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The SMART Speakers

Onsite or online, our training is always on target because we customize them to meet the needs of your organization

Classroom training	Off-the-shelf online courses	Customized eLearning courses	Blended training
Limited reach in relation when more number of employees have to be training	Relatively Inexpensive	Customization as per organization's needs	Classroom Training + eLearning

Trina and Kathy are available for company-sponsored conferences and private events! They bring current wisdom and knowledge while they entertain and actively interact with an engaged audience.

> "It was a very enjoyable hour of training (and it was a virtual class). It went by so fast because Kathy has a spark in her voice and shares part of herself in her training"
> *Wells Fargo Employee*

The SMART Workplace is a solid choice for any speaking event looking for thought leaders and leading experts on today's digital, mobile workplace and how to engage and lead virtual teams and mobile professionals.

> "We needed an expert on leadership in the virtual workplace and we received two!! The session was engaging as there was a lot of interactivity that made the online experience very effective"
> *SHRM Member*

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We provide keynote speeches and interactive presentations about flexible and mobile workplaces and collaborative virtual team leadership. We can customize a session to your need and type of event.

2018 Hot Topics (Details Below)
Leadership Lessons Learned from Virtual Workplace Early Adopters
Conflict Resolution in the Virtual Workplace
Ensuring Cultural Agility during Digital Transformation
Build Strong Relationships and Bridge Virtual Distance

Upcoming Chances to Learn with Trina and Kathy:
5 Lessons Learned from Early Adopters of Flexwork Kathy Kacher & Trina Hoefling, Co-Presenters, Dallas, TX, May 21-23, 2018 WorldatWork Total Compensation HR Conference
HR & Operations Remote Work Expert Panel Trina Hoefling San Marcos La Laguna, Guatemala, June 1-4, 2018 Remote Work Summit 2018

Recent Speaking Engagements:
5 Lessons Learned from Early Adopters of Flexwork Kathy Kacher & Trina Hoefling, Co-Presenters, Virtual Webinar Dec 20 , 2017 Twin Cities Society for Human Resource Management
Virtual Presence and Your Career Trina Hoefling New York City, October 17, 2017, Keynote Speech, Private Event
The Power of Transparency, Open Communication & Accountability in a Virtual Workforce Trina Hoefling, Washington DC Conference, Sept 27-29 TRaD Forum (Telecommuting, Remote Work and Distance Learning)
Selecting and Optimizing TRaD Work Tools & Platforms Kathy Kacher, Washington DC Conference, Sept 27-29 TRaD Forum (Telecommuting, Remote Work and Distance Learning)
Managing Virtual Conflict Trina Hoefling & Kathy Kacher, Co-presenters, Atlanta, GA May 22 – 24, Association of Training & Development International Conference
Virtual Employee Engagement Trina Hoefling & Kathy Kacher, Co-presenters, Washington DC, May 8-10, World at Work Conference

Trina Hoefling DIGITAL LITERACY, TRAINING TOMORROW'S WORKFORCE TODAY, AND ENGAGED ONLINE LEARNING Melbourne, Australia, April 24 - May 5, Industry Leaders Fellowship Program sponsored by the Victoria Department of Educating and Training and hosted by Chisholm Institute

Click here to listen to Trina's Keynote Speech for Victorian educators

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Hot Topics

Session Title: *Working Virtually: Making it Work for Yourself and Your Team*
Description:
Many of us work with people who are geographically dispersed. Many workplaces are have become mobile. Unfortunately, little is being done to develop virtual leaders to ensure that distributed work is productive and engaging. Whether you're an organizational leader seeking to create a more mobile and virtual organization, or a team leader charged with leading virtual teams, learn how to develop and improve your virtual management competencies by attending this session. We will discuss the importance of:

- Distributed work in a global and on demand economy
- Competencies to transform a team into functioning virtual employees
- How to manage a virtual workforce effectively
- Addressing management challenges with distributed work
- Defining the developmental stages for virtual workers.

Session Title: *Virtual Is Viable: Adapting Organizational Culture and Structure to Support Mobile Work*
Description: Remote teams can work and learn virtually with little systemic cooperation, but their success will be hampered if the supporting organizational systems and structures are not aligned for a remote work and learning environment. This session will discuss the paradigm shift to a networked, collaborative structure; assess how to recognize the need for a possible realignment to better support a mobile team environment; and examine specific systems and processes affected by virtual environments, such as diversity and inclusion, employee experience, and resource support. The session will explore how culture impacts implementation strategies and success factors for virtual teams.

Session Title: *From Silos to Networks: Developing Leaders in a Geographically Disbursed Organization*
Description: How does the organization develop emerging leadership in an increasingly virtual work environment? This session examines how to break down old habits of coordination across teams to become a more collaborative integrated organization. The goal is for the organization to create a synergistic force, the virtual leadership team functioning as a unified agency operating as a network in the best interest of the organization.

Session Title: *Expanding Emotional Bandwidth: The Challenge of Trust and Collaboration in Virtual Teams*
Description: This session reexamines what we know, and *think* we know, about trust in teams. How critical is trust in a team? What interferes and supports team trust in a

virtual environment? We will discuss how to build trust across distances, taking into consideration an organization's core culture; discuss the differences between virtual and co-located teams, and the organizational impact of both; define "emotional bandwidth" and an expanded definition of "collaboration"; and provide strategies and guidelines for building trust and collaboration within the virtual team and across organizational boundaries.

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Trina Hoefling
As a speaker and facilitator committed to promoting growth for individuals and organizations, Ms. Hoefling has presented to business owners and general managers of manufacturing companies and retailers, not-for-profit organizations, chambers of commerce, contractors, and others. She has experience dating back to 1984 designing and implementing nationwide training projects for Fortune 500 companies. Trina has been involved in the development and delivery of successful training, management development, and team development at the design, facilitation and training stages.

For more information, please visit http://www.consultonegroup.com.

Sample Past Speaking Engagements

"Working Virtually: Making it Work for Yourself and Your Team"
- Community College of Denver 2003
- Women Business Executives 2003
- Longmont Rotary Club 2003
- EWomen Network 2003

"Customers For Life"
- National Association of Lighting Manufacturers regional and national conferences 1995, 1996
- National Electrical Contractors Association 1996
- South Metro Chamber of Commerce 2001
- Denver Metro Chamber of Commerce 2000
- Rocky Mountain Quality Conference 2003

"Business Ethics: C-Level or Otherwise… What is Your Responsibility?"
Fort Collins High Technology Business Incubator 2003

"Where Are Your Principles, Principals?"
- Denver Metro Chamber of Commerce 1999
- South Metro Denver Chamber of Commerce 1999
- South Metro Denver Chamber Presidents Action Forum 2000

"The Virtual Workforce of the (Near) Future: Managing Employees Across Time, Distance, and Culture" and **_"Virtual Work and the Organizational Culture"_**

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- On-Line Learning 1999, 2000, and 2001
- Training 1999, 2000
- Training Directors Forum 2001

"Remote Agents and Virtual Work"
Info Care International Conference on Virtual Call Centers, Amsterdam June 2000

"Working Virtually: Truths and Myths"
- Colorado Women's Chamber of Commerce November 2000
- Colorado Business Council September 2001

"Managing Virtuality in Teams" Training 2001

**"Working Virtually: Managing the Human Element for Successful
Virtual Teams and Organizations"**
American Society for Training and Development International Conference 2001

"Telemanaging and Telecommuting: Work Styles of the 90's"
American Society for Training and Development International Conference 1996

"Telecommuting and Telemanaging Lifestyles of the 90's: Training Implications"
Telecommuting Advisory Council 1996

"How to Achieve Hard Benefits with a Soft Landing"   1996
Telecommuting World '96

"Telecommuting Training & Implementation Tips"
Arizona Telecommuting Advisory Council 1996

"The Great Debate: Pros and Cons of Mandatory Telecommuting" Telecommute '96
1996

**"Hiring, Training and Retaining Call Center Employees: Integrating Telecommuting
and Call Centers"** IBC USA Conference 1996

Association "Mainstreaming Remote Work: The 3-S Solution"
International TeleWork 1997

 "The Practical Guide to Setting up Call Center Remote Employees" Incoming Call
Center Management Conference 1997

"Big Time Telecommuting in Call Centers" Telecommute '97

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"Improving Call Performance… From Home"
Telecommuting and Home Office Exposition and Conference 1997

"Call Centers without Walls: A Do or Die Proposal"
Telecommuting and Home Office Exposition and Conference   1997

"Virtual Teaming" Showtime Network Sales Conference 1997

"Mobilizing Middle Managers for Change" Telecommuting Success, Inc. 1997

"Secrets of Knowing"
• Southern Colorado Women's Chamber of Commerce 1995
• Colorado Women's Bar 2000

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Kathy Kacher Kathy Kacher is founder of Career/Life Alliance Services, co-founder of The SMART Workplace and has worked for over thirty years consulting with business on workforce transformation. Kathy is a faculty member at World at Work teaching Organizational Culture Change along with other key competencies organizations need to stay relevant in the fast-changing world of work. As a frequently requested, global speaker, Kathy shares her expertise in developing high functioning teams and organizations by optimizing their cultural business strategy. Kathy has a track record of partnering with senior teams and key talent to create competitive advantage through people. Particularly skilled in conducting organizational diagnostics; leading cultural integrations, branding & change initiatives; advising and coaching leaders; employee engagement & leadership development processes, and implementing innovation & growth strategies.

Since 2005, Ms. Kacher has been a faculty member at World at Work and participated in the creation of an interlocking suite of courses that provide a certification process for the Work-Life professional. Along with her work at World at Work she also facilitates a Work-Life Think Tank in the Twin Cities, which includes practitioners from the corporate, academic, and government sectors. The goal of the Think Tank is to provide an informal, open forum which creates an opportunity to do together what no one organization can do alone.

As one of the lead partners in the National Workplace Flexibility Study, (a study of middle manager resistance to workplace flexibility) Kathy designed and delivered the post training manager support events. This unique and proprietary process, wholly owned by CLAS, found that managers who participated in both the training and the supports following:
- 90% reported their understanding of flexibility improved and they had a higher level of comfort with discussing flexibility
- 60% experienced improvement in team communication
- 40% reported that team interaction improved
- 30% stated that the understanding of performance goals improved
- 20% confirmed that customer service improved
- 10% noted that productivity improved