



THE HUMAN FACTOR

Creating Unforgettable Customer Experiences

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OBJECTIVES

In today's competitive marketplace, the key to success lies in creating exceptional customer experiences. "The Human Factor" delves into the art and science of crafting memorable interactions that leave a lasting impression on your customers.

Join us for an insightful and engaging session where we will explore:

The Psychology of Customer Experience:

- Understand the fundamental psychological principles that drive customer satisfaction and loyalty.
- Learn how emotions influence purchasing decisions and brand perception.

Building a Customer-Centric Culture:

- Discover practical strategies to instill a customer-focused mindset across your organization.
- Explore ways to empower your employees to deliver exceptional service at every touchpoint.

Personalization and Empathy:

- Learn how to tailor your customer interactions to meet individual needs and preferences.
- See the importance of empathy in understanding and addressing customer concerns.

Leveraging Technology:

- Explore how cutting-edge technologies can enhance customer experiences without losing the human touch.
- Find out how data analytics can provide insights into customer behavior and preferences.

Real-World Success Stories:

- Hear about companies that have successfully transformed their customer experience strategies.
- Gain inspiration from real-life examples and best practices that you can apply to your own organization.

WHY?

BY THE END OF THIS TALK, YOU WILL HAVE A DEEPER UNDERSTANDING OF WHAT IT TAKES TO CREATE A CUSTOMER EXPERIENCE THAT NOT ONLY MEETS BUT EXCEEDS EXPECTATIONS. YOU'LL WALK AWAY WITH ACTIONABLE INSIGHTS AND STRATEGIES TO HUMANIZE YOUR BRAND AND FOSTER LASTING CUSTOMER LOYALTY.

Transform your approach to customer experience with **"The Human Factor"** and see how small changes can lead to significant results. Let's make every customer interaction count!



MARIE PAWLAK

CEO Prime Alchemy Group

Marie's mission is to inspire better workplaces so that everyone goes home whole to the people they love.



IF FEEDBACK IS A GIFT, WHAT IS THE RETURN POLICY?

Mastering the art of giving and receiving feedback.

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Ever wondered what to do with feedback that feels more like a white elephant gift than a treasure? "If Feedback Is a Gift, What's the Return Policy?" tackles the often uncomfortable but invaluable process of receiving feedback.

This engaging talk takes a humorous yet insightful look at how to accept all types of feedback in a manner that stays true to yourself while transforming potentially awkward exchanges into fruitful dialogues.

KEY TAKEAWAYS

Understanding the Nature of Feedback:

- Explore the different types of feedback and why some can feel more challenging to accept than others.
- Learn the importance of feedback in personal and professional growth.

Strategies for Receiving Feedback:

- Discover practical techniques to stay open and receptive to feedback, even when it's hard to hear.
- Learn how to separate the message from the delivery to focus on constructive elements.

Turning Feedback into Action:

- Understand how to translate feedback into actionable steps that drive improvement and growth.
- Develop skills to engage in meaningful conversations that turn feedback into a collaborative process.

Maintaining Authenticity:

- Learn how to stay true to yourself while embracing feedback and using it to enhance your strengths.
- Explore ways to maintain your confidence and composure during feedback sessions.

Creating a Feedback-Friendly Culture:

- Discover how to foster an environment where feedback is valued and seen as a positive tool for development.
- Learn techniques to encourage open, honest, and respectful feedback exchanges within your team.



WHY?

PREPARE TO CHUCKLE AND NOD IN RECOGNITION AS WE EXPLORE STRATEGIES FOR NOT ONLY HEARING BUT GENUINELY ENGAGING WITH FEEDBACK, TURNING IT INTO ACTIONABLE INSIGHTS.

This talk promises to be both entertaining and enlightening, providing you with a personal blueprint for leveraging feedback to fuel growth and foster meaningful conversations, both in and out of the workplace. **It is also a full program!**



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MURDER BY MEETING

Transforming ineffective meetings into productive, engaging sessions.

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Life is too short to be killed by meetings! Whether virtual or in-person, meetings should be an opportunity to connect, learn, encourage, and get things done. Unfortunately, many meetings end up draining energy, wasting time, and leaving participants frustrated.

KEY TAKEAWAYS

Identifying the Seven Deadly Meeting Sins (Murders):

- Learn about the common pitfalls that turn meetings into murder scenes, such as lack of preparation, poor facilitation, and unclear objectives.
- Each "sin" or "murder" will be illustrated with humorous and relatable examples

Strategies to Transform Your Meetings:

- Discover practical tips and techniques to make your meetings more productive and engaging.
- Learn how to set clear agendas, establish ground rules, and keep discussions on track

Creating a Culture of Productive Meetings

- Understand the importance of fostering a meeting culture that values time, participation, and outcomes.
- Explore ways to encourage accountability and follow-through on meeting actions.

Engaging Meeting Formats:

- Explore different meeting formats and styles that can make your sessions more dynamic and effective.
- Learn how to incorporate interactive elements and tools to boost engagement.

Real-World Success Stories:

- Hear about organizations that have successfully transformed their meeting practices and the positive impact they have had on their teams.

WHY?

THIS TALK CREATED OUR POPULAR 7-EPISODE PODCAST SERIES OF THE SAME NAME, "MURDER BY MEETING," WHICH BRINGS A FUN AND ENGAGING TWIST TO THE TOPIC BY PRESENTING EACH OF THE MEETING SINS IN THE STYLE OF A 1940S RADIO SHOW.

Join us for an engaging and insightful session where we will uncover the seven ways people unknowingly sabotage meetings and, more importantly, how to stop them. **It is also a full program!**



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THE BOUNDARY WHISPERER

Keeping Your Sanity with Clear Boundaries

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Have you ever felt like you're walking a tightrope between what's expected, what's communicated, and where the lines are drawn? You're not alone! Dive into an exhilarating journey with us as we unravel the art of juggling expectations, master the craft of crystal-clear communication, and draw boundaries that everyone respects (and maybe even appreciates!)



KEY TAKEAWAYS

Understanding Expectations:

- Learn how to set and manage realistic expectations within your team and organization.
- Discover techniques to align individual and organizational goals, ensuring everyone is on the same page.

Mastering Communication:

- Explore the principles of effective communication, including active listening, clarity, and empathy.
- Uncover strategies to communicate complex ideas simply and effectively, fostering better understanding and collaboration.

Setting Boundaries:

- Understand the importance of boundaries in maintaining a healthy work-life balance.
- Gain practical tips on how to set and enforce boundaries that promote respect and productivity without creating friction.

Maintaining Authenticity:

- Learn how to stay true to yourself while embracing boundaries and using it to enhance your strengths.
- Explore ways to maintain your confidence and composure while setting your boundaries

Navigating Change:

- Embrace the unpredictable nature of today's work environment with agility and resilience.
- Learn how to adapt to changing circumstances while maintaining clear expectations and communication.

WHY?

YOU'LL WALK AWAY WITH ACTIONABLE STRATEGIES TO IMPLEMENT IMMEDIATELY, TRANSFORMING HOW YOU AND YOUR TEAM HANDLE THESE ESSENTIAL ASPECTS OF WORK.

This session promises not just lightbulb moments but fireworks! Expect to laugh, nod in agreement, and maybe even facepalm as we explore the often comical, sometimes challenging, but always crucial world of expectations, communication, and boundaries. **It is also a full program!**



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GILL:TALKING TO STRANGERS

Building Genuine Connections in the Workplace

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In a world where true connection can often feel elusive, "Talking to Strangers" aims to break down barriers and foster genuine relationships in the workplace. This engaging session uses a unique card game inspired by Christopher Gill to help participants build connections and learn more about each other on a deeper level, emphasizing that diversity at work is about the diversity of experience.



KEY TAKEAWAYS

The Power of Genuine Connections:

- Understand why building real connections at work is crucial for a positive and productive environment.
- Learn about the benefits of fostering genuine relationships among team members, including increased collaboration, trust, and morale.

Diversity as Diversity of Experience

- Explore the concept that diversity goes beyond demographics and includes the richness of varied experiences.
- Learn how to appreciate and leverage the diverse backgrounds and perspectives within your team.

The Card Game Experience:

- Participate in our custom-designed card game, inspired by Christopher Gill, which is played during the talk.
- Engage in fun and thought-provoking questions and activities that encourage open dialogue and deeper understanding.

Building Empathy and Agency:

- Discover how the card game helps participants empathize with each other's experiences and viewpoints.
- Develop skills to create a more inclusive and supportive work environment.

Practical Strategies for Connection:

- Gain actionable insights and techniques to build and maintain meaningful connections in the workplace.
- Learn how to facilitate and encourage genuine interactions among team members.

WHY?

THIS SESSION PROMISES TO BE INTERACTIVE, INSIGHTFUL, AND FUN! YOU'LL LAUGH, SHARE, AND MAYBE EVEN UNCOVER SURPRISING COMMONALITIES WITH YOUR COLLEAGUES. BY THE END OF THE SESSION, YOU'LL WALK AWAY WITH A STRONGER SENSE OF CONNECTION AND PRACTICAL TOOLS TO ENHANCE YOUR WORKPLACE RELATIONSHIPS.

Our unique card game is the highlight of this talk. It's designed to break the ice and foster deep connections through structured yet open-ended questions and activities. It's a powerful tool for helping participants see beyond surface-level differences and appreciate the diverse experiences that each person brings to the table.

. It is also a full program!



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DEVELOPMENT DAYS FOR ADMINISTRATORS & TEACHERS

Transform Your Team with a Customized Day of Team and Skill Building

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Are you ready to elevate your team's communication and collaboration skills? Our Development Days for Administrators and Teachers are designed to do just that, offering a personalized experience that meets the unique needs of your school..

KEY TAKEAWAYS

Customized Team Building:

- Tailored activities that address the specific challenges and goals of your team.
- Interactive exercises are designed to enhance communication, trust, and collaboration among team members.

Professional Development:

- Engaging workshops focused on current best practices in education and team dynamics.
- Strategies to how to build “Play” into student engagement, and instructional techniques.

Hands-On Learning:

- Practical, hands-on activities that provide immediate takeaways for administrators and teachers.
- Real-world scenarios and problem-solving exercises that can be directly applied to your school environment.

Building Empathy and Agency:

- Discover how game helps participants empathize with each other's experiences and viewpoints.
- Develop skills to create a more inclusive and supportive work environment.

Why Choose Our Development Days?

- **Expert Facilitation:** Our experienced facilitators bring a wealth of knowledge in educational leadership and team dynamics, ensuring a valuable and impactful experience.
- **Engaging and Interactive:** Forget boring lectures. Our sessions are designed to be highly engaging and interactive, making learning enjoyable and effective. Come Play with us.



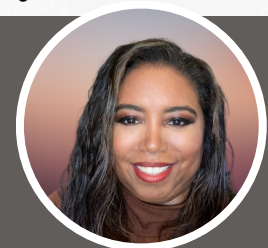
WHY?

WHETHER YOU CHOOSE AN IN-PERSON SESSION AT YOUR LOCATION, OUR PARTNER LOCATIONS OR A VIRTUAL EXPERIENCE, OUR TEAM WILL BRING THE TOOLS AND INSIGHTS NECESSARY TO FOSTER A COHESIVE, HIGH-PERFORMING TEAM.

Immediate Impact: Participants will leave with practical tools and strategies they can implement immediately, leading to improved teamwork and a more positive school culture.

Tailored to Your Needs: We work closely with you to understand your team's unique challenges and goals, customizing the day to meet your specific needs.

. It a day of “Play”!



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DODGING THE DOGHOUSE: CREATING A CUSTOMER EXPERIENCE WORTH TALKING ABOUT

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Are Sales and Service on the same team or at odds in your organization? “Dodging the Doghouse” is a fresh, engaging look at how Sales and Service can work together to create a seamless customer experience that leaves everyone smiling—including the customer. Join us to discover practical strategies that ensure Sales isn’t just handing off clients, but setting them up for success with Service.

KEY TAKEAWAYS

Empathy and Connection:

- Learn simple but powerful ways to bring Sales and Service together, reducing friction and creating a customer-first mindset across teams.

Collaborative Problem Solving:

- Discover how to transform challenges into opportunities for teamwork, with innovative methods that make problem-solving feel less like paperwork and more like a creative exercise.

Fun, Effective Strategies:

- Get to know unique approaches that make these practices enjoyable and memorable, ensuring that they’re used consistently and with enthusiasm.

Proactive Integration:

- Find out how introducing Service earlier in the sales process can improve transitions and set a foundation for trust from the start.



WHO SHOULD ATTEND

This talk is ideal for Sales Leaders, Service Managers, and anyone invested in creating an outstanding customer experience that doesn’t just meet expectations but exceeds them. Whether you’re part of Sales, Service, or leadership, this session will offer insights you can apply across teams to enhance collaboration and customer satisfaction.

Immediate Takeaways: Walk away with actionable tips you can implement right away, improving team communication and boosting customer satisfaction.

A Fresh Perspective: Experience how Prime Alchemy transforms traditional sales and service processes into engaging, interactive activities that teams actually look forward to.

A Preview of What’s Possible: See how our full Customer Experience Program can help you go beyond quick wins, creating lasting, measurable change within your organization.



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