



John Sherk on left, Maurice Velasquez, standing; Dudley DeBosier partners Steve DeBosier, Chad Dudley and James Peltier.

HELPING INCREASE EMPLOYEE ENGAGEMENT WITH CONSULTING AND ONLINE TRAINING

BUSINESSES THROUGHOUT THE U.S. face a common problem that threatens productivity, erodes profits and chips away at retention.

That problem, says Team Real World President and CEO Maurice Velasquez, is employee disengagement.

“Companies are drowning in it,” he says.

Indeed, Gallup and top business journals report that the level of employee engagement across the country is at a dismal 30% across all industries. And disaffected employees mean that companies aren’t coming close to realizing their potential in earnings and customer satisfaction.

“This low level of engagement is costing companies approximately three months of wasted time per year per employee and can be felt internally with high turn-over, low morale and low customer service,” says Velasquez, a 22-year corporate training veteran.

But righting the ship on disengagement is challenging for employers, who have little time to conduct internal analyses about why engagement is off, says Velasquez.

“That’s where Team Real World comes in,” he says.

Velasquez and business partner John Sherk have developed a proprietary

consulting and training program that offers businesses a menu of tailored options for addressing employee disengagement, including face-to-face consulting, follow-up training sessions and Web-based training modules.

“We are unique in several ways, notably in that we offer both consulting and training,” says Velasquez. “A lot of consultants don’t offer training, so you end up having someone come in and point out problems with no follow-up. The training part of it is what makes solutions stick.”

All training isn’t created equal, adds Velasquez.

He and Sherk recognize that lengthy offsite sessions no longer work in the modern workplace. Their new companion site, winningintheworkplace.com, allows subscribing companies to watch interactive 15-minute training videos at their convenience. The site also allows

employers to see when team members have completed modules.

“We live in a Netflix world,” says Velasquez. “Binders full of paper and old-fashioned personality tests aren’t going to cut it anymore.”

When Team Real World begins working with a new client, the first step is to create better alignment between executives and management teams, ensuring everyone is on the same page when it comes to product delivery, customer service and organizational structure.

Once Team Real World has helped iron that out, executives and management teams can, in turn, align with front-liners to help remove any obstacles in the way of providing excellent customer service, says Velasquez.

“When companies do this, they are able to work better together, replicate their systems and grow,” says Velasquez.

A key component of Team Real World’s process is empowering middle managers, who often feel the brunt of both disengaged front-liners and frustrated executives.

“Empowering middle managers is key,” says Sherk. “Teaching them how to work across departmental lines and how to keep the alignment consistent month after month is crucial to success. When middle managers align with each other, with executives and their staff, it is incredible how much they can accomplish.”

Team Real World develops tailor-made approaches for each client. The team starts by listening to executives, managers and staff in order to discover impediments to success. Then, they develop a custom game plan intended to produce short-term results, mid-term consistency and long-term impact, says Velasquez.

AT A GLANCE

PRIMARY PRODUCT/SERVICE.....	Consulting, training, online training	WEBSITE.....	teamrealworld.com
TOP EXECUTIVES.....	Maurice Velasquez, John Sherk	ONLINE TRAINING WEBSITE.....	winningintheworkplace.com
NO. OF EMPLOYEES.....	6	EMAIL.....	maurice@teamrealworld.com
YEAR FOUNDED.....	2008	FACEBOOK.....	facebook.com/WinningintheWorkplacebyTRW



After an initial kick-off meeting and team-building event, Team Real World begins weekly reinforcement sessions. These sessions help teams improve their communication, get on the same page and implement solutions together, says Sherk.

“Our process works because we recognize that adults learn better in short sessions, with time to put the skills they’ve learned into practice,” says Sherk. “Then, we come back one week later for reinforcement and next steps. Establishing a discipline and a routine of weekly alignment is how teams rebuild trust, listen to teach other and move things forward with new energy.”

Chad Dudley, managing partner at Dudley DeBosier Injury Lawyers, says Team Real World’s approach has worked for his law firm.

“This is not your typical consulting firm that gives you concepts and leaves the implementation up to you,” Dudley says. “Team Real World has rolled up their sleeves, helped us push projects forward and has helped train our team on leadership and management skills. They work with us every week to help us implement the game plan, learn tools and help us do it ourselves.”

NEW ONLINE TRAINING

Launched in 2015, Team Real World’s new online training site is add-

ing a relevant and timely dimension to its services.

“Companies have realized that traditional training that promises to improve things in one-day or half-day workshops does not work,” says Sherk. “People forget the material too quickly and the investment disappears too fast.”

Thus, Team Real World developed an online video training program with short, punchy modules that are easy to understand and adapt. TRW creates every module. The website is: winningintheworkplace.com. Topics include:

- Management
- Leadership
- Professionalism
- People skills
- Communications
- Sales training
- Computer essentials
- How to build a thriving team culture
- and others.



Videos at winningintheworkplace.com teach management, leadership and much more.

“This is not generic material,” says Velasquez. “No one has time for generic content. Our subscribers watch what we’ve produced, they give us feedback and make requests for additional content. We upload new videos just for subscribers every week.”

Moreover, says Velasquez, clients can also upload their own videos to the site for staff to privately access.

Robert Miller, president of Star Service, the Gulf Coast commercial HVAC service provider, is a Winning in the Workplace subscriber.

“On the Internet, content has to be

excellent to make it worthwhile, and we find that Winning in the Workplace is just that,” Miller says. “We are now beginning to use this site for all our in-house teams as well as our remote locations, field reps and technicians.”

Velasquez says that Team Real World has established affordable pricing for the subscription service, which can be purchased independently of the company’s consulting and training services.

For a free consultation, and to do a no-risk test drive, contact Velasquez at (225) 505-2823. ▲