

## RESET THE FOUNDATION OF COMMUNICATION<sup>™</sup>

- TO PREVENT CONFLICT AND STRESS
- TO IMPROVE TEAMWORK AND PRODUCTIVITY



THE PATH TO SUCCESS is a 1-day (8-hour) program that resets the foundation of communication.

We teach specific, step-by-step process solutions so your management and employees can take full responsibility for their communication, listening, motivation, relationships and teamwork.

### CREATE INFINITE POSSIBILITIES WITH THE PATH TO SUCCESS



#### PREVENT CONFLICT AND STRESS

Workspace conflict cost U.S. companies \$359 billion per year. (Meyers-Briggs Assessment)

We teach in detail how to prevent these negative and costly challenges.



#### IMPROVE TEAMWORK

96% of execs cite a lack of collaboration or ineffective communication for workplace failures. (Gallup)

We provide a step-by-step guide for teamwork evaluation and process improvement.



#### IMPROVE PRODUCTIVITY

Poorly managed teams are about 50% less productive and 44 less profitable than well-managed teams. (Gallup)

We help to increase your company's productivity (up to 700%) and profitability by restoring powerful, effective teamwork.

"This course has taught us what to do differently to get us to where we need to be. Dr. Cohen completely kept us engaged and entertained. The time absolutely flew by."  
- Bernie S., Manager, Talent Management

"If you want things to improve, to change, to get better, this program is worth it."

- Naomi G, Director and Private Client Service Leader

"It is more than a sound byte to say that it's life-changing. This is a tangible way to build culture."

- Denny L., Director, National Accounting and HR Firm



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WHY WE ARE  
UNIQUE AND  
EFFECTIVE





## PROGRAM DETAILS

### Program Abstract

Communication is the foundation of every business function in every company and every industry. Yet, statistics prove that ineffective communication is a primary cause of workplace failures. Ineffective communication is an inevitable result of the fact that people are wired to think and communicate automatically and reactively. Science has proven that people are preconditioned, and have very little conscious control over their thoughts, behaviors and emotions on a moment-by-moment basis. This makes it nearly impossible to manage employees, improve communication or drive performance without first resetting that foundation.

THE PATH TO SUCCESS is designed to do just that. We teach your employees how to reset their foundation of communication, which also directly impacts their listening, motivation, relationships and teamwork. Resetting your employees' foundation of communication generates a powerful force for the prevention of negativity, disharmony and mediocrity. The result is a happier, more fulfilled, more productive and more successful team and organization.

### Benefits

THE PATH TO SUCCESS will reset the foundation of communication for your team, which will positively impact virtually every aspect of your organization. This is a result of each team member learning how to take full responsibility for their communication, listening, motivation, relationships and teamwork. Specifically, the benefits include better and more effective:

- Productivity
- Collaboration
- Trust
- Responsibility
- Team building
- Profitability
- Motivation
- Strategy
- Accountability
- Commitment
- Conflict resolution
- Engagement
- Feedback
- Innovation
- Culture

It is time to eliminate negativity, disharmony and mediocrity. Instead of letting the automatic processes of each team member continue to drain time, energy and productivity, start designing the future of your company today with THE PATH TO SUCCESS.

### Core Courses

THE PATH TO SUCCESS program is a full-day (8-hour) series of courses, including:

- The Science of Communication™
- The Science of Listening™
- The Science of Motivation™
- The Science of Relationships and Teamwork™

### Course Composition

The PATH TO SUCCESS addresses the issues and problems associated with communication, listening, motivation, relationships and teamwork, and provides specific solutions in the form of step-by-step processes.

We teach in detail:

- How and why we communicate, listen, motivate, and create relationships and teamwork the way we do, automatically in a pre-conditioned way
- Step-by-step processes that will allow management and each individual employee to consciously control and, therefore, take 100% responsibility for their: communication, listening, motivation, relationships and teamwork

### Core Process Recaps

The skills and processes taught in THE PATH TO SUCCESS provide each team member with the ability to reset their foundation of communication on a moment-by-moment basis. To support them in taking full responsibility for their communication, listening, motivation, relationships and teamwork, we will provide course recaps that contain the key processes that will support them in maintaining and managing a strong, positive foundation of communication.





## TESTIMONIALS

OUR MISSION IS TO RESET THE FOUNDATION OF COMMUNICATION AND GENERATE A POWERFUL FORCE FOR THE PREVENTION OF NEGATIVITY, DISHARMONY AND MEDIOCRITY.

“Dr. Cohen’s courses lay a solid foundation for anyone interested in achieving better results in their leadership, career, family and academic settings. It is the essential core to learning lasting, respectful and productive relationships. If the very human tools in Dr. Cohen’s seminar series are implemented, they can bring about amazing and lasting results in teams and groups that utilize these concepts together. Productivity, engagement, happiness and fulfillment can be as simple as changing some of our factory default settings.” -Jonathan Jones, Vistage Chair (four Vistage groups)

“This seminar is very worth it. In terms of, not only whatever financial commitment is made, but the time commitment. It is more than a sound byte to say that it’s life changing. This is a tangible way to build culture and to live the words, not just say the words. Dr. Cohen’s personal story, what led her from dentistry to literally wanting to change the world, one person at a time, I found very inspiring and very real.” -Denny L., Director, National Accounting and HR Firm

“This powerful program is a must see for all leaders, management, and anyone wanting a more fulfilled career and life. The concepts and paradigm shifts from these processes are priceless and immediately useful in building powerful communication, collaborative teams, and a healthy culture. The value of this program—if practiced and executed—will make a difference in your organization immediately.” - Laura Jones, President/CEO, Regent Power, LLC Women Presidents’ Organization Chair since 2008

“In professional ice hockey, the environment’s very intense, very emotional, a lot of problems going on. I’m a supervisor in two professional hockey leagues. After taking Dr. Cohen’s PATH TO SUCCESS program, I was able to take a negative environment and turn it into a positive environment. Players, coaches, referees, general managers, team owners, scouts and front office people, they all noticed a very positive, significant difference as far as communication and as far as problem-resolution. It made a huge difference in the ratings I received. This program works.” - William Boll, CEO, green building company; Supervising Official for two professional hockey leagues

“The seminar was impactful. If you want things to improve, to change, to get better, this program is worth it.” -Naomi G, Director and Private Client Service Leader





## Dr. Susanne Cohen, Founder & CEO

Dr. Susanne Cohen is a high-energy, results-oriented executive with an innovative approach to business. She started her career as a dentist but, following a serious auto accident, she pursued her business career. Early in that career, Dr. Cohen became a leadership and life planning coach. She dedicated herself to leadership development, co-leading many of the courses she took, and was a regular speaker for years. She then moved down a more traditional business path.

Dr. Cohen has combined her dental and business experience throughout her career to launch successful, leading-edge products and has created the visions and strategies necessary to grow companies. She also developed and implemented successful educational, training, and marketing programs within these

companies. A common thread among all of Dr. Cohen's successes has been the development and implementation of distinctive, proven processes, driven by a sustainable, repeatable methodology.

Dr. Cohen is the past CEO of a consumer packaged goods (CPG) pharmaceutical company, where she led all strategic planning, organizational development and operations from start up through national retail distribution in over 60,000 stores. Under her leadership, the company achieved a 15-year compounded annual growth rate (CAGR) of 40% per year.

More recently, Dr. Cohen developed courses designed to be a powerful force for the prevention of negativity, disharmony and mediocrity in business and in life. She was then inspired to translate many of the skills and processes she teaches in these courses to create anti-bullying programs for kids. She is the founder of a non-profit foundation called SAVE OUR KIDZ™, whose mission is to stop the cycle of bullying and teach our kids how to survive (prevent suicides) and then thrive in their lives.

A gifted speaker and company spokesperson, Dr. Cohen has appeared as a guest expert on numerous national television shows such as The Today Show, The View, Fox News, The Apprentice with Donald Trump and more. She has also been featured in hundreds of local and regional television and radio interviews, and local, regional and national newspaper and magazine articles, including the Wall Street Journal, USA Today and O Magazine. Dr. Cohen will use her significant media experience to generate public relations exposure for SAVE OUR KIDZ.

Dr. Cohen remains committed to making a significant and positive impact.



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