

## Monica Wofford International Frequently Asked Questions

### **1. What makes Monica Wofford International different from other training and public speaking companies?**

Monica Wofford International does not rely on cookie-cutter training materials. Instead, the company takes an intentional, systematic approach to improving performance via corporate training. Through a series of discrete steps, companies can gain new insight into employee and leader performance, address the strengths and weaknesses that are uncovered, and ensure learning over time.

### **2. What is special about your testing tools?**

Monica Wofford International tests employees and managers using scientifically based instruments. These multi-dimensional tools reveal employees' natural strengths, drive for achievement, weaknesses, perceived and actual behaviors, coping patterns, ideal job roles and more.

### **3. Why doesn't most corporate training work?**

There are several factors that diminish the performance of corporate training. First, most employees are in jobs that do not match their skills and interests. All the training in the world will not make them a great fit for those jobs.

Secondly, most corporate training is generic. Employees simply choose interesting topics from a menu and attend courses. Yet these classes may not have any affect on the employees' actual strengths and weaknesses.

Monica Wofford International takes a different approach by testing employees and managers first. Once the team's strengths and weaknesses have been determined, customized training is created to improve performance.

### **4. Since your training programs are customized, aren't they prohibitively expensive?**

Actually, the opposite is true. Most companies purchase cookie-cutter training that has no real impact on their employees, or their bottom line. Simply put, this is wasted money. In contrast, Monica Wofford International provides real, measurable return-on-investment for our clients. Customized training is ultimately more cost-effective because it gets bottom-line results.

### **5. What kind of training formats do you offer?**

Most of our training takes place in a classroom setting with up to 30 employees at a time. We also offer one-on-one coaching, as well as motivational and keynote speeches for audiences of all sizes.

*Contact:*

Monica Wofford

[monica@monicawofford.com](mailto:monica@monicawofford.com)

[janine@monicawofford.com](mailto:janine@monicawofford.com)

*1-866-382-0121 office, 407-739-1870 mobile*

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