that will be immediately applicable in your career.

- Are you ready to own your own career path?
- Realize how your ability to create meaningful conversations impacts your networks and mentoring experiences.
- Find role models to inspire you to see a new possibilities.
- Connect with people to build a strong network.
- Take a long-term interest in the careers of others and help develop them based on your common goals.

Emotional Intelligence@Work – It is indisputable – we all want to perform well. At the centerpiece of high performance is good decision making. To truly succeed consistently, one must possess a high level of emotional intelligence (EQ). In this thought-provoking talk, Shawn discusses the process of recognizing, managing, and appropriately leveraging emotions within yourself and with others.

- What it means to be emotionally literate.
- How to identify the 7 emotions and 5 competencies of emotional intelligence.
- How to process yourself and others through an emotional experience without getting stuck.
- Become aware of your emotional "wake" and the impact it has on your ability to influence others.
- What to do to dilute negative emotions.
- Building meaningful relationships with safety and trust as the foundation.



People Reading – Shawn shares her expertise in recognizing the communication styles of others, how to adapt to the different styles, and deliver information.

- Identify the most important communication needs in a conversation.
- Recognize and appreciate other communication styles and motivators.
- Identify when to adapt your style for effective communication.

Talent@Work® is for managers, coaches, and leaders who want to add valuable tools to their tool kit. Participants learn how to use the four Talent Mastery Assessments in their own management, coaching, selection, and development.

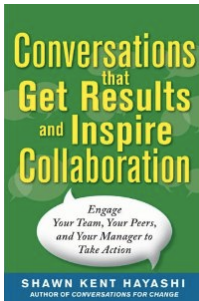
- Describe your preferred communication/behavior style and what other people need from your communication.
- Identify your motivators/values, why you do what you do, and how this affects your team and your potential for professional advancement.
- List your top natural talents and know the six most important leadership competencies to build.
- Learn why Emotional Intelligence at work is the foundation for high performance.
- Coach, hire, build, and retain highly talented and productive teams.



“After participating in Shawn's "Your Talent@Work" workshop, I now know how to work well with anyone, no matter whether our communication styles are similar or different. Shawn teaches you to be able to recognize and define your own style as well as others', and to cultivate the awareness to respond appropriately in the moment. I would highly recommend the program to anyone seeking to master the art of communication for creating positive change.” Jasmine Surti, *Vice President, Program Specialist, TD Bank*

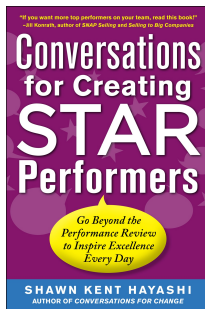
Books

Shawn Kent Hayashi is the bestselling author of 5 Business Communication books.



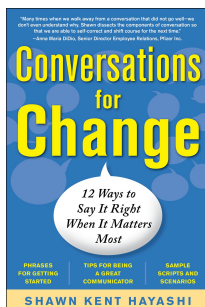
Conversations that Get Results and Inspire Collaboration **Being Released early in 2013.**

Use the art of conversation to achieve your goals. In her previous books, executive coach and professional development expert Shawn Kent Hayashi identified the various types of conversations that are vital for growth and success. Now, in *Conversations That Get Results and Inspire Collaboration*, she answers the questions she is most frequently asked during coaching and training sessions.



Conversations for Creating Star Performers

Are you ready to develop star performers? A conversation can be powerful and inspiring or flat and dull. Are your conversations creating engagement and momentum? Do you know how to craft conversations that develop and grow people and teams? Being engaging, inspiring, able to see around corners, able to read what motivates others will make you a more effective developer of star performers.



Conversations for Change®: 12 Ways to Say It Right When It Matters Most

Reach your maximum potential by mastering twelve essential conversations. Whether you're trying to motivate a team, negotiate a contract, make a sale, ask for a raise, land a new job, or terminate an employee, the conversations you have will either help you succeed or undermine your goals.

How to Connect with Your Audience & Sell Your Ideas by Marjorie Brody and Shawn Kent Hayashi ©1993

About The Professional Development Group


Creating highly interactive sessions for conferences and events and providing executive coaching and team development are our core services. Talent@Work® is our unique seminar that enables you to experience your natural talent, workplace motivators, communication style, and emotional intelligence.

When the needs of your organization have called for more time or expertise than your internal professional development team can provide, our team is ready to assist you in meeting your goals.

Whatever your people development needs, we will work with you to create a solution. Our team members are the highest caliber executives, with extensive experience focused on helping you with your project and meeting your goals. We assist you in defining your objectives to ensure a positive, productive, and profitable outcome.



“Shawn played an integral role in establishing our Mentoring Program at Sanofi-Aventis. I appreciated Shawn’s expertise and patience as she guided us through the initial process. She continued to provide extraordinary support once we were up and running. Shawn has extensive knowledge-and the ability to apply her knowledge-to ensure successful outcomes for her clients.” Marie Tartaglio, *Sanofi-Aventis*



Contact and Fees

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Keynote and Workshop Fees: \$15-25K