



## Who We Are



- **Success**
- **Execution**
- **Results**
- **Fun**

## What We Do

### **Sales, Leadership, Customer Service Development and Consulting**

We help companies of all sizes improve their people so that companies can set themselves up for a higher probability of success. We have put together a team of experts in a variety of fields that will help you get real results.

### **Keynote Speaking**

We have a variety of speakers that can fill any venue needed. We have speakers that fill the roles of comedians, hypnotists, motivational, leadership, sales, customer service, as well as many other topics and avenues.



### **Personal Coaching**

We help individuals define success, and then put a plan together to help them reach that success in many different areas of their life.

## Events We Offer

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- **Leadership Development Projects**
- **Sales Development Projects**
- **Customer Service Projects**
- **Keynote Speeches**
- **Workshops on a variety of topics**
  - Leadership
  - Sales
  - Customer Service
  - Attitude
  - Motivation
  - Vision
  - And A Variety Of Other Topics

# Testimonials

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***"Chad's delivery of the material and follow up is a sign of his commitment to your organization."***

– Mark Franciskovic, Training Director, Farmers Insurance Group

***"Chad Carden is the benchmark in delivering."***

– Rob Reynolds, Sr. Regional Manager, Logics/AVP Strategic Planning and Business Development, L'Oreal

***"Chad's method and ability to create a higher level of understanding is the best that I have ever seen."***

– Tom Conley, Vice President of Sales, Marshall Salon Services

***"In short, Chad helped us stay aggressive in the market place and the excitement continues, we hit 20K on the road for the first time ever in Chicago."***

– Larry Kucharski, Group Vice-President of Daily Rental, Enterprise Rent-A-Car

***"Chad provides a great message. He helps you reach success and achieve results, even in areas outside your comfort zone."***

– Steve Randall, GCSAA Senior Manager/Chapter Outreach

***"Chad has helped us move from great to outstanding, and we now know what it takes to become world class."***

– John Page, Senior Partner, Page Law

***"I recommend Chad and his group without hesitation!"***

– Dan Reynoldson North American Savings Bank, FSB

# What Makes Us Unique

## Why We Are Different

We believe that people development is a very challenging profession. The quality of healthcare we receive when going to a doctor is very dependent on the skills of the doctor. Similarly, the quality of investment advice we receive when working with an Investment Broker is very dependent on the experience and skill of that Investment Broker. The same is true when it comes to selecting a company to help improve the performance of your people that will deliver World-Class results and truly impact your organization.



## The Chad Carden Group's People Make The Difference

Our methodology requires people that can effectively interact with, understand, inform, persuade and motivate Executives, Sr. Level Leadership, Line Managers and the Frontline People (sales, customer service, etc.) for whom our projects are generally intended for. We simply don't expose our clients to people who can't get the job done, making The Chad Carden Group unique.

## **What Makes Us Unique** continued...

### **The Chad Carden Group Methodology Is Thorough**

The CCG methodology is a total commitment to superior results. This process generates buy-in and commitment from all levels in the organization while making sure that the strategies and projects are 100% relevant and customized to each individual client.

### **The Chad Carden Group's Approach Is Fundamentals-Based**

When it comes to our projects, execution, excitement, energy and entertainment is everything. Most good consulting companies have reasonably good projects for their clients (frankly, many of them are remarkably similar), but the ability to execute those projects that are 100% customized to the organizations key initiatives varies widely and that is because many of our competitors have much lower standards for the people that work with their clients.

### **The Chad Carden Group Is Not The Least Expensive Alternative, But Simply The Best Alternative**

Overall, we believe The Chad Carden Group is the least expensive alternative when it comes to generating effective results, because any investment that doesn't generate the desired results is too expensive.

# Who We Work With



## Why Chad

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- **He Changes Lives**
- **He's Changing The Way We Work**
- **He Helps To Change Your Outlook**
- **He Makes A Difference**



## Our Team of Experts

Plain and simple, the team of experts we have put together is a team of All Stars! The team is full of experienced leaders, salespeople, facilitators, coaches, executives and writers with proven business and life experiences. These experts focus on their areas of expertise daily and help you improve performance through execution of the fundamentals. CCG experts know how to get REAL RESULTS in the most efficient and effective manner possible.

How did CCG compile such a team of experts? Over the past ten years CCG has worked with each of these experts across the globe on various projects, and has seen first hand the results these experts have achieved. All of our experts have the ability to inspire and motivate people to get world-class results. We are very selective, very demanding and relentless in our quest to find the experts that can get you REAL RESULTS by bringing energy, passion, and relevant projects to your organization or your very own personal life.

CCG believes that the field of experts we have put together are the best at what they do, which is improving lives, improving performance, and getting REAL RESULTS.



# Results

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## *Four things happen for our clients*

- 1** Our clients and their people have a very positive experience because the experience is relevant, motivating, challenging and applicable to what they do everyday.
- 2** Our clients and their people learn skills, attitudes and behaviors that they can implement at work, and in life, to generate better results.
- 3** The company/organization learns how to sustain the momentum created by the project, because every CCG project has a follow up that shows the company/organization how to continue the coaching, follow-up and accountability processes that turns the project into results and becomes the fabric of the organization.
- 4** Ultimately, the organization realizes a return on their investment because the project is organized from day one around key stakeholders and their key objectives.

*Please contact us for specific client success stories and case studies that show real numbers and ROI.*



*Thank you and we look forward  
to the future with you!*

Please visit us at [www.chadcarden.com](http://www.chadcarden.com)