



# It's Almost Showtime!



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WORKBOOK

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# Every Situation Provides A Gift



## What Are Your Greatest Challenges Preparing For The BIG Season?

Examples: seasonal hiring, product knowledge, training,  
customer service, up-selling, standards and quality,  
teamwork, , accountability,

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## What Are Your Goals This Year?

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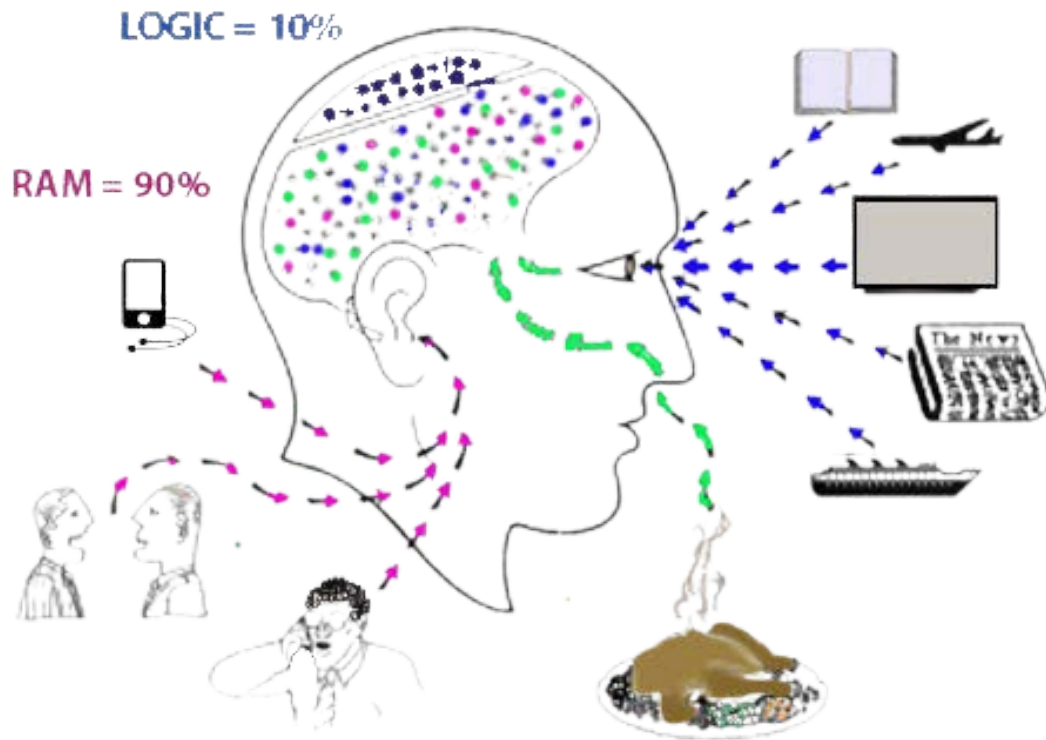
## What Will You Do Differently?

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# Your Mind Is A Goal Machine!

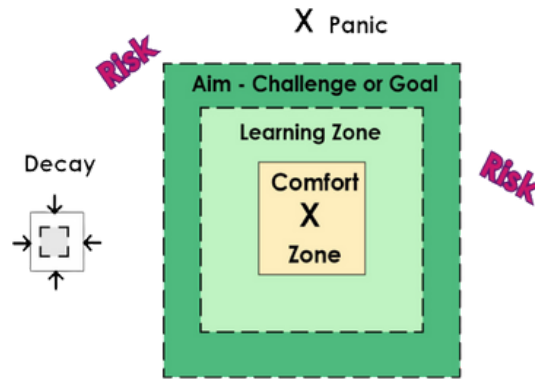


We all have a superpower called the Reticular Activating System. that we can program to transform those goals, dreams and visions into reality. Goals stashed away in your mind have no chance of becoming a reality. When they are on paper, the evidence is compelling: setting goals works!

## The Superpower Of Intention - Activity

Intention is a mindset that emphasizes being purposeful, mindful, and proactive in leading people and organizations. It involves aligning personal and organizational values, setting clear goals, and communicating effectively with team members. Program your intentions into your Goal Machine.

# Stay Out Of The Comfort Zone



## The Brain Creates Habits!

- 3 Trillion ridges
- 95% Autopilot
- 80% Set By 3 – 7 Years
- 92% Were Set By 15
- 15 to 25 weeks = For Permanent Change

NO ONE THINKS LIKE YOU!

- Resisting change causes contraction & inaction.
- We grow self-confidence when we stretch.
- Be uncomfortable for the sake of growth!
- Setting goals takes you out of the comfort zone.
- Comfort zone behaviors: talking to each other, lean on fixtures, texting, head down tasks, hding.
- The Comfort Zone is the ENEMY!

## What Does “Good” Look Like?

It looks different in every business so you need to customize them to make it YOURS!

- Without an established training system, new Associates become a financial drain as they search for what to do and how to do it, or become immobilized in fear thinking they might do something wrong. We will incorporate every job function for your Front Line.
- “Re-inventing the wheel” is frustrating and demotivating for Managers who ‘never get around to training.’
- This system makes Associates responsible for their own learning and makes them accountable.
- Every Training Card is customized by your team to clearly describe the behaviors and actions that are required to fulfill all job functions in their job description. The key is customization. Generic “programs” don’t work..



# Legacy Training Cards

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- They are in a box; not a binder.
- They address one skill or task at a time.
- Color coded, laminated and fun to use.
- All customized to fit your company's standards.
- Includes most of the duties in all job descriptions.
- Self-teaching; like a treasure hunt.
- Daily mentor "sign off" to ensure standards.
- Responsibility for learning stays on the employee!
- Easy to deploy and cost-effective.



## Step-By-Step Processes In Behaviors

- Employees read one or two a day when they sign in for their shift.
- They practice on their own to build their confidence.
- When they are ready, they demonstrate to a Mentor for Sign Off.
- They are tracked on their own Training Marker.
- No one is exempt from learning and demonstrating the SOPs.
- We train your Mentors to be the "Keepers of the Flame"
- You will have this READY in 5 weeks!

# Million \$\$ Tool



## For Maximum Engagement:

- Everyone stands up facing the board.
- Facilitator stands to the side as they write.
- Write ALL of the ideas down & word process them.

## Thinking Out Loud Guidelines

### 1. One topic at a time. (Open-Ended Question)

- a. Title and underline each page with the question.
- b. Use an "idea box" as a holding place for off-topic ideas.
- c. Facilitator asks the topic question and listens and writes.

### 2. Everyone must participate. Build trust.

- a. No "swamping" allowed. (No comments on other's ideas.)
- b. Identified "Swamps" give 2 constructive ideas as a consequence.
- c. If they continue their behavior; ask the "Swamp" to leave.

### 3. No editing. Every idea is perfect.

- a. Write every idea word for word.
- b. Ask permission to paraphrase.
- c. Go for quantity, not quality!
- d. Don't stop to discuss anything.

### 4. One voice at a time, please.

This is so the Facilitator can get all ideas down on paper.

### 5. No time limit. Go until you're "empty."

Usually one topic takes 5 minutes. (Great morning huddle!)

# List Of Topics To Think Out



1. What can we do to thrill our customers to come back?
2. What are some new ways to engage with our customers?
  - a. What verbal tour can we give to new customers?
  - b. What *“just so you know”* can we give to our browsers?
3. What are ways to build teamwork with each other?
4. What are ways we accidentally break trust with each other?
5. What are ways to rebuild trust if it breaks?
7. What training does our seasonal team need?
  - a. Who will do the onboarding?
  - b. Who will coach and monitor the seasonal team members?
8. What are some new rewards for exceeding our goals?
9. What tasks need to be done today? This week? This month?
  - a. Who will do this task? (Sign initials)
  - b. When will you have it completed? (Write down deadline)
  - c. What are the consequences of breaking these agreements?
  - d. What are some rewards for keeping all agreements?
10. What products can we suggest to customers today?
  - a. What are the Features & Benefits of these products?
  - b. What will we suggest today? (Just so you know . . .)



**Kathryn Dager**, President and Founder of Profitivity Inc., is an internationally recognized speaker, facilitator, consultant and trainer for organizations of all sizes. She is the author of "The Business Owner's Guide To Empowered Leadership," dozens of published articles and is considered an organizational architect and productivity expert.

With many years experience in top management positions, Ms. Dager found ways to turn dysfunctional work groups into aligned, prosperous teams. Her passion is incorporating personal effectiveness skills and motivational tools into hundreds of learning activities and materials. She pours her ongoing research into every Workshop, creating uplifting activities, stimulating materials and dynamic learning processes to maximize human potential and turn payroll into profit.

Ms. Dager's education includes a Degree in Business Management from University of Redlands, a Certificate in Personnel Law, and a Masters Degree in Psychology from University of Santa Monica. She is a certified practioner and Coach in NLP, Neurological Re-Patterning, Master Results and Presentation & Platform Skills.

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**Book A Call**

## **Profitivity Client Listing**

### **A Few Garden Center Clients**

Armstrong Garden Centers  
Bern's Garden Center  
Beaver Bark Garden Center  
Buchanan's Native Plants  
Cornell Farm  
Corso's Flower & Garden Center  
Covington's Garden Center  
Eising's Greenhouses & Nursery  
Four Seasons Greenhouse & Nursery  
Gateway Garden Center  
Hillermann Nursery & Florist  
Homestead Gardens  
Knollwood Garden Center  
Payne's Nurseries  
Petitti Garden Centers  
Pike Nurseries  
Ray Wiegand's Nursery  
Sargent's Gardens  
Shonnard's Garden & Landscape  
Town & Country Gardens  
Vanderwee's Home & Garden

### **Corporate Clients**

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American Express  
ASUCLA – UCLA Student's Stores  
Ben Bridge Jewelers  
Bank of America  
Brighton Collectibles  
Brownlee Jewelers  
Carnival Shoes  
Champion Sports  
Crate & Barrel  
Damon's/Draper's  
Daniel's Jewelers  
Devonshire Cream  
Eddie Bauer  
Gelson's/Mayfair Markets  
Georgiou  
Goodwill Industries  
Gymboree  
Hudson Group  
J.C. Penney  
Kitchen Collection  
Leather Loft  
Lindt Chocolate Shops  
Marshall Rousso

MasterCard International  
MCCS-MarineCorps.Exchanges  
Metropolitan Museum Of Art  
Mikasa Factory Stores  
Morgan's Jewelers  
Party City  
Restoration Hardware  
Ross Stores, Inc.  
Saxon Shoes  
SEARS  
Sharon Luggage & Gifts  
Shonac - Crown Shoes  
Steiner Leisure, Inc.  
Steve Madden Shoes  
Taco Bell  
VONS Companies, Inc.  
Windsor Fashions  
Z Gallerie