

V.D.M.P.
Executive Summary
&
Mission Statement

Vertical Development Made "Plain"™



Company Overview

"Climbing The Ladder Has A New Meaning"

"The mission statement, and sole purpose, is a consistent and continual focus on vertical (i.e. holistic) training and development for leadership, at the local brick and mortar level. The principles ingrained within the training and development style of Vertical Development Made "Plain" not only build core competencies in role effectiveness, they also help leaders identify and leverage the "sovereign" qualities within them that are highly contagious in driving team cohesiveness, and overall performance".





Meet the team

The Founder

Terry Plain

Founder

Born and raised in Detroit, Terry pursued a a career in leadership at a young age, inspired by the leadership demonstrated by his K-8 teachers at Marcus Garvey Academy, and the love and development experienced in the close relationship with his mother. With 13+ years of leadership experience in the corporate world of Metro Detroit, and this was no ordinary love. demonstrated the passion, dedication, and resilience to achieve regional level experience, with a respectable portfolio of accolades involving the wonderful workforce talent of our city. I've also found success and growth my career on national scale, having involvement in 11 different states through various corporate training ventures.

Company Story

"There's truly something special about being able to dive into an individual with genuine intent to grow and develop them, help them with the inner work, and return with increased wisdom and ability". "This is the essence of leadership". "Integrating leadership into your core identity".

This brand, this vision, the experience behind the birth of this organization, was all manifested through the love of the journey of leadership. The path of a leader can be one of many obstacles, doubts, concerns of effectiveness, and overall worth. Ever so prominent in today's workplace, more specifically the urban demographic, there is a clear disconnect in transparency of the relationship between leadership at most levels in a typical corporate structure. The workplace, and local effects of this "disorder" can easily be witnessed in the declining deterioration of the customer experience of local and surrounding patrons, social and interpersonal skill demonstration barely meet basic etiquette standards, affecting workforce household conditions and behaviors.

A much more "holistic" approach to closing the training and development gap needs to be inserted here, for everyone's sake. In my 13+ years of progressive leadership experience up to a regional level, I've found consistently found success breeding and developing effective leaders, cross functionally, within the urban community, while simultaneously growing community reputation. I've found a deep love and appreciation of it....

Corporate Portfolio

2015 - 2018 (References available from entry to executive level)

- Collaborated with premium retailer in staffing and training strategy for it's first 3 doors in Michigan, leading to "Power Player" status in company core KPI's for duration of single unit leadership (1 year, 2 months).
- Following local success, relocation opportunity was opened for continuous development at top performing company location, while replicating core performance approach.
- Promoted to multi unit leadership within 7 months of relocation.
- Coached and developed leaders organically from entry level associates to store leaders within the urban community that continue to thrive in their respective fields to date.
- Selected for training and development insight frequently for emerging product/service feedback amongst peers nationally.
- National Recognition/Acknowledgement at an entry, upper leadership, executive and community level of "Influential Leadership".



Portfolio (Continued).

2019 - 4th Quarter 2021 (**References available from entry to executive level**)

- Revamped and repurposed training process for Metro Detroit staffing organization that yielded quality talent, while improving employee retention MOM
- Continued team performance bred increased growth through "acquisition confidence" leading 4 new core client opportunities, in 4 different states.
- Grew staffing function headcount need from 4 to 10 due to increased volume of requisition applicants.
- With direct CEO engagement and approval, created new leadership function that bridged local and site communication gaps headquartered branch for sustainable staffing operations.
- Trained and developed current Director of Recruiting in all aspects of the role, was promoted 4th quarter of 2022 to more versatile leadership role involving company marketing and brand awareness



"The Gift of Servant Leadership"

Love is Essential to



Leadership

LEADERSHIP & LOVE



BUSINESS



HUMANITY

BEHAVIORAL FOCUS

We

Me

Control



MOTIVATION:

Wisdom,
meaning &
purpose

Ego,
Fortune &
Fame

Fight/
Flight



Portfolio (Continued.)

2022 - Current (References available from entry to executive level)

- In a region level role, grew an 8 door territory to 14 doors in 10 months, with 3 additional doors in 2 additional states within company footprint.
- With HR and Recruiting department, revised talent acquisition process and pay scale that proved healthy and effective in attracting, and retaining top tier talent in Metro Detroit, Milwaukee, and Metro Indiana.
- Achieved “#1 Territory” in company core and secondary KPI’s consecutively for 8 of 11 months, out of 38 territories.
- Improved relations with corporate-field teams led to community outreach/engagement opportunities that grew YOY activations by 42%.
- Collaboration with community support and rescue groups led to over a 20+ established business partnerships within Metro Detroit (Power Health Organization, Operation GetDown, Team Wellness, and many more).



“The more removed the employee is from the skills or knowledge needed to perform a task properly, the more time and effort are needed to train that employee.”

Peter Senge, author of "The Fifth Discipline: The Art and Practice of Learning"

Why now?

An ongoing training and development concern...

- **The urban demographic is very ready, and receptive of change, proven through experience of company corporate portfolio and community engagement/outreach.**
- **The technology, dedication, and wisdom acquired through over a decade of experience.**
- **We are at a tipping point! Let's not sink, let's swim.**



Who is affected by this problem?



The "X Factor"

The "X Factor" represents your leadership team... the selfless individuals who committed to steering the ship that is the business. Lack of commitment to development, transparency, and an empathetic, coaching hand has made this role "undesirable" outside of a pay increase. What does this mean for YOUR business?



The "Pride"

A disengaged and unmotivated team will breed subpar performance and customer experiences....we've heard and experienced this ourselves before through our own employment and shopping experiences. Though it doesn't stop there....these experiences contribute toward a "state of mind" that pours into households and communities. What is your organizations reputation in the community where you employ it's workforce?



The "Company"

Consistently climbing turnover that is costly to building sustainability in growth, "quality" talent in key roles in "burnt" phases that don't yield past productivity, a brand reputation locally/nationally that does not align with the vision of your organization. I don't believe we need to further elaborate here....

"2022 Forbes Study shows...."

36% of Teams

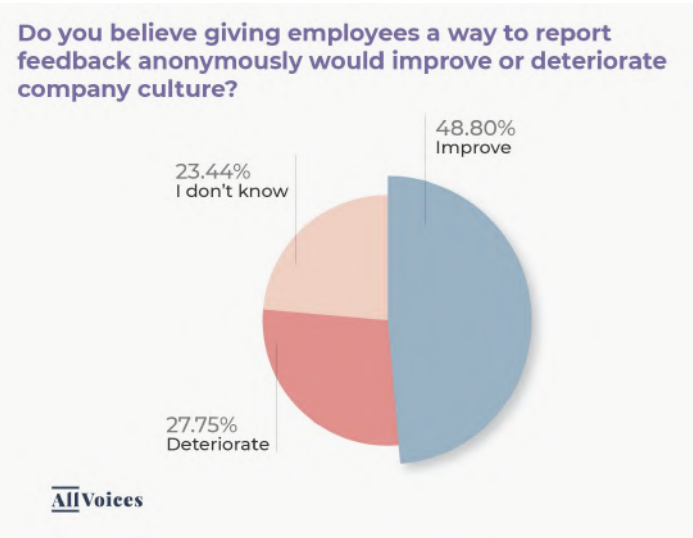
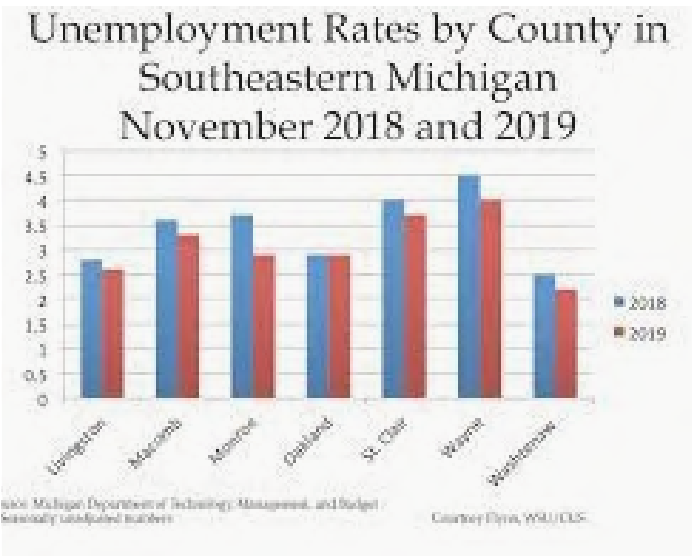
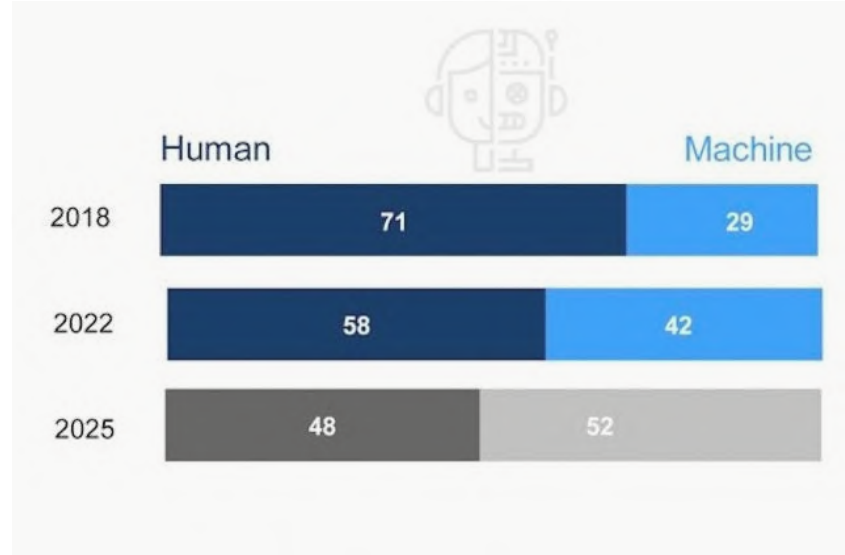
36% of teams in the workforce report that the company they work for does not have a feedback program in place.

37% of Teams

Additionally, 37% of teams in the workforce report that their company does not have an open door policy, or do not uphold it in place.

*\$550
Billion*

Of lost productivity in the U.S.
lost every year



We can see the proof all around us.....



The solution requires "refinery", a commitment to the "shaping and molding" of those with the ability to positively influence change...

"Leadership" Pricing

<i>"Vertical Development"</i>	<i>Made "Plain"</i>	<i>"Power Session"</i>
<i>90 minutes of impact coaching tailored to leader's ever-changing support and development needs.</i>	<i>6 hours of purpose driven training that has a direct focus on next level development. 4 week "Holistic Development" program.</i>	<i>30 minutes discussing "impact goals" of the day...a conversation of ability, reinforcement, and empowerment.</i>
<i>\$15 Weekly Flat Fee</i>	<i>\$99 *spread over 4 weekly payments of \$24.99</i>	<i>(Donation Based, No Flat Fees) *average donation is \$2-\$4 per 30 minutes</i>

Training Methods and Service Value

"Formal" Training

Hosted via multiple virtual platforms (Calendly, Zoom, etc.).

"Informal" Training

In-person training is encouraged in at least 1 session per week for assessment of quality of program, and feedback opportunity. Choice of customer.

Giving Back In A "Vertical" Way

Leader will find fulfillment, enhanced visibility, and job marketability through training engagements that translate into better and more aligned career opportunities.