



SPEAKING TOPICS

- Building a Winning Culture
- Mastering the Hiring Process
- The Future of the Roofing Workforce
- Managing Millennials
- DISC Communication
- StrengthsFinders
- How Women Rise
- Time Management
- Unconscious Bias

ABOUT THE SPEAKER

Dr. Jessica Stahl is the owner of Ignite Results, a consulting firm that has scaled over 80 roofing companies by building teams, implementing systems, and developing leaders that produce measurable results. She is an Organizational Psychologist who has spent the last decade partnering with Fortune 100 companies and small businesses to recruit, hire, and retain talented team members. She is an internationally published researcher, author, coach, and university professor.

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BUILDING A WINNING CULTURE

Do you want to scale your company, double your revenue, increase retention, recruit top talent, and turn customers into raving fans? The fastest and most effective way to accomplish these goals is by building a strong company culture.

This empowering workshop will elevate your ability to:

- Get clear on your company's vision and values
- Learn the 5 fatal culture killers
- Recruit people that fit with your culture and cut the dead weight
- Immediately implement activities and team meetings that drive engagement
- Ultimately transform your company into one that is manageable and scalable.



MASTERING THE HIRING PROCESS

The biggest challenge facing the industry is finding and retaining qualified workers. Oftentimes, the hiring process can be daunting, time consuming, and ineffective. This interactive workshop provides powerful strategies to efficiently attract, hire, and retain talented team members who align with your company culture

This training will elevate your ability to:

- Build an employer brand that conveys your company culture
- Use targeting recruiting strategies and technology to attract your ideal candidate
- Ask the right interview questions to assess the candidate's job skills and "fit"
- Create a 90-day success plan to effectively onboard team members





THE FUTURE OF ROOFING WORKFORCE

The employment landscape is changing, and innovative organizations know that they must be ready to respond. This interactive workshop will explore practical ways to attract, incentivize, manage, and retain top employees.

This training will elevate your ability to:

- Understand workforce trends in roofing and across the globe
- Explore the high cost of employee turnover and create a plan to tackle it
- Implement strategies to attract and retain younger generations
- Learn 3 powerful employee engagement strategies that roofing companies fail to utilize



MANAGING MILLENNIALS

Millennials are now the largest generation in the workforce, and their approach to work often differs significantly from previous generations. This session focuses on how to effectively manage and motivate millennial employees, leveraging their strengths while addressing the unique challenges they may present.

This training will elevate your ability to:

- Understand the key motivators for millennial workers
- Implement management strategies that foster engagement and productivity
- Create an environment that supports work-life balance and career growth
- Provide feedback and development opportunities that resonate with millennial employees





DISC COMMUNICATION

Effective communication is crucial for building strong teams and fostering a productive work environment. The DISC model provides a powerful tool to understand different communication styles and adapt your approach to meet the needs of diverse personalities. This workshop will enhance your ability to connect with your team and clients more effectively.

This training will elevate your ability to:

- Understand the four DISC personality types and their communication preferences
- Adapt your communication style to engage and motivate different individuals
- Build stronger relationships with colleagues and clients by improving communication
- Use DISC to resolve conflicts and improve team collaboration



STRENGTHS FINDERS

Focusing on strengths rather than weaknesses is a powerful way to unlock potential in both individuals and teams. This session will guide you through the StrengthsFinder assessment, helping you identify key strengths and leverage them to maximize productivity and satisfaction in the workplace.

This training will elevate your ability to:

- Identify the unique strengths of each team member
- Leverage strengths to create more cohesive and effective teams
- Foster a strengths-based culture that encourages personal and professional growth
- Align individual strengths with organizational goals for optimal performance





Women in leadership roles face unique challenges that can hinder their progress. This workshop explores key behaviors that often hold women back and provides strategies for overcoming these obstacles. By focusing on actionable strategies and personal development, women can break through barriers and rise to their full potential.

This training will elevate your ability to:

- Identify the behaviors and habits that hinder professional growth in women
- Develop strategies for overcoming self-imposed barriers to success
- Build confidence and assertiveness in leadership roles
- Create a supportive environment that fosters the advancement of women in the workplace



Effective time management is a critical skill for success in any industry, especially in fast-paced environments like construction. This session will provide practical tools and techniques to help you prioritize tasks, eliminate distractions, and maximize productivity.

This training will elevate your ability to:

- Master the art of prioritization and task delegation
- Implement time-saving techniques and tools for managing projects and daily responsibilities
- Set achievable goals and create a work schedule that supports success
- Overcome procrastination and stay focused on high-impact tasks





UNCOVERING UNCONCIOUS BIAS

The human brain can process 11 million bits of information every second. But our conscious minds can handle only 40 to 50 bits of information a second. Thus, even with the best of intentions, people often make snap judgements based on social stereotypes. This is because they are not aware they are doing it. This interactive training is a positive step to bring awareness to these patterns and help increase inclusivity in the workplace.

This training will elevate your ability to:

- Define unconscious bias and learn how mental shortcuts can steer us wrong
- Recognize how biases can influence workplace decisions and interactions
- Provide tools to adjust automatic patterns of thinking
- Develop strategies to ensure hiring, pay, and promotion decisions are fair

