

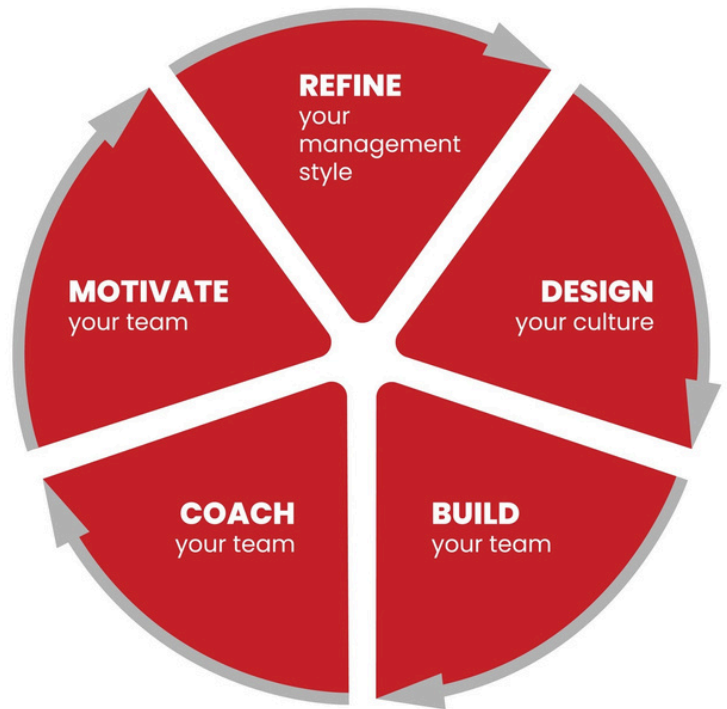


THE HOURLY EMPLOYEE MANAGEMENT SYSTEM™ (HEMS)

Transforming People Management

Managing operations is one thing, but managing people—especially hourly employees on the frontlines—is something most managers are never taught. The Hourly Employee Management System™ (HEMS) is designed to fill that gap, providing managers and business owners with practical tools to recruit, motivate, and retain high-performing teams. Whether you're in restaurants, healthcare, retail, manufacturing, or another industry, HEMS offers real-world strategies that improve employee morale, reduce turnover, and drive better results.

This comprehensive program is available as individual workshops or as an extended training, providing solutions tailored to the unique challenges of managing hourly employees. HEMS equips leaders to cultivate stronger workplace cultures, foster loyalty, and achieve greater team performance.



READY TO ELEVATE YOUR TEAM AND BUSINESS OPERATIONS?

"The HEMS program has been an invaluable addition to the comprehensive training already offered within the McDonald's system. It equips emerging leaders with the skills and confidence to deliver real-time coaching, strengthen team relationships, and foster a thriving culture. From gaining insight into personal management styles to mastering the impactful 30-Second Leadership model, HEMS empowers our managers with practical strategies to lead effectively and inspire frontline teams in a fast-paced environment."

- Marcia and Todd Finlayson, Finlayson Hospitality Partners, McDonald's Restaurants – York Region



Staffing Success Blueprint:

HOW TO HIRE, ONBOARD, AND RETAIN GREAT EMPLOYEES

Program Focus: Talent Recruitment, Hiring Biases, Interview Strategies, Onboarding Employees



// OVERVIEW

Finding and keeping great employees starts with smarter hiring and better onboarding. This workshop teaches managers how to craft job ads that stand out, ask better interview questions, and use a structured hiring process to make fair, informed decisions. You'll also learn onboarding strategies that seamlessly transition new hires into your culture, setting them up for long-term success.

THIS WORKSHOP IS A GAME-CHANGER FOR:

- Leaders struggling with turnover or difficulty finding the right people.
- Businesses that want to improve the way they hire, onboard, and integrate new employees.
- Teams looking for practical tools to enhance their staffing process and make fair, informed hiring decisions.

ATTENDEES WILL WALK AWAY WITH:

- A proven process for creating job ads that attract motivated and qualified applicants.
- Better interview questions that uncover candidates' true potential.
- A structured selection process to reduce bias and distractions and ensure fair hiring decisions.

“We have worked with many speakers in the past and we highly recommend Scott Greenberg. He hit the mark! We were very impressed with Scott’s desire to learn more about our group and how well he customized and diversified his presentation to our audience. The execution was timely, thoughtful and was exactly what we requested. He added humor, a realness, and connection with the audience. We highly recommend Scott Greenberg and appreciate the opportunity we had to work with him.”

- Founder & CEO, **Zoup! Fresh Soup Company**

Coaching Employees for Peak Performance:

MASTERING THE 30-SECOND LEADERSHIP SYSTEM

Program Focus: Team Building, Coaching Employees, Employee Engagement



// OVERVIEW

Unlock employee potential with the 30-Second Leadership™ system, a practical coaching framework that assesses employees based on mindset and skill set. Learn how to meet employees where they are—whether they're new, struggling, or thriving—and guide them to success. This workshop also introduces a shared language for performance, helping managers shift their focus from fixed labels to growth and development.

THIS WORKSHOP IS FOR LEADERS & MANAGERS WHO:

- Seek practical techniques for building confidence and competence in your team.
- Are grappling with a disengaged or underperforming workforce
- Desire a repeatable, time-efficient coaching method that gets measurable results.

ATTENDEES WILL WALK AWAY WITH:

- A clear understanding of the 30-Second Leadership™ system and how to apply it.
- Tools to assess employee performance based on mindset and skill set.
- A shared framework to shift focus from fixed labels to growth and development by task.

“Scott absolutely nailed the learning objectives for this year’s conference. We loved every aspect of working with him - from his pre-program commitment of visiting a clinic in order to better learn our business, to dovetailing the messaging of the leadership team, to his availability before and after the program and, of course, the keen delivery of relevant branding and messaging he brought to the table. We got our value’s worth and so much more - a priceless investment!”

- Scott Hoots, VP Operations, **American Family Care**

Building a High-Performance Culture:

UNIFY YOUR TEAM, AMPLIFY YOUR RESULTS

Program Focus: Mindset, Company Culture, Business Growth, Employee Engagement



// OVERVIEW

A strong culture is the foundation of a successful team. This workshop helps leaders move beyond superficial perks to create a culture rooted in shared purpose, values, and expectations. Learn how to assess your current culture, align your team around it, and sustain it to improve engagement, accountability, and performance.

THIS WORKSHOP IS FOR LEADERS & MANAGERS WHO:

- Want to strengthen their team's unity, focus, and performance.
- Need a roadmap to build a sustainable, results-driven culture.
- Struggle to create buy-in or accountability among their teams

ATTENDEES WILL WALK AWAY WITH:

- Tools to assess their current culture and identify areas for improvement.
- Strategies to align their team around shared values, purpose, and expectations.
- Proven methods to build and sustain a culture where employees care more, work harder, and stay longer.

“Scott’s message really set the tone for our meeting—it resonated with our franchisees and tied directly into our CEO’s presentation, which was fantastic! Scott built a highly customized presentation for our event and referenced real-world examples specific to our franchise system, which everyone loved.”

— Susan Milkowski, Vice President of Learning & Development, **Buffalo Wings & Rings**

Motivating Employees:

HOW TO INSPIRE EFFORT, LOYALTY, AND RESULTS

Program Focus: Motivating Different Personality Types, Peak Performance, Employee Engagement



// OVERVIEW

Motivating employees can feel like a challenge, but the right strategies can make all the difference. This workshop equips managers with tools to tap into intrinsic and extrinsic motivation, engage their teams more effectively, and create an environment where employees feel valued, give their best effort, and stay committed. Understand the difference between intrinsic and extrinsic motivation, and when to use each. Create a team that works harder and smarter because they care about their work.

THIS WORKSHOP IS FOR LEADERS & MANAGERS WHO:

- Are tasked with training and coaching frontline employees but are not seeing the desired results
- Aim to transform average team members into exceptional leaders who drive business growth
- Are grappling with the challenges of employee under-performance

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Inspire employee engagement and drive accountability.
- Utilize intrinsic and extrinsic motivation effectively.
- Combat low motivation and reignite enthusiasm in hourly teams.
- Retain top talent and elevate their performance and influence on the team

“Your wit and energy made the time you spent with us fly by. I particularly enjoyed your second segment in which you gave us a better understanding for building a great team. Most presentations give such theoretical advice which doesn’t really influence the bottom line. Your practical and up-to-date information which works in a real-world application was well received and your delivery was superb.”

— Laurie Shaw, Chief Operations Officer, [Coffee Beanery](#)

From Manager to Leader:

DEVELOPING EMERGING LEADERS FOR LONG-TERM SUCCESS

Program Focus: Team Building, Leadership, Cultural Transformation, Employee Engagement, Coaching



// OVERVIEW

Becoming a great leader starts with mastering the fundamentals of people management. Too often, new or emerging managers are promoted for their technical skills but lack the tools to effectively manage and inspire others. This workshop bridges the gap, equipping participants with the key skills and mindset shifts needed to become influential, culture-building leaders who can guide teams to success.

THIS TRAINING IS A GAME-CHANGER FOR:

- Employees transitioning into their first management role.
- New managers seeking to build confidence and sharpen their leadership skills.
- Organizations that want to develop a pipeline of future leaders across their organization.

ATTENDEES WILL WALK AWAY WITH TOOLS TO:

- Discover the key differences between managing hourly and salaried employees.
- Understand different management styles strengths and weaknesses
- Master tactics to supercharge productivity, streamline operations, and maximize efficiency

JUST A FEW OF THE BRANDS SCOTT HAS HELPED:



Batteries + Bulbs



Allstate.



GNC
LIVE WELL

