

Our primary goal is to provide our clients with tools and training to optimize talent, create and sustain healthy, highly productive environments, and maximize return on their investment in people.

We partner with our clients to define the success metrics that will be meaningful to their particular organization and use state-of-the-art tools, best practices, and real-world experience to deliver bottom line, measurable results. We deliver *solutions* and *results*, not theories or philosophies. The success of your organization is always a top priority.

Our customized programs help organizations get the most and best from their employees, identify high potentials, develop top performers, measurably improve hiring, placement and training initiatives, and better manage all types of change to ensure your current and future management team has the skills, vision and resources to lead your people and your company into the future and toward greatness.

Whether your organization is growing, down-sizing, merging with another company, facing a new competitive challenge, refocusing or simply working toward a better future, Star Performance Group can provide you with tools and solutions to maximize your efforts and minimize your costs.

WHAT MAKES THE STAR PERFORMANCE GROUP DIFFERENT?

We structure every program for maximum learning and integration of skills by including all five steps for integrated learning: 1) Impact, 2) Repetition, 3) Utilization, 4) Internalization, and 5) Reinforcement

We are dedicated to *thorough learning, exceptional performance improvement and measurable results*, so every program incorporates an effective combination of assessment, training and coaching. Our program facilitators are highly trained, top notch trainers, coaches and consultants with years of real world experience. We spell out in writing exactly what you can expect from our programs and we *unconditionally guarantee* the outcomes we promise.

OUR RISK-FREE GUARANTEE

Try our training *risk-free*. We are so sure you will receive measurable benefit from our programs that, if you are not absolutely delighted with the program content and delivery, just let us know after the first session, and we will cheerfully refund every cent. No questions. No hassle. No lost investment.

You want and deserve *results*. We believe a performance improvement company should *perform* or they don't deserve to be paid. That has been our philosophy from the start, so we have always offered our no-risk guarantee (and always will). To date, we have a lot of loyal fans and not one refund request.



CONTACT US WHEN YOU WANT TO:

- ◆ Unleash and optimize the performance, potential and passions of your people
- ◆ Enhance leadership performance
- ◆ Build a positive, productive culture
- ◆ Identify high potentials and develop them to their highest potential
- ◆ Install best practices in hiring, promoting and developing top performers
- ◆ Manage, develop and maximize talent
- ◆ Develop strategies for mastering change to ensure optimal outcomes
- ◆ Align your people with corporate values and culture
- ◆ Provide an employee incentive that reduces stress and increases productivity
- ◆ Get the best and the most from every employee
- ◆ Enlist the help of your people in taking your company from good to great

PROFESSIONAL TRAINING IS FULLY TAX DEDUCTIBLE

Even Uncle Sam recognizes and approves of the importance of professional education. All expenses incurred for continuing education (including tuition, travel, meals and lodging) are tax deductible when taken for the purpose of maintaining or improving professional skills according to Treasury Regulation 1.162-5 Coughlin vs. Commissioner, 203 F2d 307

OUR PROGRAMS ARE FULLY CUSTOMIZABLE

The following listing provides an overview and average times of our standard workshops. All programs are customized to suit your specific needs. As you read through the program descriptions, keep in mind that elements of different programs can be combined to create the exact program you desire. We will work closely with you to be sure that your needs are fully met.

Where possible, we present programs in a group training/coaching format; in 2 to 3 hour segments, one segment per week. This format produces the best results by far and is highly recommended.

Where time and/or distance make the segmented format impractical, most programs may be presented in half-day or full-day sessions, or in 3 day or weekend retreats.



EMPLOYEE EFFECTIVENESS

CORE Plus™ - The Ultimate Employee Effectiveness Program

Results of a recent study by the National Employment Commission found *poor interpersonal skills* to be the *number one* cause of employee dismissals, and difficult inter-company relationships the *number one* cause of high employee turnover, absenteeism, illness, job dissatisfaction, disengagement, and low productivity, as well as the leading cause of lawsuits brought against employers.

In light of those findings, the wisest investment a company can make is providing training and coaching to improve interpersonal skills company-wide. The most effective and profitable organizations all have one thing in common; they value and develop their people. They invest in continuous improvement to ensure that their employees are functioning to their highest potential, are in the right jobs, and have excellent interpersonal skills.



CORE Plus™ is an eight-part employee effectiveness program for producing measurable and lasting improvements in the way employees relate, communicate, solve problems, resolve differences, work within teams, follow instructions and perform within the organization. Everyone, from executives to mail-room clerks, can benefit greatly from this program. Each segment builds upon the previous one to ensure total integration. Participants will gain a fuller understanding and appreciation of self and of one another, and will learn valuable interpersonal, communication, motivational, and conflict resolution skills. Throughout the program participants are applying, practicing and learning to perfect their new skills in their own workplace where it counts.

Benefits include:

- ◆ Improved manager-employee relations and results
- ◆ Improved peer relationships
- ◆ Greater awareness, understanding and appreciation of individual differences
- ◆ Better communication
- ◆ Reduced conflict
- ◆ Lower stress
- ◆ Happier, fully engaged, more productive employees
- ◆ Greater motivation to perform at optimal levels
- ◆ Improved customer service
- ◆ Greater productivity
- ◆ Reduced employee turnover
- ◆ Overall improvement in workplace dynamics

Sessions include:

- One:** CORE MAP Assessment – Understanding Self and Others
- Two:** Communications – Verbal
- Three:** Communications – Non-Verbal
- Four:** Functioning Fully in a Changing Environment
- Five:** Working Interdependently and as a Team
- Six:** Resolving Conflict/Building Cooperation
- Seven:** Negotiation and Persuasion Techniques
- Eight:** Bringing Out the Best in Self and Others



MANAGEMENT AND LEADERSHIP

Choice Leadership™

The world of business today is very different than at any other time in history. The pace is faster and the new workforce plays by different rules, and leaders that don't adjust their style to fit the new reality will continue to meet with frustration rather than success. What once worked is no longer keeping employees engaged and performing at optimal levels. To grow and thrive in a global marketplace organizations need a new kind of leadership.

To remain viable, today's leaders must step into that new role successfully. Choice Leadership™ is one of the most effective programs available for helping today's leaders make that essential transformation.

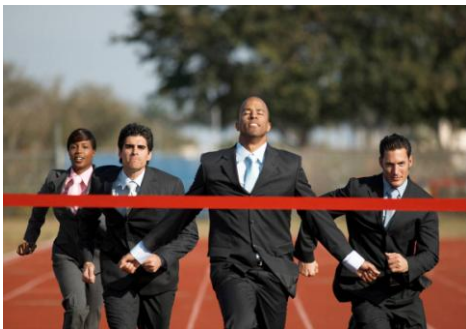


This is a six week coaching program that incorporates both individual and group coaching to ensure that leaders integrate the latest and most effective methods for keeping employees functioning at optimal levels.

The methods leaders will learn in this program will greatly increase their effectiveness as leaders; free them from fire-fighting and employee hand-holding; increase employee engagement; ensure that employees take greater responsibility for getting good results; increase employee commitment, effectiveness, job satisfaction and productivity; improve communication; increase trust; and will provide a treasury of ways for leaders to optimize their own time and energy as well as that of employees. This program is full of methods and techniques for getting optimal results with greater ease.

Program Length: 1 hour private consultation per participating leader and six 3-hour group sessions conducted one day per week (or as a 3 day retreat)

Getting the Best Out of People™



In healthy, profitable organizations employees are fully engaged and functioning at optimum levels, both individually and in teams. To inspire optimal performance it is essential to understand human nature in general, and the nature of individual employees in specific.

In this program, team leaders learn ways to motivate and successfully manage every type of employee to keep them functioning at peak levels. Participants will receive a treasury of techniques to optimize time and energy, while increasing employee productivity, effectiveness and job satisfaction.

Program Length: 12 Hours – Two full days, Four 3-hour group sessions conducted one day per week or as a weekend retreat



SELLING AND CUSTOMER RELATIONS

The Psychology of Superior Selling™

Outstanding salespeople have some very specific attributes that go beyond technique; that are not common to average salespeople, and which make them many times more effective than most. While technical training provides good basic selling skills, technique alone cannot produce outstanding performers. In fact, the very attributes that make salespeople great, also cause them to resist using most of the techniques generally taught in sales training programs. When salespeople understand *why* techniques work, they readily adapt them to their own personalized selling style. The results are often astounding.



Master sellers use knowledge and methods that go far above and beyond technique. Those methods can be learned and incorporated by almost any salesperson once understood. The reason most salespeople don't use these powerful, money-making procedures is because they are either unaware of them or they don't understand their vast potential for creating exceptional results. This highly interactive workshop is designed to teach those invaluable, but often undeveloped skills.

Two assessments are incorporated into the program. One uncovers natural and learned skills, stressors, coping patterns, developed and undeveloped abilities, areas of existing strength and areas where further development will yield the best results. The second one reveals current beliefs around selling and degree of awareness of effective selling practices.

In this program participants learn how to accurately read non-verbal clues and cues which inform them as to the correct approach to take when making a presentation. They will learn a quick and easy way to identify motivators, wants and needs, recognize buying signals, and know how and when to close. This program goes beyond the traditional "how-to's" and thoroughly explores the "whys" so salespeople can internalize and naturally use what works. Understanding the *psychology* of buying and selling takes ordinary salespeople to new heights of success and makes superstars of the already effective ones.

*Program Length: 18 Hours – three day retreat or as
Six 3-hour group sessions conducted one day per week*

Customer CARE™



It costs 12 times more to acquire a new customer than to keep one so good customer relations is a vital aspect for any organization. Customers expect and deserve courteous service. If they don't get it, research shows that today's consumers are quick to go elsewhere and they seldom give the offender another chance.

This program covers the *how's* and the *why's* of effective customer service so connecting and relating well to customers of all types becomes second nature. Participants get an in-depth look at the wants, needs, desires, fears, concerns and attitudes of today's customers, and in themselves, and learn specific ways to serve customers well without compromising their own values and needs. They also learn how to connect to establish credibility and trust, maintain a positive attitude, use greetings that get positive responses, and take actions that turn unhappy customers into long-term allies and goodwill ambassadors.

*Program Length: 12 Hours – Two full days or
Four 3-hour group sessions conducted one day per week*



TEAM BUILDING

Taking the “Work” out of Teamwork™

This program incorporates both classroom and experiential learning. Participants first learn to understand each team member; their wants, needs, motivations, and how to best utilize their strengths and compensate for weaknesses. They then learn how to pull the team together, create cohesiveness, build trust, respect and credibility within the team, empower others, and communicate and persuade without seeming “pushy”.

Then, through a series of experiential activities, they actually *experience* the learned concepts in action. Key skills are put into practice and internalized for fuller understanding. Appreciation of each other’s needs, opinions and perspectives emerge during these exercises and generally remain in place long after. Participants experience, first hand, what they must do to manage moods and resolve differences in order to build and maintain a team spirit and mutual cooperation. They learn ways to communicate and cooperate, even with those they perceive as “difficult”.



This is an enjoyable, insightful workshop (or retreat) that will not only generate fond memories for all in the group, but will continue to reap positive benefits for a lifetime.

This program can run from 8 to 12 hours, depending on how in-depth the training. Extended programs include experiential activities that are usually held both indoors and out. Programs can be presented in full or half-day sessions, spread out over time or given in intensive form over a weekend. An ideal group size is 18 to 24 people, but up to 50 can be accommodated in a session. Program locations vary according to accommodation requirements.

*Program Length: 12 Hours - Two full days,
Four 3-hour group sessions conducted one day per week
or a weekend retreat*



VERBAL AND NON-VERBAL COMMUNICATIONS

Read 'Em and Reap™

Subliminal researchers state that as much as 93% of all communication is non-verbal. The ability to understand and properly respond to this vitally important form of communication is key to connecting with other people successfully, yet very few people have developed these important skills to proficiency.

Studies done by Harvard, the University of California-Berkeley and by IBM have placed the effective use of non-verbal communication as *the primary factor* in successful selling, persuading and negotiating. A good understanding of how people communicate non-verbally is the next best thing to mind reading. Participants will be amazed at how readily people convey their wants, needs, thoughts, moods and more using this silent, but very precise, language.

This program is an in-depth course that teaches participants to read people instantly and with amazing accuracy. Upon completion of this training, participants will be able to improve outcomes in many areas, including managing, motivating, persuading, negotiating, selling and leading more effectively, improved team effectiveness, and improved customer and inter-company relationships,

Participants learn to read individual and cluster gestures correctly, “hear” what is *not* said and better decipher what *is* said. They will be able to determine when rapport has occurred, read buying (or buy-in) signals to close more sales and get more ideas implemented, build trust, quickly calm angry customers, and MORE!

This dynamic workshop promises positive results! In fact, we *guarantee* you will be “reading” people better by the end of the first session.

*Program Length: 12 Hours
Four 3-hour group sessions conducted one day per week
or a weekend retreat*



AAA Communications™ (How to Communicate with Anyone, Anytime and Anywhere)



In business, in life, and in relationships of all kinds, communicating well is vital to success. We all know from experience that just being able to talk is *not* communicating. Because different types of people communicate differently; speak, hear and perceive differently, and focus on different things, the potential for miscommunication is immense. In this program you will learn how to overcome communication handicaps by discovering your own communication style and learning to recognize and effectively adjust to communication styles that are different from your own so that every interaction provides greater potential for getting the results you want.

*Program Length: 6 Hours – Full day or
Two 3-hour group sessions conducted one day per week*



MOTIVATION AND CONFLICT RESOLUTION

Negotiation and Persuasion - Powerful Skills for Moving People to Action



Discover the tools and techniques used by the world's most effective persuaders and negotiators and learn to apply them for success with all types of people. This set of skills can open doors and get the results you want without making others feel pushed, prodded or manipulated against their better judgment. Discover ways to get more done through others and to make or save a lot of money by negotiating better deals. You will get things done your way more often without sacrificing goodwill or valuable relationships.

This newly found knowledge will be beneficial beyond the workplace too. Negotiation and persuasion can improve transactions or relationships anywhere you want to see your plan put into place. You will be amazed at how much more effective your dealings with people will be as a result of mastering these two invaluable skills.

*Program Length: 12 Hours – Two Full Days,
Four 3-hour sessions conducted one day per week
or weekend retreat*

From Problematical to High Performance: The DNA of Difficult People

In the workplace, difficult people can cause tension, bottlenecks in work flow, missed deadlines, and ineffective teams. Some types sabotage the efforts of co-workers, spread vicious rumors and regularly offend co-workers, while others seek power at the expense of others and destroy morale without regard for the good of the company. In short, they rob your company of productivity and healthy bottom-line results. Difficult people in the workplace can throw normally well-functioning employees into a tail spin and reduce the effectiveness of an entire team.



This course is designed to help you identify the causes of difficult behaviors and do more than just deal with troublemakers more effectively, you will actually be able to affect positive change and eliminate negative behaviors at their source. Learn how to handle the Bullies, the Anti-Socials, the Whiners and other difficult types in the most efficient and beneficial manner and develop strategies for managing conflict without losing your cool. You will also learn how to transform negative behaviors into powerfully positive ones by understanding the source or DNA of difficult behaviors and how to convert the energy that drives the behaviors to transform problem people to high performance team members.

*Program Length: 12 Hours – Two full days,
Four 3-hour sessions conducted one day per week over 4 weeks
or as a weekend retreat*



PERSONAL EFFECTIVENESS AND PRODUCTIVITY

Assertiveness: How to stay Calm, Cool, Confident and in Control

Assertiveness and aggressiveness are two entirely different behaviors. Assertiveness is positive and beneficial to all concerned, while aggressiveness is almost always negative and selfish. This program teaches participants to take responsibility and initiative in interpersonal relationships. It is designed to improve confidence and self-esteem, and to achieve positive results in relationships of all types. Learn how to handle passive, passive-aggressive and aggressive types correctly and confidently. Discover ways to ask for, and more consistently get, what you want without being too passive or offensive. Develop the tools for overcoming guilt, fear, apprehension, anxiety and a host of other crippling emotions. Assertiveness training improves interactions, builds confidence and provides the framework for healthy relationships of all kinds.



*Program Length: 12 Hours – Two full days,
Four 3-hour sessions one day per week over 4 weeks
or as a weekend retreat*

A Journey of Self-discovery: Achieving your Personal Best



This program utilizes the highly acclaimed *CORE Multi-dimensional Awareness Profile* (CORE MAP) and other assessments to help participants discover their own unique personality, strengths, limitations, value systems, internal programs, and natural tendencies. Participants pinpoint conditioned programs that can be counter-productive to effective functioning, and learn to interact and communicate more effectively.

Upon completion of this program participants will understand themselves and others more fully, have tools for overcoming negative programming and fear, and for functioning better overall. Nothing works better or faster to build self-confidence and self-esteem, and promote healthy, cooperative relationships than total understanding of self and others, which is exactly what this invaluable program provides. It is likely to be counted among the best things you ever did for yourself and/or your employees.

*Program Length: 12 Hours, Two full days,
Four 3-hour sessions one day per week over 4 weeks
or as a weekend retreat*



WHAT OUR CLIENTS ARE SAYING

“As Director of Employee Training and Organizational Development for my company, I have used Dr. Buffington’s services on numerous occasions. The results have always validated why her services are so valuable to the success of our employees, executives and the company in general.

During one of our most memorable and effective engagements, Dr. Buffington and her team were asked to help turn around one of our most important yet least effective, and highly dysfunctional, organizations. In a relatively short period of time the assistance and guidance provided to the organization and my department resulted in a complete and phenomenal turnaround. Customers now routinely comment on the effective way our employees support them. Attrition was reduced to zero, employee morale significantly improved and employee effectiveness went through the roof.

I encourage any decision maker who is not experiencing the maximum performance of her/his organization’s employees to contact Dr. Buffington and her NaviCore team for immediate assistance. Your return on investment will be significant.”

Wim H. Wetzel PHD/SPHR
NEC America, Dallas, TX

I benefited extensively from your program and my CORE MAP profile. I had been through personality profiling before, as an undergraduate, a Naval Officer, a graduate student and as a corporate employee (the MBTI in the last instance). Though I often found the process interesting, I left only with information, not *actionable* information.

From the CORE MAP profile and your program, I was able to understand some very unproductive behaviors in ways that were entirely new to me. The "aha" moment came when I realized how I had begun to rely on old, ineffective behaviors as my primary way of approaching situations. Though I had felt this to be the case, I had never before been able to verbalize and understand it so clearly. I left the session with both excitement and a renewed belief that other, more productive aspects of my personality were either accessible within me or in a latent state, and capable of being developed.

I have used the framework I gained to look at the other areas that had been underdeveloped or ignored for years and am improving in multiple ways. I now know that I am a great deal more than the few, basic behaviors that I had been using in the day-to-day living and work life, and through this process I have been able to name those other areas and take very concrete steps towards developing them.

Colin Lindhal
Texas Instruments, Dallas, TX

When you promised that your program, *The Psychology of Superior Selling* and CORE, would dramatically improve our selection and hiring outcomes, I was skeptical to say the least. I had tried dozens of other assessments and sent my salespeople through dozens of training programs without a lot of improvement. I could not see how another program or assessment could make any difference. Your assurance that CORE was not a mere assessment, but a system for deep and accurate analysis and your money-back guarantee is what convinced me to give it a try. Honestly, I fully expected I would be requesting a refund. All I can say is WOW!!! and THANK YOU!! Keep the money! Since bringing CORE on board we have not had one bad hire—NOT ONE! The candidates we have selected using CORE PEP are top notch and CORE MAP is an amazing development tool. We are more than pleased—we are ecstatic!

Ken Wilson
Western Paper, Wichita KS

When our hospital administration announced that we were going to take part in another team building workshop, I was annoyed to say the least. Overwhelmed with the workload that I had been carrying for the better part of four years, I didn't have time for this. We had already done the 'assess your strengths and weaknesses' and 'learn how to better communicate' and 'work together as a team' seminars. In fact, we had completed one not six months earlier and I hadn't seen any changes among the management team. We were still working within our own departments and blaming others for our inability to get things done.

Now we were expected to fit a weeks-long commitment into our very busy schedules! I thought I already knew all that I cared to know about myself and my team. I lived with it on a daily basis. I was not happy. Things were not going well for me with the facility. I had lost focus and was in an emotional downward spiral and had been taking a lot of time off. The last thing I needed at this point in time was another drain on my time and energy, dealing with another 'feel good' workshop. There was no time for this!

CORE MAP was presented as this phenomenal tool that would help us learn about our true selves. What a bunch of hooley! I already knew about myself. I had read the self help books and I had even been in therapy. Yet, as we began to discuss the profile results, it became apparent that there was a disparity between how I saw myself and how nature intended me to be. It was all right there in the graph. I had been spending all of my energy trying to be what I thought everyone else expected me to be, and I was doing a very poor job of it. I was so angry and resentful about it that I had negated the positives that I was trying to achieve. In short, I was a mess, operating in the negative of practically all traits. Most of my issues were conditioned responses to the previous experiences I'd had in my life, both personally and professionally. This was not an easy revelation. Thought processes had to be identified, explored, and modified. Relationships had to be reevaluated. Boundaries needed to be established and enforced.

The epiphany moment came when I realized that I was really, really angry and that this anger had penetrated every aspect of my life. Having been through many hours of therapy, I knew that anger was an issue for me, but I had never clearly understood how it had affected me, especially in my professional life, or more importantly, why.

As we began to uncover more and more incongruence in my beliefs and behaviors, I came to understand that all of this was changeable. I had the power to make subtle adjustments, to find traits and talents within me that could be developed into more productive tools for success.

Interestingly, I saw changes in others as well. As our management team followed the program, we began to come together as a group. People were actually listening to each other, trying to see things from one another's perspectives. We stopped blaming each other and tried to work together to find solutions. The language of our meetings changed. Things started to happen. Progress was made on issues that had plagued us for years. We set goals and actually achieved them. People who seemed to be continually at odds with each other in the past,

found ways to work together. Respect grew from this process. The energy that had been lost due to conflict and anger was channeled into positive communication and resolution. Even our employees reaped the benefits of our new understanding. Administration was thrilled with the results and let us know about it. We were working the program to our advantage and we were encouraged to continue to do so.

Using CORE MAP as a starting point with, our individual personal growth was harnessed and directed into the growth of our facility. We have continued to benefit personally and as a group, and employees have benefited from our improved abilities. Our facility is on a strong and positive path towards our goals. These achievements are monumental when we look back at the past.

Personally, this has been a continuous process for me, a journey that I've embraced and truly believe in. The proof is in the changes that have occurred in my life over the past two years. I've gone from a lonely, miserable, overworked, unappreciated mess to a successful, happy, true me. Opportunities have opened up for me in ways that I could not have imagined

I am truly grateful for the opportunity to work with you and your team. Thank you! We could never have come this far without you.

Tina M. Pisanelle, CPhT
Implementation Specialist
Plano, Texas
