

LEAD & LEARN

Practical training built for today's people managers and leaders



TRAINING CATALOG

Sera's LEAD & LEARN training programs equip managers and leaders with the skills to build stronger teams and lasting culture.

Sessions range from 1-2 hours to half-day workshops and full-day intensives



WWW.SERAADVISORS.COM

About Our Trainings

Real Training. Real Results.

Sera LEAD & LEARN is the training division of Sera Business Advisors, a Nashville-based HR consulting firm with more than a decade of experience helping organizations build stronger teams and lasting culture.

Our programs are built for the way people learn: interactive, discussion-driven, and grounded in real workplace scenarios. You won't find talking heads here. Every session is designed to challenge thinking, shift behavior, and give people something they can use the moment they walk back into the office.

We work with emerging startups, middle market companies, and publicly traded organizations across every stage of growth.

The Philosophy Behind Our Trainings

My Career Is My Responsibility (MCMR) —the philosophy behind [Meredith Jones' book of the same name](#)—is the framework guiding everything we teach. It shifts the culture conversation from blame and passivity to ownership and accountability at every level of an organization, from individual contributors to the C-suite.

When people own their careers, teams perform better. When managers lead with accountability, trust grows. When executives model responsibility, the whole organization benefits.



My Career is My Responsibility

MCMR for Employees

Most employees want to grow. What holds them back is often when they don't take charge of their career path, including the processes and outcomes of their work. The My Career Is My Responsibility employee workshop challenges participants to stop playing the blame game, take stock of where they are, and start intentionally building the career they want.

Through honest discussion and practical tools, employees will:

- Learn to shift their mindset and formulate a clear personal career vision.
- Recognize the difference between accountability and blame, and why confusing the two keeps careers from advancing.
- Explore the My Career Is My Responsibility philosophy and what it means to control the controllables.
- Sharpen critical thinking skills, learn to ask better questions, and build strategies for managing upward so employees can work more effectively with the people above them.

This training is ideal for organizations looking to build a more accountable, engaged workforce where people lead their careers rather than wait for direction.

MCMR for Managers

Great managers create the conditions for other people's success. The My Career Is My Responsibility manager workshop is for supervisors and people leaders who want to understand their impact, build a team culture based on ownership, and lead with confidence when things get hard. In this training, managers will:

- Establish a foundation in Responsibility, Accountability, and Ownership, and understand the critical distinction between accountability and punishment.
- Discover the ELEVATE leadership model and learn how to put it to work with their team.
- Build practical strategies for navigating change and leading through resistance.
- Explore Seesaw Management, the balancing act between managing downward (to direct reports) and managing upward (to leaders).
- Develop communication and psychological safety to grow emotional intelligence.

Ideal for organizations ready to invest in their people leaders—supervisors and managers—who are expected to drive performance, retain talent, and build team culture, and who need the tools to do so.



Learn More About The MCMR Philosophy

My Career Is My Responsibility is the philosophy that drives everything Sera LEAD & LEARN teaches, now available in print.

Written by Meredith Jones, this practical guide shows employees, managers, and executives how to stop playing the blame game, take ownership of their careers, and build cultures of accountability.

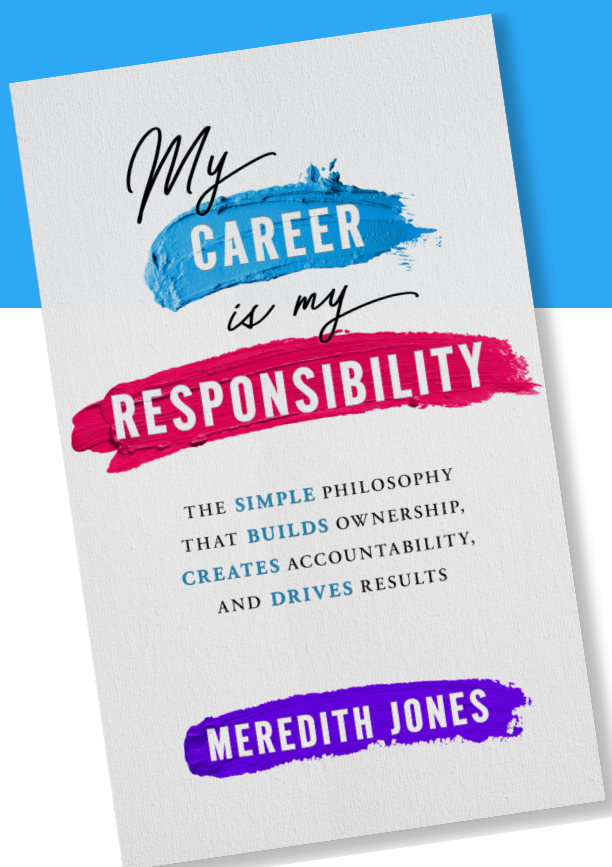
Available on Amazon.
<https://a.co/d/8bnZYsm>

MCMR for Executives

The best leaders know the work is never really done. The My Career Is My Responsibility executive forum is for C-suite leaders and senior executives who want to examine their own leadership, understand the culture they're building, and make sure the accountability they expect from others starts with them. In this forum, executives will:

- Review the MCMR framework from the employee and manager perspective and examine how executive behavior influences it at every level.
- Dive into psychological safety, what it looks like from the top, and how to create it as a leader.
- Explore change management and what it takes to lead an organization through meaningful transitions.
- Examine leadership follow-through and the gap between what leaders say and what their teams experience.
- Engage in candid, peer-level discussion around real challenges with space to think out loud, challenge assumptions, and leave with perspective they can act on.

This forum is ideal for senior leaders and executives who are ready to look at the culture they've built, close the gap between their intentions and their impact, and lead in a way that outlasts their tenure.





ELEVATE Training

full day workshop

"This class made learning about HR FUN! NEVER thought I'd say that." – Senior Director of Outreach (Nonprofit)

Your Management Team is... Good, Bad, or Otherwise? People leaders fall somewhere between clearly remarkable and regrettably lousy. The skills required to lead are often undervalued and overlooked. Yet, effective people management can be the most rewarding experience for a supervisor and the best mitigation tool against company risk exposure. In the one-day ELEVATE training class, managers will discover how to:

- Better understand and navigate the complexities of employment law
- Effectively manage the employment life cycle from beginning to end:
 - Recruiting
 - Onboarding
 - Coaching
 - Performance Management
 - Employee exits



Does your organization need in-depth training? Ask about our **Leader Academy**, a comprehensive 12-week program covering all our courses.

Everything DiSC © Workplace

half-day workshop

“Very impressed by Sera and their overall knowledge of the subject matter. Would love to attend future presentations.” - Commercial Property Manager

Have you ever wondered why is Bob always so defensive? Or why does Sue need to ask so many questions? Have you thought about why you get along with some team members, but not others? The Everything DiSC© Workplace personal assessment tool helps identify behavioral differences and preferred work styles. Learning to appreciate each other’s uniqueness will help you and your team to:

- Increase your self-knowledge, improving your working relationships
- Facilitate better teamwork
- Manage your team more effectively
- Become a stronger and more well-rounded team

Civility and Workplace Conduct

1-2 hours

“The class was engaging, interactive, informative and relevant to an ever-changing workplace environment.” - HR Coordinator (Healthcare)

Today’s workforce is complex and dynamic. Employees are asked to do more with less, working conditions are continually changing and staffing shortages exist. Stressors appear to be around every corner. However, in the litigious world we live in, it is important now more than ever to encourage and maintain a work environment of civility. In this training, we will discuss:

- Understanding civility in the workplace
- Implications of Title VII and the anti-harassment laws
- Explore the 5 R’s every employee is responsible to uphold a civil workplace



BLINDSIDE Training

1-2 hours

“Sera training classes are always entertaining and extremely informative.” – Quality Services Manager (Financial Services)

Religion, tattoos, SEC football... do you have a secret opinion about any of these? Our biases can BLINDSIDE us in the workplace, and in everyday life. With claims of bullying and inappropriate behavior ever present in our world, we, as Leaders, must create an environment where the way we treat each other is as important as the work we produce. In the BLINDSIDE training, you will learn:

- To define and identify talents and characteristics that make each of us unique
- How implicit and affinity biases impact decisions and leadership
- Bridge the communication gap
- Adapt your style and the culture to find common ground

INQUIRE Training

1-2 hours

“If not the best, one of the best most engaging training classes I've ever attended. Sera is a true leader in this industry.” – Manager (financial services)

Inquiring minds want to know... but do you really? Often times, the interview process leads you walking away thinking “did he really say that?”! And it could be YOU “said that”. A simple question in an interview can lead to a lawsuit or can help identify the top talent for your team. The INQUIRE class / workshop will help you:

- Build confidence in your interview style
- Develop the right questions to find the right answers
- Learn the legal landmines in interviewing
- Gain the ability to make a strong hiring decision

CULTIVATE Training

1-2 hours

“30 years of expertise distilled down to 2 hours and a 26-page handbook. Unbelievably valuable!” – Team Lead

All plants need air, light, warmth, water and nutrients to grow. Likewise, professionals need structure, clarity, leadership, communication and feedback to excel. Employees want to know where they stand, and it's a people manager's responsibility to provide good feedback, both positive and negative. In CULTIVATE training, you will learn:

- What is performance?
- Whys and hows of reviewing performance
- Performance ratings and biases
- Delivering effective feedback

INTRODUCTION

1-2 hours

TO DISCIPLINE WITHOUT PUNISHMENT

“I love when Sera comes to see us. They keep us engaged and break things down to where we can wrap our head around the bigger picture.” – Team Manager

Do you find the same old 1, 2, 3, strikes your out isn't working for your organization? Progressive discipline provides structure and documentation in performance situations. But what if? What if... there was a way of “disciplining” in a more positive manner? What if...the employee felt empowered over their career and owned their progress or lack thereof? This training is based on Dick Grote's Discipline Without Punishment book which focuses your organization on:

- Positive reinforcement of behaviors
- Empowering the employee
- Employee documentation and manager review



Ready to Take the Next Step? CONNECT THE DOTS.

Whether you're looking to bring one workshop to your team or build a full training program, we'll meet you where you are. Reach out to start the conversation.

*Book a Training
joinus@seraadvisors.com*

*Learn More
seraadvisors.com*

*Watch The MCMR Video
[Click here to start your masterpiece](#)*

