



geoffweinstein

THE LEAN COMMUNICATION PROGRAM



www.geoffweinstein.com



THE CHALLENGES OF THE DIGITAL AGE

Nobody has time for email overload, long reports, and back-to-back meetings. Yet these types of problems are the frustrating reality at many companies. Ineffective communication annoys your customers, causes employee burnout, and slows everything down.



IT'S TIME TO GO LEAN

All leaders know that their team communications are full of waste. But the waste is hard to measure, and nobody's accountable to improve the way we interact. The SMART leaders are saying: "Enough's enough! We can't sweep this under the rug anymore."

THIS PROGRAM APPLIES THE PROVEN PRINCIPLES OF LEAN MANUFACTURING TO STRIP THE WASTE OUT OF COMMUNICATIONS.



INTRODUCING THE LEAN COMMUNICATION PROGRAM

After working with banks, financial services, and other large organizations for more than 20 years, Geoff created the Lean Communication program to help companies shift to a new style that engages busy people in the digital age. His mission is to make Lean the new standard for efficient workplace communication.

THE LEAN COMMUNICATION PROGRAM IS FOR TECHNICAL, HIGHLY-REGULATED INDUSTRIES

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|  BANKING |  AUDIT |  REAL ESTATE |
|  INSURANCE |  COMPLIANCE |  CONSTRUCTION |
|  WEALTH MANAGEMENT |  SALES |  ENGINEERING |
|  MUTUAL FUNDS |  MARKETING |  TECHNOLOGY |
|  RISK MANAGEMENT |  PHARMACEUTICAL |  MUNICIPALITIES |

...AND MORE!



THE PROGRAM AT-A-GLANCE



1. DISCOVERY

Online surveys and phone interviews with key people. The goals of this phase are to identify gaps, set priorities and benchmarks, and build awareness for the switch to Lean Communication.



4. EMPLOYEE CAPACITY BUILDING

At this stage Geoff will enroll your entire team in Lean Email online training. About the course: 17 short modules, 5-10 minutes. No classroom time.



2. LEADERSHIP MENTORING

Geoff provides 1-on-1 support for your senior leaders. During private and group calls, Geoff will help them solve their biggest communication challenges and start thinking Lean.



5. LASER COACHING

If any major communications need to be written while your program is running, Geoff will give you advice on how to make your message more engaging and persuasive.



3. PROCESS OPTIMIZATION

During this phase, Geoff will work with you to assess your communication processes and eliminate the bottlenecks that cause disruptions across your team or company.



6. SUSTAINMENT

There's always a risk that things will go back to the old ways, so Geoff insists on follow-up Q&A calls and Champions Training, where your best communicators gather for advanced coaching.

QUICK WINS OF LEAN COMMUNICATION



Your entire team will be more clear, concise, and influential.



Email overload will decline as people learn and apply new habits.



Projects and work will finish faster as processes improve.



Decks and presentations will be shorter and more impactful.



Meeting productivity will improve, and the number of meetings will go down.

WHY LEAN COMMUNICATION MATTERS:

- ✓ The digital age demands a more efficient way to communicate.
- ✓ The old habits and procedures from the 1990s don't work anymore.
- ✓ Nobody has the time or patience for unclear messages.
- ✓ Most companies today are obsessed with shiny new technology, but...
- ✓ Not enough are investing in culture change, and...
- ✓ Many leaders will realize, too late, that technology isn't enough.



STRATEGIC REASONS TO GO LEAN

EFFICIENCY

Your people WILL waste less time on communication, which allows you to save hours a day and \$1000s per person. You decide what to do with the savings: reduce FTE or reallocate to more important tasks.

CULTURE

Clear communication frees your people to work on interesting tasks that energize them. Healthy communication improves employee and team morale, reduces turnover, and reduces hiring and training costs.

LOYALTY

Your energized employees will provide a better customer experience with fewer friction points. Whether your audience is internal partners or end customers, they'll appreciate the streamlined interactions.

REVENUE

Your business will reap the rewards of stronger employees who have learned the art of influencing through clear communication. They'll be equipped to sell their ideas and themselves with confidence.

CAPACITY

To tackle digital transformation in your business, you need to free up capacity. The Lean Program boosts productivity so your people have the space to be more innovative.



CUSTOMIZED FOR YOUR CHALLENGES

Geoff helps you **IDENTIFY** and **ELIMINATE** the unique problems that cause the most **WASTE** and **FRUSTRATION** for you and your team.

Geoff tailors the program to **YOUR NEEDS** and partners with you for 3-6 months to ensure the change sticks.

“ The dividends have been huge: improved client satisfaction, streamlined work flows, clearer communication, less stress for employees and capacity gains across the board. ”

DANN KUPIEC
SENIOR MANAGER: NATIONAL SALES SUPPORT,
CLIENT IMPLEMENTATIONS AND TRAINING



ABOUT GEOFF WEINSTEIN

I help busy leaders shift company culture to align with AI and digital transformation strategies. I work directly with my clients to 1) tighten up broken communication processes and 2) show their people how to be clear, concise, and influential. I've served the financial industry for more than 20 years, and specialize in regulated industries where people are really smart but struggle to articulate their ideas.



I BELIEVE PASSIONATELY...

...That Lean Communication is the only method that works in this rapidly-changing digital world.

MY MISSION

To make Lean Communication the new standard for workplace communication

LEAN COMMUNICATION CLIENTS:

BANKING



FINANCIALS



TACHNOLOGY



MUNICIPAL



ENGINEERING AND CONSTRUCTION



OTHER





BOOK A STRATEGY CALL WITH GEOFF



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If you'd like to find out how a Lean Program would work for your team, book a 30-minute call with Geoff.

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