



WHY BURREL WILKS III?

I don't offer fancy, highly structured, theoretical training programs. My sessions are informal, high-energy, interactive and streetwise. **I keep it 'real.'**

Because of my rich life-experience and business track record, I am able to speak in a style that bridges most communication divides. I speak from the heart. Remember, **one ounce of passion is worth a truckload of theory!**

I offer a number of alternative approaches:

- On-site/in-store informal, staff motivation/Q&A sessions.
- One-on-one counseling and coaching.
- More structured workshops, tailored to specific client goals.

Let's chat to figure out what works best for your organization and find out if my **honest, gritty, down-to-earth style is right for your workforce and business culture.** Contact me at www.burrelstreetwise.com or any of the numbers listed. I look forward to helping you boost company morale and become even more profitable!

WHAT EVERYONE'S SAYING....

"Burrel Lee Wilks, III is a man of vision as well as a man of action."
The Chicago Defender - Chicago's oldest and most prestigious African-American owned and operated publication.

"Staff motivation in a de-centralized franchise operation is a constant concern. It's important that your teams feel some sense of shared responsibility for the customer, the business and their fellow workers, and take pride in a job well done every day. That's Burrel's message."

Eileen Porter, Owner/Operator McDonalds Restaurants, Chicago

"This guy Burrel, just exudes charisma, energy and optimism... He is the most powerful and savvy motivator I know and definitely a unique force in the universe!"
John Lee, CEO RC2 Brands Inc., Chicago

"Burrel has a very clear-headed view of the world. His advice is strong and real and righteous! Burrel doesn't know the meaning of the words 'giving-up'; he's irrepressible."
Eric Mitchell, COO PW Trucking LA

"We need more good people like Burrel. Lots more. He says what he means, means what he says and gets to the heart of any situation fast. He is able to cross any economic or cultural divide..."
Joseph Aldeguer, CEO Mortgage Exchange, Illinois

Burrel Streetwise Inc.
Life Coaching Without Sugar-Coating
www.burrelstreetwise.com



WORKFORCE MOTIVATION.

Would you like to **re-energize** your workforce and improve morale and productivity?

I'm talking about the **'real workers'** here, not board members or fast-track executives or book-wise MBA recruits, but the **real front-line** of any organization; **the street-smart people on the ground who make, sell, deliver and fix** the goods and services that ultimately become your profits.

If your workforce is not highly skilled then company management may assume that the problems of high staff turnover, low morale and frequent absenteeism are unavoidable and just a part of doing business.

Well, to me, that's just poor management.

Now, you may say 'hang on a moment, I spend a fortune in time and dollars training my people!' If so, that's great to hear – congratulations! Building practical skills is essential, but it's only part of the story. Only when you put **Skill** together with **Attitude and Application** will you have ignition!

If you want to retain those expensively trained people and motivate your entire workforce, reduce turnover, improve productivity and employee and customer satisfaction levels, then you need to drive a significant **attitude adjustment** throughout your entire organization – and the front-line is where we begin!



BURREL'S STREETWISE STRATEGIES FOR STAFF.

My basic program is simple, interactive, high-energy and is structured around four key strategies:

1. RE-ASSESS

We conduct a number of interactive exercises to break the ice and guide participants to take a fresh look at their **goals and ambitions, and gain a broader perspective on their situation.** We start to paint the bigger picture and build positive energy and engagement.

2. RE-FOCUS

Time for some positive attitude! Next, participants take a long, hard look at themselves and learn how to **'pay themselves first every day'** physically, mentally and emotionally. I also share other key 'streetwise strategies' for **personal success.**

3. RE-ACTIVATE

We turn up the volume and focus next on improving the **customer experience.** Learn how to **'put the hustle into your work and the work into your hustle!'** We use charades and video to make this relevant, interactive and fun.

4. RESULTS & REWARDS

Results should bring rewards! Working together with company management, it's time to put some 'real' measures and incentives on the table and encourage everyone to feel that they have a vested interest in the success of this business.