



C-TEC Leadership Development Program: FAQs

About the Program

1. What is the cost of the program?

The rate to non-Members is \$6,270 per person and SCCA's negotiated rate is \$5,000. SCCA is covering 1/2 the program cost (\$2,500) for the first individual to enroll in the program from one of our Member companies. All other enrollees from a Member company receive the SCCA discounted tuition rate of \$5,000. Crestcom will invoice Member Companies directly.

2. Who should attend the C-TEC Leadership Development Program?

Anyone from your company that could benefit from leadership and management skill development – it is a program that has impact at all levels from C-Suite to new managers. Individuals will create action plans from what they have discovered in the workshops which will improve their leadership and management skills applicable to their roles – Senior Management, Foremen, Superintendents, Project Managers, etc.

3. Why is the training a 12-month program?

C-TEC's program is different from most training programs in that the focus is on skill development and not simply learning about good Leadership and Management principles. Therefore, the training is spread out over time, consisting of 2 workshops each month for 2 hours each (a 4-hour block of time) and a debrief/coaching session (about 30 minutes each month). This is designed DEVELOPMENT. Habits take 30 days to form. Skills take 30 days to begin to develop and internalize.

4. What will we learn in the program?

The program is built around 10 core competencies. These competencies are woven throughout the program and each workshop provides focus on a competency as well as one (or more) complementary competencies. This allows for additional development as specific skills are referred to more than once throughout the program.

5. If we were to enroll in the program, do we have to start in a specific month?

No. The C-TEC program is based on a rolling curriculum. You can enroll your team in ANY GIVEN MONTH, and they will graduate 12 months from the month they started.

Some organizations enroll their management team all at once while others enroll their Sr. Team and as they find value in the program enroll more managers a few months into the program.

6. Is there HOMEWORK on top of the workshops and debrief sessions?

No. There is no required outside reading, homework, or anything that is not directly related to the participant's self or team improvement, all of which they do as they are working and interacting with other team members.

7. What other tools come with the program that help ensure accountability or additional help for participants?

Each registered participant is given access to the Crestcom Learning Portal. In the portal participants have access to the content covered in the workshop as well as additional learnings and supporting information, blogs, podcasts and whitepapers. Participants put their action plans in the portal, so our Debrief Coach (and if applicable, the participant's manager) has visibility to their action plans. Along with the debrief sessions and quarterly results report-outs for company sponsors, this creates a high level of accountability for development and follow through.

8. What times and locations are the workshops – we are all busy and we can't have everyone out training at the same time?

C-TEC's interactive live-facilitated workshops are available both in-person and virtually. In Southern California, in person workshops are held at SCCA HQ in Orange (3rd Wednesday), Norco (2nd Thursday), Temecula (2nd Tuesday), Solana Beach (2nd Thursday) with additional locations opening as COVID restrictions allow. The live virtual workshops over ZOOM

are held the 2nd Friday, 3rd Tuesday, and 3rd Thursday of each month with several make-up options also available. Participants from your organization do not need to attend the same workshop location during the month which allows for a lot of options.

The 30-minute monthly debriefs (at your location or over ZOOM) are with enrollees from your company only. Debriefs are where your team will share their best takeaways and action plans, building peer-to-peer support and accountability.

9. What are the course times in the program?

In-person workshops in California are held from 8:00am to noon (8:30-12:30 in some locations). The virtual (ZOOM) workshops are held from 8:00 am to 10:00 am with a one hour break and then from 11:00 am to 1:00 pm. ZOOM workshops can also be split, for example 8:00-10:00 on two different days.

10. What happens if I cannot make a workshop in a given month?

It is almost hard to miss a class. Our operations team works with each participant who misses their regular workshop to find a make-up workshop that suits their schedule.

For example during August, in addition to the workshops listed above, there are multiple other opportunities to attend the same workshops over ZOOM with Crestcom. It is a global organization and additional out-of-state ZOOM make-up workshops are available: Aug 9, Aug 10, Aug 11, Aug 15, Aug 16, Aug 18, Aug 22, Aug 23, Aug 25, Aug 30, Aug 31, Sept 6, Sept 8.

11. What if I am not able to attend any of these?

If you are registered in the program, your attendance is tracked in our learning portal. If you are not able to take advantage of the 15+ opportunities during a given month to attend the workshop, you will have the opportunity to attend the workshop in the following year. We track and will alert any participant who missed a month when they can attend the following year.

12. Is there any possible remote course instruction? I have people working outside of the area or outside CA.

The program workshops have a variety of options for the reason you mentioned. We have in person workshops and ZOOM workshops. Attendees can do either as well as both depending on their schedule for the month. Many participants in the program prefer the virtual ZOOM sessions. The “test drive workshop” also has both options and an announcement about the ZOOM test drive is coming out today. We have currently enrolled a significant number of remote employees for a variety of companies that participate each month over ZOOM.

13. What if we pay a tuition deposit for a participant and they leave the company?

C-TEC offers a GRADUATE GUARANTEE. If an enrollee in the program leaves your company (your decision or theirs), you can replace that individual with a new enrollee and that replacement will be entitled to complete the full 12-month program, no matter where the original enrollee was in the program, up to and including their 11th month. If you have invested tuition in an enrollee, we believe your organization should have the benefit of a graduate from the program.

14. How do I know this is actually a well-respected program?

Besides numerous awards won each year, multiple professional organizations give continuing education credits for the program toward their professional accreditation. Some that do are the American Institute of Architects, the Society for Human Resource Management (SHRM), the Project Management Institute (for PMPs), the HR Certification Institute, the National Association of State Boards of Accounting, the Academy of Professional Funeral Service, etc...

15. How do I find out more?

The best way to find out more about the program is to either set up a meeting with Crestcom SoCal directly and/or to attend one of the SCCA test drive workshops and/or or schedule a test drive workshop directly with Crestcom either at your location or over ZOOM. See Jonathan Seitz for any of these: **619.204.9130** jonathan.seitz@crestcom.com

16. What is the “test drive” workshop?

The “test drive” workshop is an opportunity for you to gauge the impact, engagement and value that this program could bring to your organization. The C-TEC program is focused on delivering results for individuals and organizations. It gives you the opportunity to experience the training for yourself.

It is also an opportunity to expose potential enrollees to the training so they have the ability to experience it for themselves and “opt in”. It allows senior management to see how engaged their team are in developing their leadership abilities.

The “test drive” workshop itself is a 2.5-hour training event that provides some solid training in areas like communication, collaboration, employee reviews, engagement, and rewards/ recognition that motivate and set high standards of performance.

You can register for the next “test drive” date available [here](#).

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19. Are “test drives” offered other than the one specified on the SCCA website?

Yes. We will conduct “test drive” workshops as requested. The workshop itself is a \$2,900 workshop but we are waiving the fee for SCCA Member organizations. Any SCCA Member company can schedule a “test drive” workshop directly with Crestcom SoCal. They can do the workshop over ZOOM or at your location. Their only requirement is that you have at least 4 participants and that anyone who would be involved in deciding about the program participate in the workshop.

20. Is the “test drive” a non-commitment event? Meaning if we find value, we can then elect to sign up?

That is correct. The test drive is an informational workshop that will allow you as Members to evaluate the full program by experiencing segments from the actual modules in the 12-month training. You are not obligated to continue and commit to the program if you find it is not a fit.

21. What is the cost of the “test drive”?

The cost of the test drive is \$0. This is an opportunity for you and your team to get some great training in areas of communication, collaboration, improving engagement and productivity, and rewarding employees to improve engagement and commitment.

22. Some of our team aren't available for the "test drive" workshop being offered. Some of our managers are remote. How can we participate?

There are multiple options open to you and your team. For example, one SCCA member is setting up a ZOOM test drive with Crestcom SoCal for their company which is the same workshop scheduled through this link but delivered for their team only.

If you have 4 or more managers you would like to attend the training but would like to do so over ZOOM, Crestcom SoCal is happy to do that for your team – still at no cost to you - \$0.

23. Do you need to attend the "test drive" to continue with the remaining courses?

You do not need to attend the test drive to enroll in the program. If you are ready to begin the program, or have team member(s) join the program, simply let us know by sending an email to Jonathan Seitz (jonathan.seitz@crestcom.com) and he will take it from there.

24. I'm convinced this is great for my team, can I just enroll them without the "test drive"?

Yes. See previous answer.