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Case Study- Microsoft

Cindy's Success Stories

*"Cindy has run several workshops and sessions for us that ranged from fun and inspiring (Executive Golf 101) to motivational and business focused (Own **it.**). Our members have always been delighted whenever we bring Cindy back. She is high energy and engages the entire room. Her stories and steps for personal and business transformation can be implemented in any industry. Plus she works with us to customize her programs, delivering exactly what we need to suit our audience. We highly recommend her, both as an event speaker as well as a workshop leader."* Gail Mercer-MacKay, President IAMCP International



The room was packed with close to 300 business people representing some of the top technology companies from around the world. They were all wondering the same thing. How was this renowned golf instructor going to help them improve communication and collaboration across their teams of information technology professionals? What did being one of the top golfers in the world have to do with running technology companies? As it turned out, everything.



A Storyteller

At heart, Cindy is a storyteller. She engages the audience through her stories and enables each person to see themselves as she paints pictures of fear, courage, determination, transformation and success. For IAMCP members, they have been able to relate to Cindy's experiences, learning how to use her methods to make both personal and business change.

Cindy bounded up to the podium and began to speak. She held up her hand. "I am holding a small box. If you were to open it, you would find a nail, a mirror and a seed. By the end of this hour, you will learn how these three simple items have the potential to transform your life and your business." Cindy was right. Over the next sixty minutes the audience sat spellbound. They laughed and at times they wept. At the end of the hour, everyone in the room stood and applauded.



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Improve Your Team from the Inside Out



IAMCP has benefited from several of Cindy's programs. In particular, her workshop *Improve Your Team from the Inside Out* is designed to teach business people how to understand themselves, as well as how to identify the strengths and weaknesses of other member's on their teams to ensure better communication and collaboration strategies can be implemented.

Every Employee Has the Potential to Be a Leader

"Leadership in an organization can come from many people," said Cindy Miller. "You don't have to be a formal leader with a title to effect change. Understanding how to enlist cooperation, inspiring your work colleagues to want to work with you are skills that everyone needs in business today if we want to be successful. I teach people how to know themselves better, how to understand their colleagues, as well as how to leverage strengths to build better teams."



Executive Golf 101 – A \$100,000 Return on Investment



IAMCP has also run Cindy's Executive Golf 10 workshops several times in the past few years. "They are not just fun networking events, but they build confidence and teach people to 'Own **it**,' a phrase you will hear from Cindy a lot," said Gail Mercer-MacKay business owner and current President of IAMCP International. "Personally, I am not a great golfer, but Cindy gave me the confidence to play to my own level of ability – to not apologize for how I hit the ball. It paid off when I accepted an invitation to golf with a CEO who ultimately gave me a \$100,000 contract while

we ate lunch following the game. I would never have accepted that invitation if I hadn't taken Cindy's program, and that deal would have gone to someone else."

For Members and Member's Clients

IAMCP has also brought in Cindy for programs that include members and their clients. "Our members always want to find new ways to connect and develop deeper relationships with their customers," said Dennis Brink, VP Professional Services, Doxim and former President of IAMCP Canada. "They enjoy bringing their customers to any Cindy Miller event because they know that their clients will have fun while learning something. It is always a win-win for us and our members."

"When Cindy spoke to Microsoft partners at Microsoft's Worldwide Partner Conference, she took the entire room away from the conference for an hour. She inspired us with her stories and message. I left her session feeling empowered to make a difference in owning my game." Karen Chastain, Director, Strategic Alliances and Global Partners, EPiServer & IAMCP member.

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Who: The International Association of Microsoft Channel Partners (IAMCP) represents Microsoft's best of breed partners from around the globe. The organization provides Microsoft Partners a voice into Microsoft, to the information technology community at large, as well as a vehicle to facilitate growth and business development.

Challenge: As a business networking association, IAMCP is always looking for new programs, speakers and other value-added business-focused assets to help their members become better business people. By offering great programs, IAMCP continues to attract and retain their membership.

Solution: IAMCP engaged Cindy Miller to deliver several workshops including, *Improve Your Team from the Inside Out*. As a certified behavior analyst, professional coach, speaker, author and tour professional, Cindy has not just the credentials but also the experience to help business executives implement strategies for change. The key is learning to understand who you are and then learning how to understand others so that everyone can maximize their potential.

Benefits:

"As an organization focused on business development and networking, the International Association of Microsoft Channel Partners looks for unique programs to empower our members to gain confidence, implement new business strategies and increase their earning potential. Our members tell us that revenues have grown anywhere from 5-25% as a result of taking Cindy's program. Having the right skills as a Microsoft Partner is a must in order to grow your business and we are a strong believer that Cindy's programs offer tremendous value in helping them become successful."

Eran Barlev, President IAMCP Canada