

# Exceptionality

## Sue Thompson



is passionate about values and character and how their application translates into:

- ethical workplaces
- engaged employees
- a reputation of excellence
- obvious professionalism
- solid business value

People want to work where there is an internal culture of excellence, where the dysfunctional and destructive is rejected, where the examples of those in senior management show a commitment to the best of human values. When a company's health is characterized by frequent turnover, continual complaints to the human resources office, and defection of clients, it's time to take a look under the hood and do a sophisticated tune-up!

If there have been ethical misjudgments or violations at the highest levels by executives who suspect they will suffer little to no consequences, the costs of termination or legal defense are obvious, and a company's reputation is damaged both internally and externally. Even in daily interactions--the way employees speak to one another, the way they dress, and the style with which ideas are presented--the costly effects of incivility show up on the bottom line, whether in hard numbers or a decline in productivity. When childish and even thoroughly inappropriate behavior is tolerated, a workplace suffers. It doesn't have to be this way!

Word gets around when a company is a great place to work, and yours can be one of them!

Sue helps organizations and individuals refine their understanding of what it means to present the best picture of who and what and they are. She liberates people to develop their talents and the talents of others, cultivate their leadership abilities, and focus on their personality strengths and character values. She helps set workplaces free from "same old" thinking and behaviors to exhibit qualities that enhance their reputations and draw great employees. Quoted in newspapers such as the *New York Post* and in various online publications such as CareerBuilder.com and CNN.com, Sue's insights on ethical behavior, leadership, manners, civility, and personal presentation are sought out for their practicality.

*Character Values = Business Value*

"I would highly recommend Sue Thompson as a consultant to any organization looking to fine-tune staff to work in harmony!"

Barry Simms, President  
Digital Office Solutions

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# Services

## Consulting and Training

Whether you are a CEO or a manager, the director of a division within a large company or the owner of a small business, the universal truth of “right makes might” is sorely needed in the corporate world. Character really does matter. Finding people of character who will be loyal and committed matters to an organization’s success. Acting with integrity when grave misjudgments occur is a sign of effective leadership. Expressing the best and highest of values—qualities such as open-mindedness, perseverance, self-regulation, fairness, hospitality, and forgiveness—actually translate into superior business value. They have always mattered, and the world’s most admired companies and leaders are known for them.

The importance of powerful moral principles may seem to have faded away with time, but the truth is our fires are ignited when we’re reminded of what they are. People want to do business with those who take the time and effort to do not what is merely expedient, but what is **right**. Prudence pays. Kindness connects. Critical interpersonal proficiencies save the day.

*What will engaging Sue mean for you and your business?*

- Hiring effectively—for talent, maturity, and integrity
- Creating common-sense policies and procedures that foster a productive workplace
- Addressing integrity challenges with wisdom
- Instructing for the difficult discussions with problem employees, and when to fire
- Preventing costly mistakes (and lawsuits) due to unethical and improper behavior
- Increasing the confidence and competence of employees
- Enhancing informal marketing due to smarter communications and behavior
- Building and improving client relationships and confidence
- Boosting sales
- Increasing employee engagement
- Raising recognition of your brand and reputation
- Doing a professional behavior overhaul
- Dealing with psychos at work
- Understanding how your actions, and those of your direct reports, impact the business
- Mitigating the effects of your own missteps and thoughtless behavior
- Preventing stupid mistakes, and more

*How much would any of these things be worth to you?*



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# Services

Your corporate atmosphere tells clients you mean business—and it all begins with what they can see and feel. What do you want your workforce to communicate? Do you pay any attention to design and organization in your physical environment? What about employees who are in context with your image? Experience the dramatic results of employees who are professional and act with maturity in the areas where these things matter most:

- Personality and talent
- Business etiquette
- Effective team-building and teamwork
- Behavior and attire in a corporate environment
- Ethical, common-sense, values-focused management

Sue creates supervisory “laboratories” for new managers and new employees and coaches at all levels to develop strengths, improve the image presented, and shine in ways that will attract and retain discriminating customers and excellent workers. *Some people just don't know how to act.* They *will* after Sue has given them the tools and shown how to use them excellently!

## Speaking

Sue has presented at national conferences, seminars, expo events, webinars, retreats, business and chapter meetings, and employee functions. She will work with you to create a message of significance for attendees. Evaluations routinely speak of her enthusiasm, humor, and wisdom.

“Your presentation to our staff associates and partners was, in a word, excellent—and that is fitting since you spoke on creating an atmosphere of excellence! All the evaluations we collected rated you highly . . . you hit the nail on the head. Thanks again!”

Karr Barth Associates Inc.  
Bala Cynwyd, Pennsylvania

## Writing

Sue can provide insightful articles for company newsletters, proofread corporate materials and communiqués, assist in writing promotional copy, and can even help you write a book.

Consider this: all it takes is a misplaced apostrophe (“Ahead of it's time”) or a common misspelling (“Your welcome”) to look unprofessional or backward.



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# Coaching

## Prepare Improve Equip Inspire

Coaching provides you with an accomplice who helps you identify important goals and work through the steps or processes necessary to attain them. It's an objective eye to assist you in pinpointing problems and creating solutions. It's a voice from the sidelines to help you get to a place where you are confident in your decisions and know how to move forward. Sometimes, coaching is a much-needed kick in the pants; other times, it entails a respectful form of guidance by asking questions only you can answer and encouraging your search for the response. It can be an inspirational journey or a focused venture.

*You may be a manager recognizing the need to make some strategic adjustments, or simply have a personal desire to:*

- Gain understanding of your personality (and those with whom you work, live, and play)
- Identify your talents and begin to amplify them
- Clarify the values most important to you and cultivate ways to operate in them more meaningfully
- Expand upon ways to express yourself with greater confidence
- Build your professional presence in appearance, behavior, and communication
- Direct yourself to shed the unproductive practices of your past
- Focus on thorny issues and create approaches to address them thoughtfully

*Consider the possibilities of engaging Sue as a coach to help you:*

- Honestly tackle your fulfillment factor on your job
- Show the boss you're a valuable employee
- Develop a well-rounded presentation in image, behavior, and integrity
- Reduce the effects of your imprudent behavior and stop acting like a jerk
- Explore whether or not you have a true motivation for leadership
- Address obstacles preventing good leadership
- Give yourself an edge as a manager by cultivating powerful techniques for success
- Work through situations on the job that keep you awake at night
- Understand yourself and others better

*You will receive well from the coaching experience if you:*

- Can accept feedback well
- Are willing to change
- Understand your participation makes the work successful
- Resist resisting
- Contribute wholeheartedly to your own growth
- You may engage coaching for yourself or for a member of your staff.



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# Culture Coaching

Prepare Improve Equip Inspire

## **CULTURE SHOCK**

Entering American culture to work or study can be a shock like no other. Seasoned visitors and established immigrants all have their own stories of how displaced and confused they felt by the American way of interacting socially and doing business. Some stories are humorous; others, painful!

Knowing the language is not enough! Even those who speak impeccable English are stunned by the informality of interactions. American culture seems confusingly casual to new arrivals. The truth is Americans do have social expectations, but they are buried within a behavioral informality that is impossible to decode without assistance. Adding to the confusion are regional and class differences in manners and communication styles.

To whom can visitors turn? Asking one's American hosts about the specifics and nuances of social exchanges can be embarrassing. You don't want to spend all your time worrying about being perceived as offensive!

## **LET SUE HELP YOU**

Sue can act as a "culture coach," a trusted, confidential advisor who will help you negotiate the baffling complications of American behavior. What seems astonishingly rude to visitors from other countries might be seen as polite inquiry in the US. Wouldn't you like someone you can trust who will not be offended by any question you might ask, no matter what the subject?

For instance:

- How do I introduce myself to someone if I have not been formally introduced? What do I say?
- I see Americans hugging and kissing each other when they arrive for meetings! Am I expected to do this? Isn't a handshake enough?
- How do I apologize for being unable to pronounce someone's name?
- I've been invited to a sporting event by my employer. What do I wear? Is this considered a business occasion? How do I act? What do we talk about?
- I have to give a presentation and I'm concerned about how I will be perceived. Can you listen or watch me and help me so that I am viewed favorably?
- I was told it is best not to ever talk about abortion. Why is there such disagreement about it in this country?
- Why is religion such a sensitive topic here? Why do some want to discuss it freely and expansively and others go silent? Why is this or that religion considered favorably or unfavorably?
- How should I dress for an interview? For a business meeting? For a presentation? For a convention? What must I wear to be considered properly dressed for the people I'll be with? Where can I get help with looking just right? What table manners should I employ?



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# Culture Coaching

Prepare Improve Equip Inspire

## HOW IT WORKS

Sue can work with individuals or groups, in person or by various technologies (email, Skype, texting, instant messaging, etc.). She can conduct courses in American business etiquette, values, cultures, and language nuances such as slang or regional accents. She can make a classroom come alive with invigorating discussion on American character strengths and weaknesses, the history behind why Americans think or behave as they do, and what Americans may be thinking about you. She can shadow you in person if you'd feel most comfortable knowing she's immediately available, go with you to important meetings or events to help you manage your concerns, coach you through presentations, take you clothes shopping and help you groom yourself appropriately. Almost anything is possible!

Allow Sue to be the American who will take any question without becoming offended because she wants to help you, you guests, or your students enjoy a successful, productive visit!

*Call or email her to discuss your particular needs!*



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# Sue Thompson



*When Sue Thompson is finished speaking,* people are smiling, discussing the concepts they just heard, and standing in line to thank her for a great presentation. Evaluations routinely note comments such as "Best session of the conference," "Love the enthusiasm," and "Please have Sue speak on this topic again next year!"

Sue has a master's degree in clinical psychology, but it's not her academic background that makes her so engaging and insightful. It's old-fashioned experience. Sue speaks about what she knows: recognizing different personalities and relating effectively to them. Helping people discover their talents. Calling for the renewal of civility and etiquette in business and customer service. "I want to set people free to become all they were meant to be," she says. "The lessons life teaches us are good for business and good for life."

Sue is a personality expert, an etiquette trainer, and an author (*The Prodigal Brother*). She provides training and consulting, creates new employee and supervisor labs, instructs in presentation skills and image, offers business etiquette workshops, and works one-on-one with clients who need more than just a pep talk. She has presented at employee functions, retreats, business and chapter meetings, brown-bag lunches, exposition events, seminars, and conventions. Sue will work with you to create a single message or training opportunity of significance for attendees. Having spoken to audiences for more than twenty years, she's a presenter with substance. Many listeners tell her, "Your seminar changed my life."

"We can't thank you enough for your wonderful engaging talk on business etiquette. You totally had everyone's attention."

Delaware Chapter of IFMA

## *Quoted in:*

*The New York Post*

*The New York Sun*

*Commercial Property News*

*CollegeRecruiter.com*

*Today's Focus*

*CBN.com*

*MSNBC.com*

## *Be Exceptional Seminars Results in:*

- Greater awareness of the image presented to others
- Understanding of what motivates and compels others
- Confidence on the job in every situation
- Employees who recognize the value of superior work
- Power and persuasiveness in daily interactions
- Managers who lead well and communicate with purpose
- Improvement in personal style and expression
- Polish in professionalism, behavior, and etiquette
- A move toward continual growth and refinement
- A whole new way of thinking about what's important

*Exceptionality*

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# Topics have included . . .

## Etiquette is Not Dead!

Although many in the workforce act as if it they've never heard of it, etiquette is simply the timeless guide for conduct that allows us to present ourselves to others with confidence. It's avoiding habits that can make us unintentionally offensive. It's time to remind ourselves of plain old good manners! Let's take an honest look in the mirror to see if we might be unwittingly projecting an image of unprofessionalism. Etiquette is alive and needed now more than ever before!

## I Can't Help It, I Was Born This Way

"I may not do all things well," someone once wrote, "but I do a few things brilliantly!" Knowing that for which we are innately gifted—how our brains are hardwired to perform—gives us command in confidently describing what we do best. It can also furnish us with direction that will lead to expedient and satisfying choices about our careers and other important decisions. Do you know what *your* strengths are? Take some time to find out what comes naturally!

## Character Matters

Incivility is killing us. It's killing good business practices, creating ill will both inside the company and out, eating up productive work time, and making good employees pack up and move on—not to mention turning away valuable customers. It's about time we recognized the profit-destroying nature of boorish, conscienceless behavior and nip it in the bud. People with character respond well to being reminded of the importance of civility. Find out how to gauge your company's costs in this area and begin to create a workplace that thrives on the milk of human kindness.

## Workplace Personalities

Have you noticed yet that you work with people who are different than you? Do you sometimes struggle to understand what makes them so challenging? Learn a simple way of identifying personalities and gain a view of how to communicate so they can hear you! This is not a complex system that requires an understanding of psychology, but a tool that is easy, fun, and practical, because you already possess the necessary equipment: your eyes! You will leave seeing yourself and others in a whole new light!

## Sheer Living Hell: Surviving a Tormenting Work Environment

How do we respond when we are treated unfairly? What is needed to make it through seemingly never-ending days of conflict and frustration? You cannot survive in a hostile or contentious work environment on a wing and a prayer! There are fundamentals to be embraced and strategies that can be put into place now to ensure that you make it through the fire without being fried. Learn seven important principles that will strengthen and fortify you in the most difficult of circumstances.



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# Testimonials

Our participants in four locations . . . have commented on how they were energized by her insights and they continue to refer to her examples. We'd welcome her again in a heartbeat!

Harriet McGraw  
BlackRock

Sue did one-on-one coaching with one of my key employees, analyzing his abilities, assessing and identifying his talents, and suggesting techniques to help develop his management strengths . . . I highly recommend Sue Thompson as a communications consultant to any organization that wants to fine-tune its staff to work in harmony internally and externally.

Barry Simms  
President, Digital Office Solutions

Sue helps her audiences apply the knowledge they gain from the presentation to real life. You learn how to get a greater understanding of your clients and how this can help your bottom line. She puts on a fabulous presentation!

AICI Washington DC Metro Area Chapter

Your approach is refreshing and stimulating. Since we, as orthodontists, deal with challenging situations in our practices on a daily basis, our effectiveness is enhanced by your insight.

Once we are enlightened by you, there's no excuse for not being effective. Thanks for always pushing us to be better communicators and therefore improve our service to our patients.

Middle Atlantic Society of Orthodontists

I must admit I was very impressed. I never really saw that side of you. Your command of the room was incredible. Everyone at my table was equally impressed and though the topic was so helpful.

I gained a new understanding that has already helped me with my daily interactions with my colleagues and my customers.

Gary Nantais  
Vice President, MilliCare by EBC Carpet Services

You share concepts I can use in my relationships with clients and coworkers—things I can put into practice immediately. Everyone hangs on to your every word. Not only is your message well-thought and your energetic speaking style captivating, your passion has actually motivated me to find out more about the gifts and talents I have! Because of your motivation, I have taken the extra step to find out that I am Strategic and Restorative.

Wills Elliman, MCR, SIOR, CCIM  
Partner, Newman Knight Frank Smith Mack



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# Testimonials

Sue has presented several times at our company's annual conference for financial aid administrators and consistently rates at the top on evaluations—which is why we keep inviting her back! Typical seminar comments include: 'Lots of practical application' and 'The best part of this session was Sue's enthusiasm and mastery of the subject!' One reviewer noted, 'Sue is awesome!' She is recommended without reservation.

*Access Group, Inc.  
Wilmington, Delaware*

Sue Thompson is simply marvelous! She was a featured speaker for our Women Building & Investing in Success meeting and was dynamic, engaging, and instructive—and fun! I could not help but sense the energy and delight as women left, talking about all they had learned.

She provided real value to a group that depends upon being able to quickly connect with clients and business associates. Her talk on dealing with different personalities was a perfect complement to the mission of the organization and gave attendees insights into their own behavior and how to adjust to communicate with ease. I enthusiastically recommend her!

Sue is an asset to any program. Here are some of the comments our attendees made about her presentation:

"As a long time sales professional with a large corporation, I've been exposed to all sorts of "personality assessments". Both learning about my personality and how to interact with my clients. However, I've never had this subject presented in such an entertaining and informative way. Sue's examples of how each personality acts and reacts really gave me a true understanding of who I am and how I view other personality types. As a solo entrepreneur I am still a sales person, as well as a CSR, accountant, a customer to my vendors, etc. In the past several weeks since Sue's presentation, I've been able to size up the people I work with very quickly to understand their motivation and how I need to position myself in regards to their personality to not only get what I want, but to make sure they are getting their needs met too."

"Sue was awesome and her energy was contagious throughout the room."

"This talk was on track with where I am in my personal/professional life. I will use the information to act on decisions that I have had on hold. I believe that WBIS will be a catalyst in both my personal and professional development."

"Sue was a great speaker and the topic was timely as well. We all need to be mindful of our communication styles and how they impact our ability to serve our clients. Thank you for another great meeting!"

*Sheila K. Dixon,  
Founder and President, Women Building & Investing in Success*

Your presentation to our staff associates and partners was, in a word, excellent—and that is fitting since you spoke on creating an atmosphere of excellence! All the evaluations we collected rated you highly and all feedback was positive.

We appreciate your thoughtfulness in addressing the needs we identified—you hit the nail on the head. The message of expressing our best values at work is something we want Karr Barth to be known for. Thanks for reminding us of how important it is to be excellent!

*Karr Barth Associates Inc.  
Bala Cynwyd, Pennsylvania*



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# Testimonials

Your ability to capture the attention of the audience with your wit, intelligence, humor and knowledge . . . when you have spoken at our events, whether they were staff meetings or retreats, we all left with the feeling that you had not only given us the tools we could use in our future endeavors, but we were truly inspired to think about ourselves and others in fresh ways. You are unforgettable and one of our favorite speakers.

Mitchell Associates  
Wilmington, Delaware

Your three-pronged approach to creating a professional image in appearance, behavior, and integrity was exactly what we wanted to give our participants, and you delivered with excellence!

Lynn Evans  
BlackRock

Sue helped me better describe and articulate who I was and the image I wanted to convey. I needed to find a personal look that I could use on my website, in marketing materials, and when I showed up in person with my clients. It was important to me that I create an image that worked for me - one that reflected my personality, not just my professional competence. Sue challenged me to consider options that were outside of my normal comfort zone. As a result, I am delivering a brand image that is congruent with who I am and at the same time instills confidence in my clients. I would highly recommend her for anyone who is seeking to create a professional image that will accelerate their success.

Betsy Jordyn  
President, Accelera Consulting Group

