

SERVICE SKILLS IN THE PUBLIC SECTOR WORKSHOP SOLUTIONS

Mateffy and Company
Training & Productivity
Solutions
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Engaging Public Sector Professionals

Service Skills in the Public Sector Workshop Solutions

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Our Passion

To offer compelling ways to fully engage our clients' leaders, employees, and customers.

Since 1987, we've had the pleasure of crafting development programs for many of the world's leading public and private sector clients.

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Training with a Purpose

Mateffy and Company training experiences are structured to meet these goals:

- To put the participant at the center of learning. This makes the learner responsible to participate in the training and use the new knowledge and skills developed afterward.
- To present new information in engaging, interactive, meaningful ways. Rather than endless lecture that bores the trainees and wears out the trainer, Mateffy and Company classroom training sessions are filled with opportunities for participants to work with and retain the content. Materials are written with a sense of humor that keeps the learner motivated and involved.
- To build connections between the training session and real life. Nobody wants to spend precious training dollars providing information for information's sake. To change behavior and motivate employees, new information has to translate into practical, real life action. Throughout the training sessions, participants plan how they will use the skills they build the minute they return to their workstations. The result is trackable behavior change that justifies dollars spent.
- To be fun with a purpose. Too often people greet the idea of training with the grim expectation of mind numbing hours spent stuck in a chair. By getting people up and moving, challenging their creativity, and allowing them the chance to have some fun along the way, we create a learning experience that boosts retention.
- To provide opportunities to share expertise. We believe that in any given room of participants, there is a vast reservoir of experience, ideas, and practical solutions to common challenges. We create training that builds in plenty of opportunities to tap this reservoir through discussions, exercises, and network building.

Along with award-winning training program creation and delivery, we also offer:

- Candidate competency evaluation tools.
- Coaching services for leaders.
- Engagement level measuring tools.
- Candidate interviewing worksheets.
- Keynote presentations.
- Organizational development surveys.
- Printing, assembly, and distribution services.
- Script writing.
- Training program review services.
- Videotape production.
- Writing and editing services.

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Workshop Components

We are dedicated to designing and delivering comprehensive workshops and training programs that save you time and money while exceeding your objectives. With any Mateffy and Company workshop you select, you can choose from a number of workshop components:

Planning and Development Meetings

Here we learn about your organizations's expectations, culture, and learning objectives. Throughout the design process, these meetings keep you in touch with the project's status and provide opportunities for input.

Pre-workshop Assignments and Assessments

The completion of pre-workshop assignments and self assessments is part of the design of many of our workshops. These thought-provoking assignments draw participants into the training by having them think about the topics before the sessions begin. As a result participants:

- ✓ Increase their interest before and participation during workshops.
- ✓ Ask much more pointed questions and expect practical, applicable answers.
- ✓ Tend to use and retain the information for longer periods.

Workshop Delivery

Only highly qualified training facilitators who are topic experts will deliver your workshop. You choose the time and place, and we'll be there!

E-mail Flyer

We customize each workshop announcement flyer with your logo and all the workshop details. All you do is forward it to participants.

Pre-training Calls

These calls to participants and subject matter experts help us build a workshop tailored to their specific needs and work realities. Clients tell us this makes all the difference in how the information is received and, ultimately, used.

Participant Workbook

Each workshop includes a participant workbook that contains teaching point recaps, exercises, worksheets, a place for taking notes, and a list of additional resources on the subject at hand.

Videotaping Rights

These rights allow you to videotape the workshop for your exclusive use afterwards. These videotaping rights convert the session from a one-time event to a program that can be used repeatedly for training new employees or performance development. Our clients have saved thousands of dollars and built training libraries when using this component.

Workshop Evaluation and Measurement Tools

These record participants' initial response to the training and behavioral outcomes weeks after the training.

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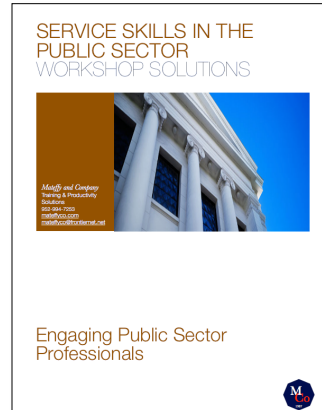
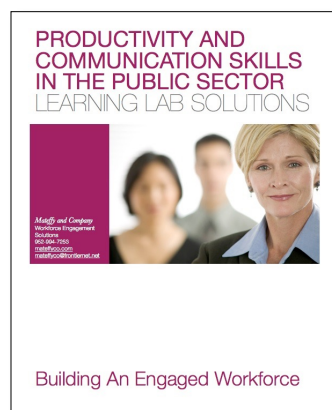
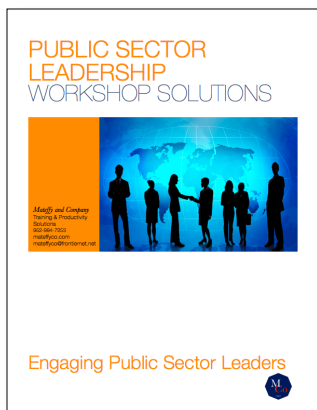
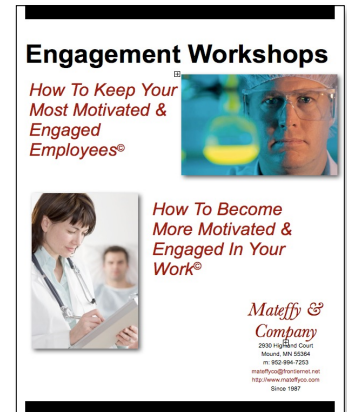
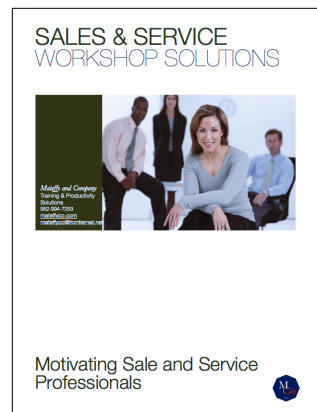
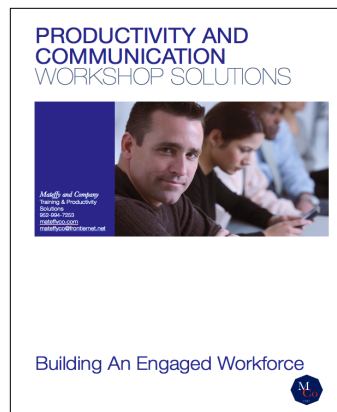
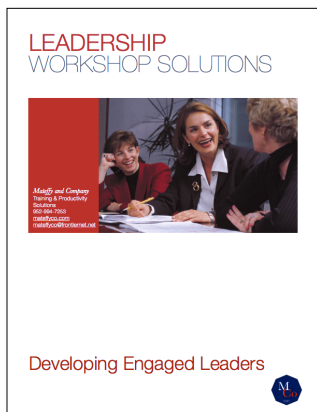
About Mateffy and Company?

Serving clients for over 25 years

Since 1987, Mateffy and Company has designed, created, and presented employee development and video-based training programs for clients around the world. We are unique in the industry because our work has centered around finding ways to engage the employees and customers of our clients. We've had the pleasure of creating custom programs for over 300 cities, counties, state and federal agencies, including:

- City of Kansas City, MO
- City of Minneapolis, MN
- City of Saint Paul, MN
- City of San Diego, CA
- Dakota County, MN
- Hennepin County, MN
- Hillsborough County, FL
- Los Angeles County, CA
- Minneapolis Convention Center
- Minnesota Community Education Directors
- Minnesota County and City Managers Association
- Minnesota Golf Course Superintendents Association
- National Institute of Government Purchasers
- State of Minnesota
- The United State Air Force
- The United States Library of Congress
- The Veterans Administration

Workshops from Mateffy and Company include:



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Appreciating Introverts and Extroverts

Workshop Solution

Description:

What makes a person an introvert or an extrovert? Are we born one or the other or does socialization play a part? Does brain wiring play a part? Are introspective people more empathic and interpersonally connected than their outgoing counterparts? What are some practical ways to care for each? Lots of questions and some very interesting answers!

Created from a growing demand to understand, appreciate and work more effectively with introverts and extroverts, this workshop is like no other. The workshop begins with a quiz to help determine where you are on the introvert/extrovert scale. Then you'll look at the differences in brain wiring patterns of outgoing and more reserved people.

The session also covers how to care for and work collaboratively with both gregarious and shy people. This workshop is a great opportunity to build a new set of interpersonal skills. Skills that will increase cooperation, performance and build a team able to bring the best out in each of your team members.

Topics:

- The introvert/extrovert quiz.
- What makes you an introvert or extrovert?
- Brain patterns of an introvert.
- Brain patterns of an extrovert.
- Characteristics of outgoing and reserved people.
- Caring for and valuing introverts.
- Caring for and valuing extroverts.
- How to collaborate with both gregarious and shy people.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Public sector professional who would like to learn advanced ways of working effectively with introverted and extroverted people.

Details:

- Two to three-hours, depending on client needs

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Debra Johnson, Ph.D., and John S. Wiebe, Ph.D., used positron emission tomography (PET) to measure cerebral blood flow—an indicator of brain activity—in individuals rated on a personality test as shy or gregarious.

The images they obtained clearly separated the quiet thinkers from the social butterflies. Introverts showed increased blood flow in the frontal lobes, the anterior thalamus and other structures associated with recalling events, making plans and problem-solving. Extroverts, on the other hand, displayed more activity in the posterior thalamus and posterior insula, regions involved in interpreting sensory data.

Psychology Today

Becoming More Motivated and Engaged In Your Work

Workshop Solution

Description:

This dynamic 1/2 day personal growth experience will show you how to discover what really drives you to be your best at work. It will change the way you look at your job. and give you time to refocus and plan for a more fulfilling future.

Using fun and powerful accelerated adult learning skills such as mind mapping, attention density, moments of insight, and brain pattern redevelopment, participants are finding this workshop extremely interactive, compelling, and in many cases, life changing. Take the first step toward a more engaged and purposeful work life.

If you're interested in helping your people come alive at work, host the *Mateffy & Company How To Become More Motivated & Engaged In Your Work Workshop*®.

This workshop will be customized with your people's engagement challenges.

Audience:

All staff who want a practical way to become re-engaged with their jobs and purpose for work.

Details:

- One half day.

Topics:

Through this interactive workshop, you'll:

- Learn what it takes to build a fully engaged, truly motivating work life.
- Complete the *Mateffy & Company What Motivates & Engages You At Work? Assessment*®.
- Become more engaged immediately by creating and applying a practical engagement process.



[Request a no-cost, no-obligation proposal.](#)

Client Comment:

You have a unique ability to effectively communicate ideas and concepts. Your presentation kept my people involved and interested. They came away feeling better about themselves and motivated to attempt the new ideas you presented.

Bill D., Manager, Group Sales
National Seminars, Inc.

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Delivering Gracious Service Workshop Solution

Description:

Today providing high quality service is the key to satisfying the public. Extending consistently excellent service also builds a direct road to improved customer satisfaction results. So, is there a different way to look at helping your customers and will it build a culture of world-class service? So, is there a different way to look at helping your customers and will it build a culture of world-class service?

Delivering gracious service is a big step forward in customer care. Gracious service is demonstrating a heart felt passion to serve customers. *The Delivering Gracious Service Workshop* provides public service professionals with new ways to show their consideration and willingness to deliver outstanding service.

Topics:

- Our heritage of gracious service.
- The difference between knowing how to serve and wanting to serve.
- Discovering your passion for helping others.

- Why employees find it hard to reveal their passion for serving customers.
- Building a gracious service culture.
- Okay I get it, but what about service skills?
- You had me at hello: what do you say first?
- Five approaches for drawing in customers.
- Serving graciously over the telephone.
- Dial 13 for customer service: overcoming technologies that don't serve customers.
- When customers need to hear a human being on the line.
- Help customers become better customers.
- How to use creative service solutions.



This workshop will be customized with your service standards and challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Service staff who want a dynamic way of looking at their profession and who would like to build a new set of skills to enhance their ability to serve others.

Details:

- One half to a full day depending on client needs.

Client Comment:

Your enthusiasm, coupled with your vivacious manner, were inspirational to our Customer Service Representatives. Based on a recent Gallup Survey, Blue Cross and Blue Shield of Alabama Customer Service Representatives received a 5 star rating, which I feel is a direct reflection on staying motivated through your service skills seminar.

Tony C., Operations Manager
Customer Service Center
Blue Cross Blue Shield of Alabama

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Motivation and the Telephone Workshop Solution

Description:

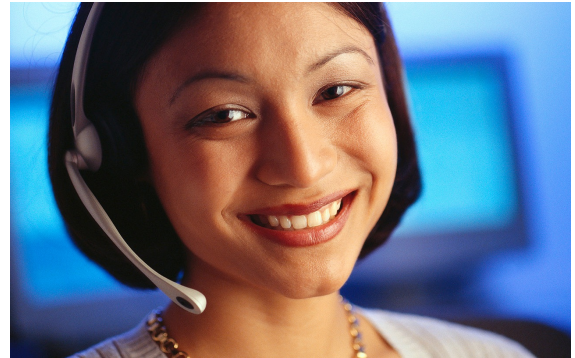
For many of us, the telephone is our most common communication tool. Large portions of our working days are spent saving time, money, and energy by using cell and land lines. However, without proper training, employees can become frustrated and stressed by the telephone. *The Motivation and the Telephone Seminar* can help your staff develop the right skills to build their confidence and keep callers calling.

This seminar equips participants with the skills they need to project a polished, professional image over the telephone. A fast-paced, three-hour presentation, the seminar can be delivered twice in one day to train your entire staff.

Topics:

- What do callers expect from you over the telephone?
- The goal of serving others.
- Five results of building trust.
- Your greeting.
- Things that drive callers crazy.
- How to handle incoming calls.

- Graciously putting callers on hold.
- Writing useful telephone messages.
- What to put into your voice mail.
- Building active listening skills.
- Analyzing your environment.
- Cell phone courtesy.
- Ideas to improve your professional image over the phone.
- Using professional language.
- Helping long-winded callers.
- Serving internal customers.
- Handling angry and emotional callers.
- Five ways to reduce your telephone stress.



This workshop will be customized to meet your organization's telephone courtesy challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Anyone who uses the telephone to serve internal and external customers and who wants to project a polished, caring, and professional image while doing so.

Details:

- One half to one day, depending on client needs

Client Comment:

I was extremely impressed with your workshop "Motivation and the Telephone." You reflected knowledge of your audience and the needs of the employees, and your delivery related to their culture, environment, and specialized needs. You created a learning environment that was interesting, fun, and effective.

Diana H., Sr. Human Resources Rep.
Hennepin County, Minnesota

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Serving Resistant Customers

Workshop Solution

Description:

Repeatedly working with resistant, angry, and/or disappointed customers while staying calm and confident is far from easy. Being the bearer of bad news opens service professionals up to many, often stressful, reactions from customers.

So, how do you prepare yourself to serve resistant customers? Are there practical ways to disarm volatile service situations? How do you reduce the emotional fallout that results from working with difficult customers?

This essential learning opportunity will help service professionals in the public sector project a calm, courteous, and confident image while facing demanding, resistant, and sometimes disrespectful customers.

Topics:

- When trust is on the line.
- Why customers become resistant.
- How we can make it tough on customers.
- Top four service-related complaints from customers.
- Pitfalls of passive and/or apathetic attitudes.
- Pitfalls of aggressive/hostile attitudes.

- How to avoid passing off angry customers to your manager.
- How to use non-verbal communication to reinforce your message.
- Trust-building responses.
- How to influence tough customers.
- Statements that put customers at ease.
- How to prepare for face-to-face interactions.
- When should you disengage with a customer?
- Five ways to recharge your service batteries.



This workshop will be customized with your organization's resistant and difficult customer challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Anyone who works with tough customers and needs the tools to prepare for and respond to all types of resistant and difficult clientele.

Details:

- One half to one day, depending on client needs.

Client Comment:

Your enthusiasm and insight into maintaining customer service motivation by our staff was excellent. You really started off our conference on an upbeat note with a positive message that everyone needs in this industry.

Gary D., General Manager
Minneapolis Convention Center

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Staying Service Motivated Workshop Solution

Description:

One of the most difficult tasks in our professional lives is staying focused on serving customers. Even the best employees can become frustrated and stressed by the constant needs of callers/customers. When that stress is added to other demands of the job, it can quickly become demotivating.

In the *Staying Service Motivated Workshop*, service professionals develop a plan for staying motivated while working with customers. This fast-paced presentation can be presented twice in one day to train your entire staff. It will develop the skills customer-driven professionals need to maintain a service mindset.

Topics:

- Serving as a profession.
- Why service expectations are changing.
- The true goal of service.
- Responding to service moments of truth.
- 10 value-building ideas that impact service.
- Staying motivated: who's job is it, anyway?
- Planning for motivation.
- Six steps for developing a personal motivation plan.
- Why does one bad customer ruin the day?
- The demotivation checklist.

- Not letting difficult customer control you.
- Five practical ways to stay in control.
- Teaching customers how to get the most from you.
- Combating the physical affects of service stress.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Public service professional who need to stay focused on and motivated to serve their customers.

Details:

- One half to one day, depending on client needs.

Client Comment:

Several members of our team were familiar with Mateffy and Company and felt you would do an excellent job, and you did! Your topic was "Staying Service Motivated" and it was very well done. You took the extra time to contact some of our attendees to find out more about them so you could personalize it for our group.

Mr. Lee Nelson, President MN Chapter of the National Association of Government Purchasers

Mateffy and Company

Workforce Engagement Solutions

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The Changing Face of Public Service Workshop Solution

Description:

Anyone who says that serving citizens is no different than serving customers at a retail store, hasn't ever dealt with your citizens. One big distinction is that customers of a city, county, or state agency think they have already paid the bill. You know this when you hear, Listen, I pay my taxes...

If you work in public sector service, attending *The Changing Face of Public Service Workshop* is a great way to recharge your batteries. Not only will you be reminded of the important role you play helping citizens, you'll also learn powerful ways to defuse and gain control during challenging service situations. Cities, counties, and state agencies across the nation have used this workshop to encourage and reward their staff members.

Topics:

- What makes serving the public different from all other kinds of service work.
- Serving on the front line.
- Why the public can be difficult to serve.
- How we can make it difficult to be served.
- Five great ways to help customers at a service desk.
- 10 value-building ideas that impact service.

- What happened to citizenship?
- Practicing Active Listening to build trust.
- Learning your passions for serving.
- When one bad constituent ruins the day.
- What to do when taxed to the limit.
- 10 Secrets to improving internal customer service.
- Not letting difficult customers control you.
- Five practical ways to stay in control.
- Emotional management skills that put you in control.
- Leaving work at work: combating the physical affects of service stress.



This workshop will be customized with your organization's service motivation challenges.

[Request a no-cost, no-obligation proposal.](#)

Audience:

Public sector service professional who need to be reminded of the critical role they play in helping, guiding, educating, and defusing their many and often demanding constituencies.

Details:

- One half to one day, depending on client needs

Client Comment:

Your approach in presenting this material was exceptional and enhanced the training experience for our employees. Seminar topics presented were timely, informative and presented in such a way as to really capture the key points of true customer service in the public sector.

John E., Assistant to the City Manager
The City of Coon Rapids, MN

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Need a Customized Training Solution?

This catalog presents our core workshop offerings. Anyone of these workshops can be customized to align with your organization's values, mission, and core competency development requirements. However, many of our clients have training program needs more specific to their industry and/or organization or they require a different delivery system than workshop settings. For these clients we have a six-step process for creating totally customized training programs.



Step One: Training Consultant Assigned

Following your inquiry, a training consultant will be assigned to guide you through our customization process. Your consultant not only possess and in-depth knowledge of creating customized training programs. He/she understands the difference between what sounds good on paper and what will positively impact participant's behavior.

Step Two: Learn about Your Requirements and Specific Needs

We will meet with you over the phone or face-to-face to align the training with your organization's values, culture, training goals, and core competency development requirements. During this meeting, your training objectives, main teaching points, and expectations will be established.

Step Three: Value-Driven Proposal

This proposal will demonstrate an accurate understanding of your training program objectives, main teaching points, and expectations and provide an appropriate value-driven solution. We can also show you how to reduce, if not eliminate the cost of developing your training programs.

Client Comment:

The 3M Global Supervisory Development Program (SDP) is a reality. That is the case, in part, because your company met and exceeded project expectations in every phase of the project. I wanted to particularly acknowledge several high points.

Concept Development: You were effective in getting the SDP global team (3M people from 34 countries) to think through what it was they really wanted in a front-line supervisory development program.

Team Effectiveness: Your company was willing and able to become part of the 3M team. You were accessible, particularly to me, as the project manager. I could count on you, and did count on you!

Customer Response: It is refreshing to have suppliers of goods and services deliver what was agreed upon. Mateffy and Company not only delivered a high-quality product, it was completed on time, meeting all agreed upon specifications. It isn't often that external development resources are willing to review copy at 6 am to accommodate the customer!

International/Global Implications: The SDP project is a product for the 3M world. Effective world-wide products that are acceptable to worldwide audiences require design and development efforts based on global input and sensitivity. It was excellent working with Mateffy and Company! We look forward to future projects.

Donald S.
Human Resources Development Manager, Asia Pacific
3M Human Resources Consulting Services

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Need a Customized Training Solution?

Step Four: Create a Training Program Blueprint

After receiving a signed agreement, we begin writing a training program Blueprint. This outline will suggest a breakdown for each module's:

- Learning objectives.
- Content to be covered.
- Pre-Workshop Assignments to prepare participants for the training.
- Assessments to help participants determine their skills levels.
- Exercises to reinforce the content and test the learning.

Step Five: Create Training Materials

As the materials and course work are written, we will also speak to a number of training participants, customers and leaders to gather any undiscovered topic needs, real work experiences for case study exercises, and language specific to your industry and organization.



Step Seven: Evaluate Program Success

To ensure that your training program meets the goals and requirements set out in the proposal, we use a number of evaluation tools to measure the success of each training program. These tools are tailored to appraise the specific qualitative and quantitative results each program is designed to obtain. Qualitative evaluations range from internal perception assessments, to customer satisfaction surveys, to cultural alignment gauges. Our quantitative data capture and analysis uses tools that measure everything from sales percentage changes, to accident reduction data, to productivity impacted by employee engagement levels.



Step Six: Rollout Training Program

As important as any step in our process, step six is critical to your program's success. Our clients have chosen a number of ways to rollout their customized training programs including:

- On-line.
- At industry and educational conferences.
- Using regional training centers.
- Through a Train-the-Trainer model.

We offer the *Training Facilitation Skills Workshop* to assist our clients who want to use their own staff to deliver their training program. This two-day session is outlined in this catalog within the Productivity and Communication section.

Client Comment:

Mateffy and Company has been a significant contributor in our production of cost-effective, high-quality training videos. Their consultation has been readily available; it doesn't matter if it is a 2-day seminar or a quick phone call. We have been very pleased with the services provided by Mateffy and Company.

Dale B., Training/Recruiting Coordinator
Cargill Corporation

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