

# “The BETTER Method”

The Secret to Building a Company Culture that's Meaningful, not just Mandatory



## Why Do Teams Struggle?

Most organizations suffer from poor communication, low morale, value clashes & unhealthy conflict. This leads to:

- 👎 Low Engagement
- 👎 Decreased Productivity
- 👎 Stagnation

- 👎 Burn Out
- 👎 Quiet Quitting
- 👎 High Turn-over



## Training Solutions Have Failed

Competency training addresses only analytical and technical ability.

Culture training often prescribes surface level and monolithic solutions, resulting in performative behavior.

"Forced Fun" can feel patronizing and hollow.

# A “Better” Solution

Harnessing the power of **Emotional Intelligence** and Authenticity



## The Power of Emotional Intelligence (EQ)

Emotional Intelligence is the foundation of every essential workplace skill. It strengthens resilience, teamwork, accountability, trust, empathy, and psychological safety—key traits that create a strong and successful workplace.

## Backed by over 20 years of Research

The impact of EQ-based training is clear.

### What we know.....

- EQ is the #1 predictor of Team Success.
- Emotionally intelligent companies are 22x more likely to perform better.
- 90% of top performers at work have high EQ.
- EQ has been identified as a crucial competency for engaging in effective conflict management.



P.O. Box 5693 Philadelphia,  
PA 19129



setthtable.org



askpeace@setthtable.org

# Why Choose Us?

Our 6 module approach isn't cookie-cutter—it's been developed and tested in real-world scenarios. **No agendas.**

**No opinions.** Just real behavioral impact



**Those trained in our approach report improvements in adaptive communication, self-awareness, self regulation, team cohesion, conflict resolution skills and collaborative capabilities.**

## Our Program Modules



### 1. Motivation & Authenticity

Reconnect with your core drivers to fuel motivation that fosters collaboration



### 2. Social Skills & Communication

Master the art of clear, confident, connection-driven communication.



### 3. Self-Awareness

Recognize how mindset and behavior influence professional impact and workplace dynamics



### 4. Self-Regulation

Learn to manage reactions for better decision-making & leadership.



### 5. Empathy & Perspective Shifting

Reframe to enhance interpersonal effectiveness



### 6. Conflict Resolution

Transform tension into productive & practical solutions

# Our Training Formats

In-Person Learning: Real Conversations. Real Change



**We Believe that the most impactful training is training you FEEL. Not just Watch.**

Because Some Lessons Can't Be Learned Over a Screen.

✓ **Two Day/2.5-hour Courses**

**Spread it out over 2 back-to-back days in a way that's most flexible for your team!**

Training costs vary by location and group size. Schedule a call to explore our pricing packages!

✓ **Three Day/2 hour Courses**

**Our training approach is PACKED full of powerful content, often best absorbed in 3 weekly sessions of 2 modules each**

This option is available only for local clients within 100 mi of Philadelphia. Training costs vary by group size. Schedule a call to explore our pricing packages!

Both include 2 Pre-training "Discovery Calls", 2 Employee Engagement Assessments, and 2 Post-Training Coaching Calls.

## The Hidden Cost of Workplace Conflict

Workplace conflict costs U.S. companies an estimated **\$359 billion annually** in lost productivity, employee turnover, hiring & training costs, absenteeism, and legal expenses. Culture training isn't just good for people—it's good for business.



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[setthetable.org/corporate](http://setthetable.org/corporate)



[askpeace@setthetable.org](mailto:askpeace@setthetable.org)



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# Our Commitment to Follow-up

Our follow-up ensures you keep the momentum going and see real, lasting change.



- 1** On training day, we'll first issue an **Employee Engagement Assessment** to gauge where your team is starting. After training, we'll administer our **Post-Training Impact Survey**. We believe you'll see an immediate shift in motivation, morale, and workplace optimism. Let's leverage that!
- 2** Our Trainer will follow-up with you for **2 "Work Health Check-in" calls** spread out over 8 weeks. During this time, we'll discuss any ongoing pain points. We'll also re-issue our Engagement Assessment before the 8<sup>th</sup> week.
- 3** During our final call, we'll compare **Pre & Post-Training Employee Engagement Scores** to track your team's progress. We also encourage you to closely monitor your KPI for ongoing performance improvements.

**So! Ready to lead the change your organization needs?**  
**Contact us today.**  
**Your Culture transformation starts here.**



+1 267-538-1417



askpeace@setthetable.org

