

Finding Your Forte

*For professionals who want purpose in their business and careers...
declared, lived and rewarded*

YOUR
CRESCENDO

877.630.9888
YOURCRESCENDO.COM



"We are all here for a purpose. And our businesses, our careers, our teams and the organizations we serve are at their best when we serve that purpose through our work. Our greatest challenge is that most don't make knowing that purpose a priority. Further, we have gifts, passions and motivations specifically designed to serve that purpose. When you're not fulfilled or struggle to perform or lose motivation, it's usually because one or more of these elements is not being utilized. We have developed the Finding Your Forte approach to make it easy for anyone to discover or amplify this purpose. We most want to empower the natural success we are all equipped to have and that includes you"

- **Reggie Hammond,**
Founder and Managing Partner, Your Crescendo

What is Your Forte?

f **for·tay** (fôr'tā', fôrt)
n.

- 1 Something in which a person excels: "His forte was in defusing negative rumors before they ever exploded into news accounts".
- 2 The strong part of a sword blade, between the middle and the hilt.

Your Forte is where your strengths and gifts meet your passions in a way that rewards you and serves your purpose to bring your greatest impact.

In other words, your purpose is fulfilled by doing **1**-what you love, **2**-what you're good at in a way that **3**-rewards you

Your Best Needs a Plan



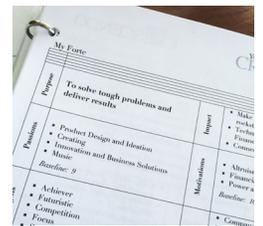
**Monuments
need a
Blueprint**



**Companies
need a
Strategy**



**Symphonies
need a
Composition**



**You
need
Your Forte**

Why You Need Your Forte



**Stronger business
and career
performance**



**Leadership
from Your
Strength**



**Engagement
and
Fulfillment**



**Your Most
Organic Success**

HOW WE FIND YOUR FORTE



products launched
mobile solutions
breakthroughs
strategies
mindfulness
revenue
leaders empowered
youth developed
lives improved
educators
dollars
innovations
business performance improved
jobs
business development
problems solved
brands
millennials
projects delivered
change managed
health improved
profits
technology deployed

FIND YOUR FORTE

GETTING STARTED

- ASSESSMENTS
- DIAGNOSTICS

OPTIMIZE PERFORMANCE

- GIFTS (STRENGTHS)
- PASSIONS
- MOTIVATIONS

PURPOSE

IMPACT

COMPOSE YOUR MASTERPIECE

VISION SNAPSHOTS

- SHORT
- MEDIUM
- LONG

GOALS

- SHORT
- MEDIUM
- LONG

ACTION ITEMS

- _____
- _____
- _____

PLAY YOUR CRESCENDO

EXECUTE

- Career Placement
- Business Launch
- Go to Market Strategy
- Promotion Readiness and Planning
- Branding
- Speaker, Author
- Leadership Development

IMPACT

- Revenue
- Profits
- Lives Improved
- Projects Delivered
- Health Improved
- Business Performance Improved
- Leaders Developed
- Youth Developed
- Breakthroughs
- Change Managed
- Strategies
- Dollars
- Problems Solved

THOUGHT LEADERS ON PURPOSE



The greatest tragedy in life is not death, but a life without a purpose.

- Dr. Myles Munroe



Purpose is no longer a buzzword. It's a must-have. Passion and purpose will keep people focused on the job at hand and ultimately separate the successful from the unsuccessful.

- Richard Branson



Suppose you were able to construct a work life that meets the following three tests. First, you are doing work for which you have a genetic or God-given talent, and perhaps you could become one of the best in the world in applying that talent. ("I feel I was just born to be doing this.") Second, you are well paid for what you do. ("I get paid to do this? Am I dreaming?") Third, you are doing work you are passionate about and absolutely love to do, enjoying the actual process for its own sake. ("I look forward to getting up and throwing myself into my daily work, and I really believe in what I'm doing.")

- Jim Collins, Author of Good to Great

I CASE STUDY



Meet
Rodney Jordan
*Deputy Director, Employee Communications,
Gates Foundation*

Here's His Crescendo

Getting a business off the ground while working full-time in a corporate leadership position is not an endeavor for the faint of heart. In the beginning, Rodney Jordan was primarily focused on his global, full-time role as a Communications Director with Coca-Cola Enterprises while simultaneously launching his own consultancy.

He worked with Your Crescendo to help frame his purpose and vision for what is now known as The Ascend Consultancy Group, an international strategic communications firm, centered on helping companies and organizations connect with and engage their employees. "I am gifted in helping people clarify their own vision and create strategies behind it," he said. "Ultimately, I really want to help organizations use strategic planning around their long term communication strategies."

MY FORTE

Purpose		Impact
To help the world say, understand, and do better.		Number of organizations whose communications are strengthened
Gifts (Strengths)	Passions	Motivations
<ul style="list-style-type: none"> • Writing • Strategy • Budgeting • Making linkages and connections • Dissecting ideas and thoughts 	<ul style="list-style-type: none"> • Writing • Opinion making • Consulting • Speaking • Budgeting 	<ul style="list-style-type: none"> • Power and Influence • Financial Gain • Lifestyle Balance • Recognized Brand
Vision Snapshots		
Short Term Horizon	Medium Term Horizon	Long Term Horizon
<ul style="list-style-type: none"> • Develop and execute Executive round table (think tank) • Develop white paper • Develop and execute communications forum • Build communications consulting firm business plan 	<ul style="list-style-type: none"> • Launch consulting firm • Get consultancy to profitability • Build public image: Write Communications book based on consulting experiences and model • Keynote Speaking 	<ul style="list-style-type: none"> • Expand offering to be turnkey • Die empty • Enable the livelihood of others

"Your Crescendo first helped me connect with a broader purpose for myself," Rodney said. "The program raised my level of strength in preparation for the next step in my career and offered me mentorship not only professionally, but personally. You have to be as authentic and open-minded as possible when contemplating big questions like 'What do you want your life to be about?' I had to put formality aside and open myself to the experience of finding my purpose."

"When I started with Your Crescendo, my expectation was that I would get momentum around achieving something big in my life," Rodney commented. "But, I got more than that. Reggie is a strategic partner, and there's a huge part of my business that he was able to provide expertise on. Before I worked with Reggie, my plan of action for The Ascend Consultancy Group wasn't structured. Now, I have a clear idea of how I need to proceed to achieve my goals."

IMPACT HIGHLIGHTS



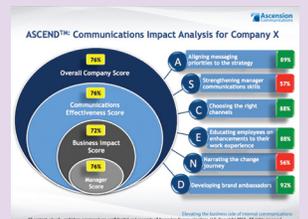
Launched ICLC for Communications Professionals



Keynote Speaker at the The Hay Group Engagement Forum



Top 13 Thought Leaders on Employee Engagement



Developed proprietary ASCEND model



Launched Communications Blog

LISTEN TO OUR ROCKSTARS



The program has, above all, helped me really establish my 'compelling why'. I have more than just an understanding of my business and what I'd like to do with it. I know why I'm doing it.

Crystal Davis
Founder and Principal Lean Coach
The Lean Coach, Inc.



As business continues to filter in, our firm has the potential to double its revenue within one year. I owe that to my work with Your Crescendo. Before, I put off creating a plan for my business' growth and said 'I'll do that one day.' Now, I'm right where I need to be.

Ricky Mitchell
Software Engineer and
Development Lead



Before working with Reggie, I never thought of myself as a leader. I soon discovered I had great leadership potential. The program pushes you to avoid putting limits on yourself and to think bigger about your career. I realized how I could bring personal uniqueness to benefit any company or organization I work within. Working with Your Crescendo is actually a spiritual experience! They want to see the people they work with achieve their purpose in life. Reggie has the uncanny ability to get to the source and soul of a person as he did with me and really bring that out.

Marlene Parker
Project Manager
Atlanta Public Schools



We spent our initial meetings talking about who I was, what I enjoyed, my skills and where my specific talents could apply professionally. He helped me find a new career path and gave me the focus to start pursuing clients as a consultant. He's been a constant point of reference.

EK Carpenter
Senior Management Consultant Peppers and Rogers
Group



People always need encouragement and a fresh perspective. Reggie helped me discover my potential and guided me in the right direction. Before the program, my vision was blurry, as though a cataract developed upon it. Post-program, that cloudiness has been removed.

Keasha Copeland
Project Manager
Atlanta Public Schools



I needed an individualized program to help me focus on my career. I'd known Reggie since 2005 and worked for him for about six years before he started Your Crescendo. I had attended several of Your Crescendo forums, so I was familiar with the services Your Crescendo offered. I called on him to utilize his coaching services and to take me through an individual coaching program to find my forte.

Patka Ward
Senior Project Manager
Perficient (at AT&T)



I work through any tough situation I encounter at work with Your Crescendo. In this particular instance, my conflict resolution abilities were key in managing the expectations of all involved, including our company's leadership team, employees and human resources. Reggie's program pushes you to resolve conflict maturely and take accountability every step of the way.

Elbert Parker
Lead, Workforce Management
Chico's FAS



Your Crescendo took the time to better understand my team and ultimately, my vision for my company. Reggie formulated a cohesive business strategy around my vision and took the necessary time to understand specifically what I wanted to achieve with my company.

Lantre Barr
Founder and CEO
Blacc Spot Media, Inc.

Your Crescendo has helped me work through my marketing strategy step-by-step. It's been a necessary push in the right direction, and I'm forever grateful for all they have done. Working with Your Crescendo was an extremely worthwhile investment.

Lantre Barr
Founder and CEO
Blacc Spot Media, Inc.



The toughest challenge I faced as a business owner was approaching new clients. There's always that fear of rejection. Your Crescendo worked with me to unpack what I was afraid of as a business owner. Reggie helped highlight my strengths and helped me to understand that my approach to business development was very effective, even if it wasn't traditional.

Erika Williams
Principal
The Albiero Group



Your Crescendo is just wonderful. By working with Reggie, I discovered my talent for leadership, that I like to lead initiatives and that I tend to take ownership in big situations. He really listens, and helped me put the pieces together. I'm glad that we still keep in touch and he continues to encourage me to this day. I plan to work with him again.

Tia Arzu
Corporate Counsel
Google



Sometimes people need to go through tough times to see the value in a coaching program like this. Yet, after working with Reggie, I'd recommend that folks in my situation be more proactive, and start thinking today about what impact they can have within their communities and in the world. It's never too early to ask the question 'What do I really want to do?' Now I'm clear about how I can offer my passions and skill set to the world. I'm creating a great action plan to do just that.

Veronica Maxam
Principal Client Care Consultant
Findly



It's important to be open-minded about all dimensions of your life and think deeply about how that's translatable to the growth of your business. Though I'm not wholly entrenched in creating a formal action plan to grow my business yet, I have developed a more rigorous approach towards following up with potential clients while still remaining close to my current ones.

Kay Colson
President
Resource Business Services



We began to revamp our fee structure for clients across the board. Before I worked with Your Crescendo, we had only one rate and provided an additional 'premium service.' Your Crescendo helped me develop a structured fee schedule for different levels of service.

Dr. Taunya Lowe
CEO
The Resurgent Group of
Metro Atlanta, LLC
RiotStarter

3 WAYS TO FIND YOUR FORTE



1-on-1



Group Forum



Webinar

Email myforte@yourcrescendo.com for more information

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