

Butler Street

Client & Talent Development. Perfected.®

Technology-Based Leadership Development Programs

Over the past few decades, technology has been playing a crucial role in mainstream education. However, not much of the same attention is given toward planning, measuring, and understanding how technology can assist and accelerate learning in the corporate training sector.

In this regard, Butler Street—a management consulting, training, and research firm—offers e-learning and virtual training solutions that are setting a gold standard in the leadership development space. The company’s scenario-based virtual training sessions are aimed at improving a participating leader’s relationship management skills with customers, clients, and colleagues, thereby sculpting them into more effective leaders.

What’s more, Butler Street takes a ‘practice what you preach’ approach. At its yearly strategic planning session, the company’s team of experts decided to double down on the e-learning and virtual training, based on the evolving learning needs of the new tech-savvy generation. Additionally, driven by the idea “skill-building cannot wait,” Butler Street wanted to be ready for any presumable economic recession even after a booming economy for straight eight years. And now, as the COVID-19 pandemic spread across the globe impacting the economies, e-learning and virtual training have become their strongest suit. “In this troubling time, we need strong leadership skills, sales skills, and customer problem-solving skills more than ever,” adds Mike Jacoutot, founder and managing partner of Butler Street.


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Once the leadership training is over, Butler Street provides six continuous improvement series spread out through 12 weeks of virtual reinforcement. The leaders are put through real-world scenarios, group activities, and role-practice, with support material crafted to address the challenges

leaders encounter in their day-to-day operations. This process accentuates the learning process and ensures that the training is woven into the fabric of the company. Mary Ann McLaughlin, the other managing partner of Butler Street, highlights, “Great leaders—regardless of their domain—must be in a perpetual state of learning, embracing the inevitable changes they face, and growing with the team.

When it comes to the implementation of the training programs, Butler Street takes a more consultative route. Its team of experts, having decades of leadership experience, assess the organizational culture, execute survey research, and perform in-depth discovery interviews with key leaders. Based on the evaluations, the team meticulously determines its best leadership practices against incompetent methodologies. Butler Street then follows the blueprint of the evaluations and systematically formulates a customized two-day leadership development training program that fits their particular culture. However, given the current global lockdown scenario, the company has divided the continuous two-day training into nine 90 minute sessions.

What helps Butler Street to create high-performing leaders and teams are the expert instructors who were former C-Suite level executives with decades of relevant experience in the industry. The proficient and accomplished instructors not only make the company’s leadership development program triumphant, but also make the other services such as key account management, sales training programs, and recruiter training a roaring success.

With such an extensive offering, Butler Street has already carved out a niche of its own. Its 36 percent YoY growth in the first quarter of the current year is a testament to that and the company’s progressive improvement in today’s dynamic and competitive market. And, with its star-studded portfolio of offerings, the company will continue to grow. 

Mike Jacoutot,
 Founder and Managing
 Partner



Mary Ann McLaughlin, Managing Partner

7 Keys to Build Back Better



The coronavirus is the biggest challenge most of us have had to face in our lifetimes. But it is also worth asking how we might ensure that our response to it makes us stronger, not weaker, going forward. We have the opportunity to build back better.

A high tide lifts all boats. That's been the case for the past 10 years because of our growing economy and tight talent market. You could find success with being average: sales skills, messaging, value statements, etc. No more! What got you here (pre-Covid-19) won't get you there (post-Covid-19). That is a fact. Charles Darwin said it best *"It is not the strongest of the species that survives, nor the most intelligent, but the most responsive to change."*

- How do we respond in a way that makes us stronger going forward?
- How do we build back better?

The term "build back better" introduced in 2006, is "an approach to post-disaster recovery that reduces vulnerability to future disasters."

First, recognize that Covid-19 is not the villain here, inaction is. Doing nothing, waiting for things to get better, hunkering down — while those are always options, I can assure you, they will not serve you well in this crisis.

There is a lot to do to respond and adapt to the new normal. **Inaction is the villain.**

7 Keys to Build Back Better

1. Client Retention is the New Acquisition

- Determine key accounts
- Arrange calls with Key Decision Makers, Influencers
- Allocate resources accordingly
- Retain! Retain! Retain!

2. Develop a new Go-To-Market Execution Plan

- Implement Covid-19 market segmentation (Who?)
- Revise your value statements and messaging (Why?)
- Implement a multi-level marketing plan
- Tightly integrate with CRM for lead generation
- Update pricing to reflect new normal
- Develop communication plan internal/external

3. Invest in Sales through Virtual Selling Skills—the New Normal

- Increase training for prospecting--securing net new meetings
- Increase training for selling through phone and video
 - Call planning, building rapport, uncovering needs, leveraging technology
- Increase social selling skills

4. Pipeline Cadence and Triage

- Focus on later stage qualified deals
- Adjust cadence of pipeline review meetings
- Provide feedback loop for potential deal closures (speed)

5. Invest in Management through Virtual Leadership Skills

- Communication
- Managing Performance
- Coaching
- Leveraging Teamwork

6. Reset the Revenue Forecast & Expense Budget

- Reset the revenue forecast
- Reallocate the expense budget

7. Evaluate Metrics and Incentives

- Align metrics and incentives to new Go-To-Market Strategy
- Deploy new Key Performance Indicators
- Optimize territories/segments and target accounts
- Align sales quotas to the new reality
- Adjust compensation plans to retain best people

At Butler Street, we're a team of experienced executives who have managed through challenging situations before. We're one part consulting company, one part research company and one part training company. A great combination for challenging times like these. We can help you execute on all of the above and accomplish it with the required speed. Contact us and let's arrange some time to talk.

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We help companies and their people grow.®

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LEADERSHIP DEVELOPMENT

Develop & Strengthen Leadership Skills

Learn, practice, and immediately leverage new leadership and coaching skills - from the convenience of your home or office.

Designed to advance your client and talent relationships, improve your team's decision making, provide actionable insights and deliver measurable results.

Training Programs

- Sales Effectiveness
- Recruiting Effectiveness
- Key Account Management
- Strategic Selling
- Leadership Effectiveness
- High Impact Sales Management
- Executive Coaching

Research & Technology

- ClientFit®
- Net Promoter Score® Survey
- Voice of the Customer Survey
- Voice of the Associate Survey
- Online Learning
- Best of Print & Digital®

Best-in-class tools and processes to help companies and their people grow

Effective Training & Solutions

Online Learning

Enable your team to form the right habits with eLearning that combines proven sales, recruiting and leadership concepts with easily-digestible and interactive modules. Courses include coaching moments, supporting worksheets and a variety of knowledge checks—available 24/7 from computer, tablet or phone.



Blended Learning Workshops

Provide the processes, insights and tools that increase sales effectiveness, executive leadership and key account management through Butler Street virtual instructor-led workshops.

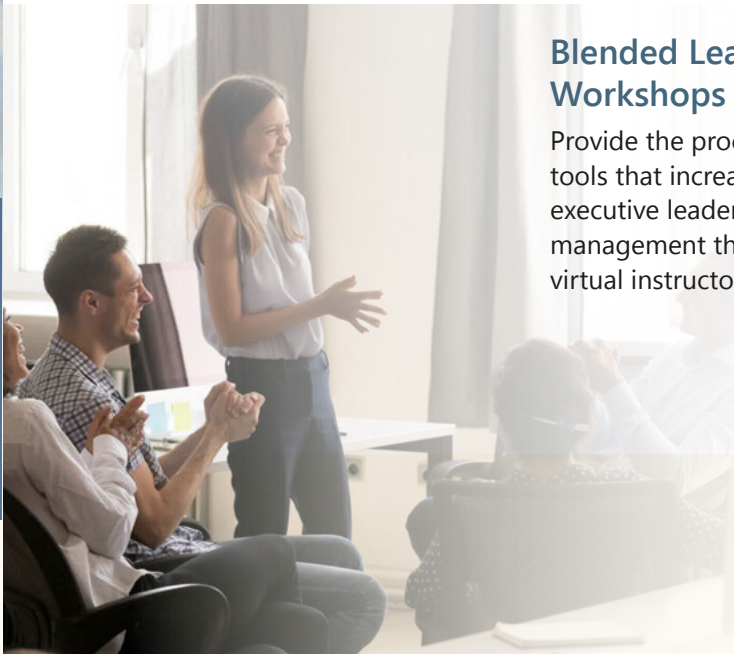
Virtual Instructor-Led and Onsite Training

Overcome challenges and meet the strategic needs specific to your organization. Reduce travel expenses, increase focus and see maximum impact with vILT and onsite custom training.

Key Account Management

Protect and grow your most important accounts with executive visibility, account planning, & risk management.

HRTECH TOP 10
Outlook LEADERSHIP
DEVELOPMENT
TRAINING/COACHING COMPANIES - 2020



10



"Format, trainers were EXCELLENT, energetic, truly understood ...the content was excellent..."



"It's a world-class...systematic, scalable sales process with skills training so we can continually grow and improve"

"I enjoyed the focus, subject matter and fact that the trainers both had experience and live what they teach."

"Following the workshop with Butler Street, we have become more disciplined, focused and effective..."

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