



JCG WORKSHOPS

**LEADERSHIP &
MANAGEMENT**

PRESENTED BY JCG BUSINESS CONSULTANTS

COURSE OVERVIEW



OBJECTIVE

During this two-day per-semester course, you will be the guest of Johnson Consulting Group, and receive professional training on Leadership & Management. Our business consultants in return provide 3 weeks of one-on-one coaching sessions after each semester.

Our Leadership semester allows you to learn about who you are as a leader. You will leave the first semester with an improved understanding of yourself and how to best lead your team.

Our Management semester will take a deep dive into each student's financials, allowing students to walk away with confidence knowing the decisions they need to make to change the future of their business.

METHOD

Participate in a unique boardroom experience with a peer group of professionals who are furthering their career in funeral and / or cemetery management and have similar goals and experiences. We have specifically designed this class to be smaller (8 students max) to create an in-depth, personalized learning experience for each student.

Learn from our team's operational experience in leading funeral homes, cemeteries, large care centers, successful pre-need programs, and more.

SUMMARY

Our one-of-a-kind course is designed to help funeral and cemetery professionals discover what kind of leader they are right now, and how they can grow to reach their full potential.

Build long lasting relationships with individuals who will be there to support your growth and development, even after you return home

COURSE DETAILS

2023 JCG TRAINING & WORKSHOPS

LEADERSHIP DEVELOPMENT (SEMESTER 1)

- Individual Leadership Assessment
- Structured Communication
- Motivation for Productivity
- Collaborative Growth Culture
- Decision Making Styles
- Service Standards
- Employee Development

MATERIALS PROVIDED

- Leadership (DiSC) assessment
- Effective meeting templates
- Organizational chart
- Roles and responsibility guidelines
- Employee manual
- Service standards template

MANAGEMENT DEVELOPMENT (SEMESTER 2)

- Revenue analysis including projections:
 - Average sales analysis and alternative growth opportunities
- Expense control and budgeting
- Strategic pricing
- Merchandising
- Marketing plan
 - Includes social media
- Advanced planning strategies

MATERIALS PROVIDED

- Financial benchmarks with industry standards
- Revenue budgeting tool
- Accounts receivable cost calculator
- Competitor price comparison tool
- Marketing calendar & budget tool
- Pre-need production tracker with selling costs



REGISTRATION DETAILS

DETAILS

You will be receiving the full two semesters of the Leadership and Management Course, including 3 weeks of one-on-one coaching sessions after each semester.

All meals are provided during the course, Agenda and accommodation information is provided before semester 1 begins.



SPRING

Leadership Semester 1: March 8-9, 2023

Management Semester 2: May 10-11, 2023



REGISTER TODAY!



Online:
[johnsonconsulting.com/
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