



Marilyn Ann McGraw, Ph.D.

Value Proposition:

By asking the right questions, assessing problem behaviors, and keeping track of effective and not-so-effective behaviors Dr. Marilyn helps individuals improve business performance and obtain new levels of personal satisfaction.

Benefits to the Organization:

- Gauge diverse capabilities among leadership in order to unify and align leaders' individual strengths to the organization's strategy
- Retain valuable resources because employees don't quit for lack of support or growth opportunities
- Improve performance and efficiency by inciting enthusiasm and motivating a team towards greatness
- Lower costs by reducing ineffective strategies and duplication of efforts
- Save recruiting and replacement costs for employees who quit, or had to be fired because (s)he lacked the necessary soft skills of business leadership
- Become more competitive and unique as newly motivated and skilled team members can handle most any situation they are faced with in an effective manner, both in substance and style
- Discover existing hidden value in people and groups in order to:
 - Sell more products and/or services
 - Enhance the company's net worth
 - Improve customer satisfaction
 - Generate return-on-investment
 - Reduce time to market

Benefits to the Individual:

- Become inspired to achieve higher levels of professional achievement
- Improve personal and professional presence using the ability to effectively address and resolve complex team dynamics and communication issues
- Discover individual value-add proposition by focusing on finding meaning and wholeness
- Deal effectively with difficult people or situations
- Handle business social gatherings well
- Be more personable versus seeking results at any cost
- Communicate effectively and interestingly
- Learn to lead, not just manage people
- Influence upwards, persuade, and effect colleagues

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