



# KETTER DEVELOPMENT INTERNATIONAL

- Leadership Training
- Service Re-Energized
- Management Skills
- Supervisory Skills
- Sexual Harassment Training
- Corporate Communications
- Motivational Team Building
- Executive Retreats
- Keynote



DIVERSITY



PROFESSIONALISM



LEADERSHIP

# KDI

NORTH AMERICA • CARIBBEAN • BRITISH WEST INDIES • VIRGIN ISLANDS



# KETTER DEVELOPMENT INTERNATIONAL

**Ketter Development International (KDI)** is an elite collection of seasoned experts from various industries. Our unique portfolio of skills allows us to develop best-practice solutions unique to your organization.

## KDI specializes in:

❖ Leadership Development .....	p.10
❖ Critical Management Skills .....	p.11
❖ Customer Service Re-Energized .....	p.13
❖ Supervisory Skills .....	p.14
❖ Communication Culture .....	p.16
❖ Motivational Team Building .....	p.17
❖ Sexual Harassment Training .....	p.19
❖ Keynote Speaking .....	p.20
❖ Ketter Kamp .....	p.22
❖ Corporate Retreat .....	p.23

More in-depth information on KDI is available at: [www.kdileaders.com](http://www.kdileaders.com)



“The truest meaning  
your life will ever  
have is the meaning  
you give it.”

Gregg Ketter  
Founder & President  
Ketter Development Intl.





# KETTER DEVELOPMENT INTERNATIONAL

## The KDI Mission

To help you and your organization reach potential you never knew existed. We do this by converging service, sales and leadership experts who reach the seemingly unreachable and excite the merely satisfied.

### Our Core Values

- Lead By Example
- Challenge Our Greatest Challenges
- Achieve Personal Growth, Professional Development and Physical Wellness
- Identify Obstacles that Hold Us Back, Redefine Their Meaning and Re-Commit to Our Purpose

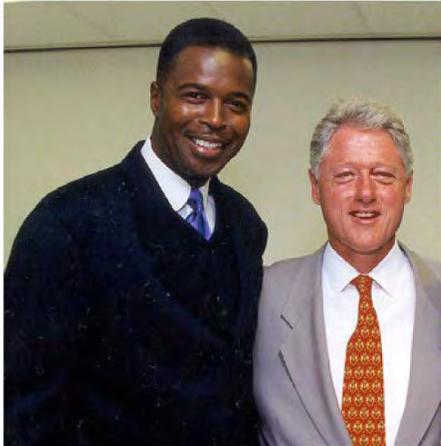
### Our Commitment to You

- To inspire your team members to do the right thing, even when no one is watching.
- To empower your organization to set priorities based on your company culture and core values.
- To promote organizational alignment by teaching your team leaders how to work together and grow their staff.
- To teach your organization how to not hide—but highlight their failures in order to learn from them.
- To help top-level employees better understand how vital it is to treat staff with kindness and respect, motivating them to stay and grow with your company.



# KETTER DEVELOPMENT INTERNATIONAL

## Gregg Ketter



President Bill Clinton



Fox News Team



President Ronald Reagan

**Gregg Ketter arrived in Los Angeles with a Bachelor's Degree in Broadcast Journalism from Virginia Commonwealth University determined to become a broadcast professional in the second-largest U.S. market. Ketter achieved his lifelong dream when he was chosen as Weather Anchor for KTTV-Fox 11 News in Los Angeles where he was an integral part of the Emmy-awarding winning team.**

**Prior to his work as a meteorologist, Gregg consistently ranked in the top 10 in sales with an electronics sales firm, earning a promotion to National Corporate Trainer. During his tenure, he helped open more than 25 retail consumer electronics stores in the Western U.S. He also launched numerous sales training tours, sharing his real-world techniques to motivate thousands of employees worldwide.**

**Ketter never lost sight of his dream though - it just took on more significance. To prove the validity of his training techniques, he employed the same principles for success he was teaching as a National Corporate Trainer to become a broadcast professional.**

**Gregg continues to expand his market reach to the international business community, delivering leadership, customer service, sales and management training throughout major resorts and luxury hotels in the U.S., the Caribbean, British West Indies and Virgin Islands. He provides training for universities, government facilities and major corporations. Recently, Ketter was named Program Associate for the University of Nevada Las Vegas, where he teaches business-to-business principles and climate control to various departments.**



EXCELLENCE



# KETTER DEVELOPMENT INTERNATIONAL

## Who We Are

Ketter Development International (KDI) inspires employees to raise their performance in the areas of personal growth and professional development. Organizations will improve employee engagement and develop a signature service environment.

As experts in the art and science of the customer experience, KDI creates significant competitive advantages for some of the biggest brands in the world. Our methodology has been applied to numerous industries with quantifiable results. Our program design offers a comprehensive plan that is tailored to the specific needs and goals of your organization.

*"It is with pleasure that I write this letter to recommend the training and consulting services of Gregg Ketter. I have had the privilege of seeing Gregg in action multiple times, and to experience just a fraction of the great things he has to offer... Gregg's purpose is to serve and to bring value. It isn't about him. He's willing to put in the time and work to get to know your company's needs and design a program that meets your needs perfectly."*

*~ Kennon Wolff, Hotel Learning & Development  
The Cosmopolitan of Las Vegas*



# KETTER DEVELOPMENT INTERNATIONAL

## Approach & Process

Since the goal is growth and sustainability, KDI partners with you to achieve unified goals and objectives. As a result we focus on foundational principles, accountability, communication and employee relationship building.

In order to prevent your employees from reverting to old methodologies, everyone, from your frontline staff to senior management, will be included in the change process. This top-down/bottom-up approach to culture transformation will enrich employee engagement and increase customer loyalty. Most importantly, it supports sustainability.

*"Your presentation was exactly the spark of motivation our regional banking center managers needed. The presentation hit key aspects of selling, attitude, focus and follow-through with your personal experiences to back it up. The bank center managers still use quotes, sales scripts and skills from your presentation."*

*~ Amy Black, VP, Market Area Manager  
Wells Fargo Bank, Los Angeles, California*



# KETTER DEVELOPMENT INTERNATIONAL

## What We Do

KDI provides training for managers, supervisors and line-staff that serve your customers, and represent who you are and what you do:

- **Leadership**
- **Critical Management Skills**
- **Customer Service Re-energized**
- **Supervisory Skills**
- **Sales**
- **Corporate Communications**
- **Motivational Team Building**
- **Sexual Harassment Training**
- **Keynote Speaking**
- **Corporate Retreats/Ketter Kamp**

*"I've been coordinating (and conducting) classes for a while, but I've never received such positive feedback. As you probably noticed, there were representatives from all divisions and ranks of the airport ... [All] responded very well to your style and delivery, and I witnessed what could only be described as a "transformation" from when the folks entered the room to when they left at the conclusion. Many of them simply didn't want to leave the classroom!*

*"I received a lot of messages and emails from the attendees afterwards; the most common feedback was 'This is the first time I've been taught stuff that I can actually use!'"*

*~ Pete McCann, Training & Development Manager  
McCarran International Airport, Las Vegas, NV*



*"In order to understand blue, you must first get to know yellow & orange".*

--Vincent Van Gogh



## LEADERSHIP DEVELOPMENT:

*Aristotle said, "Knowing yourself is the beginning of all wisdom."*

In our Leadership Expectations course, we begin with a self-evaluation based on 14 different skills required to be an effective and well-rounded leader. Our aim is to have your leaders gain self-awareness of their strengths and opportunities for the purpose of mastering these skills, and ultimately the four cornerstones of leadership excellence. Once they gain this self-awareness, your leaders will be able to take that knowledge and not only develop themselves, but also develop others using this framework for both personal growth and ongoing success.

### **Personal Leadership**

- Is Resilient and Adaptable
- Demonstrates Accountability
- Demonstrates Courage

***Personal Leadership:*** How you take ownership of your development and support others; address conflict and lead through change, and demonstrate personal accountability.

### **Team Leadership**

- Collaborates
- Relates Well to Others
- Communicates Effectively
- Manages Talent
- Engages and Inspires Others

***Team Leadership:*** How you relate with and accomplish work through others as a member of your team, as a business partner and as a leader of people.

### **Thought Leadership**

- Solves Problems
- Strategizes
- Innovates

***Thought Leadership:*** How you solve problems, make decisions and turn new ideas into action both on your own and in partnership with others.

### **Results Leadership**

- Manages Execution
- Drives for Results
- Maximizes Productivity
- Completes Tasks

***Results Leadership:*** What you accomplish and how you accomplish it; your ability to generate positive results in a manner that is consistent with your organization's values.



## CRITICAL MANAGEMENT SKILLS

During this program your managers will learn essentials of accountability and effective management. This will enable them to immediately implement what they've learned when they return to the workplace. As a result, employees will be able to make important decisions that impact your organization.

- ***Taking Accountability*** - The lesson of choice. In this world 10% is what happens to us, 90% is how we respond to what happens. No matter what the circumstances, we still have the power to choose what we will do about things that happen to us. Your managers will begin a journey from “Dependence to Independence”.
- ***Effective Communication*** - How we listen and the way we speak to others impacts morale and productivity. Managers will learn “best practices” in communication, how to strengthen their verbal and non-verbal language skills.
- ***Prioritizing Tasks*** - Teach your managers a new paradigm of effectiveness first, then efficiency; relationships first, then schedules; the compass first (for direction), then the clock (for time management).
- ***Discipline*** - Your managers will learn how to grow themselves and others through the process of character building, commitment and fairness. This process will mature them to do what is needed - not always what is desired or popular.
- ***Humility*** - The concept of humility addresses intrinsic self-worth, relationships and socialization, as well as perspective. Managers will learn the capacity to acknowledge the good and strengths of other people and to recognize others' value and contributions.





## CUSTOMER SERVICE RE-RENERGIZED:

Here we instill customer service ethics and motivate line staff to serve their customers with unconditional pride of ownership.

### What Your Employees Will Learn:

- Practicing etiquette, civility and manners to promote a positive workplace.
- Determining when to apply extra effort in order to create personalized service.
- Accepting personal accountability and responsibility.
- Understanding how your appearance and communication skills impact your organization.
- Turning difficult customers into your best customers.
- Embracing safety and cleanliness to create an accident-free workplace.
- Learning the lifetime value of a customer to promote company loyalty.
- How to prevent outside circumstances or people from ruining a pleasant and productive day.
- Controlling your emotional intelligence to maintain morale and take pride of ownership.
- Teaching your employees to do the right thing even when no one is watching.





## SUPERVISORY SKILLS

Supervisors represent an important force in your workplace. They have the power to turn on or turn off the productivity of the people who report to them.

They're also the crucial interface between the employee on the floor and the managers of each department. Here they will mature in their position of being future leaders.

### What Your Supervisors Will Learn:

- How to transition from being line staff to being a supervisor.
- Mastering the art of self control and having a positive attitude.
- How to prioritize, plan, and manage their time and tasks.
- How to demonstrate a higher aptitude of maturity through emotional control.
- How to lead by example and grow those for whom they are responsible for.
- Learn how to delegate responsibilities by empowering others to successfully accomplish specific duties.
- Conflict resolution and problem solving.
- How to support and take direction from their managers in order to grow as a future manager themselves.





## COMMUNICATION CULTURE

Poor communication is dangerous. It costs businesses billions of dollars each year in wasted time and money, reduced productivity and lowered morale.

We are going to vastly improve the communication culture by teaching employees to master the art of listening.

### What employees will learn:

- To clearly and accurately express themselves for greater understanding in the workplace.
- To open up the communication culture by first seeking to understand, and then to be understood.
- The components of persuasive speech on how to become a better listener.
- How communication goes beyond simple verbal interaction to working together to achieve a unified goal.
- How to read and understand the body language of the internal and external customer.



## MOTIVATIONAL TEAM BUILDING

### “Cultivating a High-Performance Team”

Take your team’s motivation from zero to 60—and keep it going with this one-day staff motivation program! We’ll teach your employees how to deal with any adversity they may face on the job and instill a desire to embrace internal and external service. Team members discover that by working towards a common goal, there are no limits to what they can accomplish.

**This coursework entails setting the right team mind set through:**

- Strengthening Verbal and Non-Verbal (Body Language) Communication Skills
- Active Listening vs Empathic Listening
- Mastering Emotional Intelligence (EQ)
- Decreasing Pressure and Unnecessary Stress
- Overcoming the Impact of Negativity Spreading in the Workplace
- Showing How “Teamwork Truly Makes the Dream Work”





KETTER DEVELOPMENT  

---

INTERNATIONAL

## SEXUAL HARASSMENT TRAINING

“Transition from a Hostile Work Environment to a Healthy Work Environment”

Protecting your company's liability from a sexual harassment claim starts with educating your staff. In this one-day workshop, complete with state-of-the-art tools and the latest statistics, we will clearly define, for everyone, the line of what is appropriate in the workplace and what is considered sexual harassment.

Sexual harassment creates a hostile and unpleasant work environment that destroys trust and morale, and can even cause more severe issues. And many incidents occur without the offending person even knowing that their behavior is inappropriate or harmful!

During our workshop, we give the employees that have been harassed an opportunity to clear the air and start fresh, to voice their opinions and speak their mind in a safe place. Every employee can participate in group discussions and interactive role-playing. We also utilize case studies and digital video to reinforce the importance of our message.

We have had great success with our workshop and the employees appreciate the education. They receive certificates of completion and we can also brand a customized employee handbook for associates to keep.

Most importantly, after our training, your employees will have full understanding and knowledge of what sexual harassment is, which is vital for your organization in the event that an employee willfully crosses the line going forward.



# KETTER DEVELOPMENT INTERNATIONAL

## MOTIVATIONAL KEYNOTE



*"You presented sound, attainable, exciting and practical processes for improvement. It was done in a way that everyone from our secretaries to the president left with a clear message of endless possibilities... I rarely write letters of this nature. However, I felt compelled to acknowledge the immediate results we experienced from your words of inspiration."*

*~Gregory A. Sanders, Sales Manager, CIGNA Healthcare, Los Angeles*



*"I cannot stress the importance and effectiveness of this seminar that guarantees valuable dollars to our members. You motivated our members, allowed them to set personal goals, trained them with insightful knowledge gathered from information packages, handouts and continuous visual displays. Most importantly, our members felt included, and you encouraged a one-on-one response and interaction..."*

*~ Denise Simpson, Vice President - Membership Services, Atlanta Convention and Visitors Bureau*



*"You have made a huge impact on our Leaders and they look forward to all that you can impart in the future... Thanks once again for delivering the vision, which is assisting us all to achieve the mission through unity."*

*~Teleka Badoo-Myrie, Human Resources Manager, Couples Resorts, Swept Away, Jamaica*

*"I want to thank you for sharing valuable information and life lessons with my team. Your delivery was refreshing, injected fun while they learned, bonded and re-ignited passion for their roles."*

*~Norma Dobson, Human Resources Manager, Couples Swept Away Negril, Jamaica*





# KETTER CAMP

"Building professionals from the inside out."

-- Gregg Ketter

... 6:00 A.M. Workout



KETTER DEVELOPMENT  
INTERNATIONAL





KETTER DEVELOPMENT  

---

INTERNATIONAL

## CORPORATE RETREATS

### On- and Off-Site

KDI offers corporate retreats focused on your employees' wellbeing and personal development. These retreats typically feature "boot camp" physical exercises. These exercises boost employee morale and professional confidence, translating into a more productive, highly motivated workforce.

### KDI Personal Development Retreats: Get-Away to Breakaway

KDI specializes in personal retreats, featuring exclusive use of a private jet (optional), luxurious accommodations, access to an exclusive private island (optional), championship golf course, tennis, deep-sea fishing, and spectacular spa treatments.





# KETTER DEVELOPMENT INTERNATIONAL

## TESTIMONIALS

"It is with pleasure that I write this letter... I have had the privilege of seeing Gregg in action multiple times, and to experience just a fraction of the great things he has to offer.... Gregg's purpose is to serve and to bring value. It isn't about him. He's willing to put in the time and work to get to know your company's needs and design a program that meets your needs perfectly."

**-- Kennon Wolff, Hotel Learning & Development, Cosmopolitan of Las Vegas**

"Gregg, I will never forget who brought me here and who made me so successful in my trainings - YOU! You're still my role model... I know, without your class, I would have never made it to here. I would have never made a difference in other people's lives. I would have never met the wonderful people of the Caribbean... You have opened a door in my life that I never thought I would use, and I am so grateful for that - THANK YOU!!!"

**-- Fabian Borne, HR Manager, Marriott Hotel, St. Kitts**

We would like to take this opportunity, to acknowledge and commend you on the excellent training programme that you delivered to our Senior Management Team. We are so very happy that we took the opportunity to participate in the workshop – it was time well invested... From all the Managers who participated – HOOORAAHHHHHH!!!!!!

**-- Kadiann Wright, Training Manager, Secrets Wild Orchid & Secrets St James, Montego Bay, Jamaica**

"I learned some very useful insights in listening and communication. I would like to pursue the whole concept of how to communicate effectively further... Anyway, I wanted to make sure that you knew how much I appreciated the time that I was able to spend with you."

**-- James Gatling, National Security Dept.**

"Gregg first worked with us at Parrot Cay in 2004, during a very tough time of transition on our Island Resort. He has the gifted ability to consult with senior management and then teach employees, and then return to management constructive feedback. Gregg has returned to teach at Parrot Cay a number of times, and has helped us develop both our line employees as well as our management."

**-- Crawford F. Sherman, Director of Caicos Holding, Parrot Cay, Turks & Caicos**

"Your presentation offered our members the tools necessary to train themselves and their entire staff on the key points that will make valued customers want to return to do business with their company. I cannot stress the importance and effectiveness of this seminar that guarantees valuable dollars to our members. You motivated our members, allowed them to set personal goals, trained them with insightful knowledge... and you encouraged a one-on-one response and interaction...."

**-- Denise Simpson, Vice President - Membership Services Atlanta Convention and Visitors Bureau**



# CLIENT PORTFOLIO

- ❖ The Cosmopolitan of Las Vegas, NV
- ❖ Couples Resorts, Ocho Rios, Jamaica
- ❖ Swept Away Resorts, Negril, Jamaica
- ❖ Marriott Hotel, St. Kitts
- ❖ Parrot Cay, Turks & Caicos
- ❖ McCarran International Airport, Las Vegas
- ❖ Secrets Wild Orchid, Montego Bay, Jamaica
- ❖ Secrets St. James, Montego Bay, Jamaica
- ❖ NSTec, Department of Energy, Nevada Test Site
- ❖ University of Nevada, Las Vegas
- ❖ Wells Fargo Bank, Los Angeles, CA
- ❖ Atlanta Convention Center and Visitors Bureau, Atlanta, GA
- ❖ CIGNA Healthcare, Los Angeles, CA
- ❖ Turks & Caicos Collection: Alexandra Resort, Beach House,
- ❖ Blue Haven Resort and Marina
- ❖ Amanyara Resort, Turk & Caicos
- ❖ Seven Stars Resort and Spa, Grace Bay, Turks & Caicos
- ❖ Ocean Club Resorts, Turks & Caicos
- ❖ Regional Transportation Committee of Southern Nevada
- ❖ Graceway Supermarket, Turks & Caicos
- ❖ Jamaica Grand, Ocho Rios, Jamaica
- ❖ Royal Jewels, Turks & Caicos
- ❖ Tropicana Hotel, Las Vegas, NV
- ❖ US Department of Justice
- ❖ Kia Dealership TCI, Turks & Caicos
- ❖ Grace Bay Club, Turks & Caicos
- ❖ Customs Department, Turks & Caicos
- ❖ Health Authority of Antigua
- ❖ WIV Channel 4, Turks & Caicos
- ❖ Hope for Prisoners, Las Vegas, NV
- ❖ 24-Hour Fitness, New York, NY
- ❖ All-State, Los Angeles, CA
- ❖ Big Brothers and Big Sisters of LA
- ❖ Booz Allen Hamilton, Washington D.C.
- ❖ Circuit City, Los Angeles, CA
- ❖ Citibank, Los Angeles, CA
- ❖ Delta Sigma Theta National Sorority, Los Angeles, CA
- ❖ Federal Reserve Bank, San Francisco, CA
- ❖ Hawthorne Savings Bank, Hawthorne, CA
- ❖ Hilton Hotel, Huntington Beach, CA
- ❖ Houston's Restaurants, Pasadena, CA
- ❖ Hughes Aircraft, El Segundo, CA
- ❖ IBM, Torrance, CA
- ❖ Xerox, Torrance, CA
- ❖ McDonald's, Sherman Oaks, CA
- ❖ Rockwell Federal Credit Union, Los Angeles, CA
- ❖ Spelman College – National Alumnae Association, Atlanta, GA
- ❖ Sports Club, LA & NY
- ❖ Tony Roma's, Los Angeles, CA
- ❖ University of California, Los Angeles, CA
- ❖ Warner Bros, Los Angeles, CA
- ❖ Sandals Resort, Jamaica
- ❖ Beaches Resort and Spa, Turks & Caicos
- ❖ Royal West Indies Resort, Turks & Caicos
- ❖ Turks & Caicos Real Estate Association



“Your presentation was insightful, humorous and educational.

So often we do not recognize things that may enhance our professional and personal lives, additionally we become blind to personal habits that cause us to work harder rather than smarter. You helped us to bring many aspects of our professional and private lives into perspective.”

**Zeeda M. Daniele,**  
**Banking Manager, Citibank**





KETTER DEVELOPMENT  

---

INTERNATIONAL

There is no problem that  
can withstand the assault  
of sustained thinking.

- Gregg Ketter

[www.kdileaders.com](http://www.kdileaders.com)

[gregg@kdileaders.com](mailto:gregg@kdileaders.com)

C: (626) 523-2421

D: (702) 375-6677

# KDI

Equipping your team  
for tomorrow's  
challenges... today!

