



CORPORATE TRAINING & EXECUTIVE COACHING

PRODUCT AND SERVICES GUIDE

WWW.ROCKETCHARGEDCAREERS.COM

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IN THE MEDIA

The logo for Business Insider México is displayed on a black rectangular background. The words "BUSINESS INSIDER" are in white, uppercase, sans-serif font, stacked vertically. Below them, the word "MÉXICO" is in a smaller, blue, uppercase, sans-serif font.

BUSINESS
INSIDER
MÉXICO

The logo for Mundo Ejecutivo features the word "MUNDO" in white, uppercase, sans-serif font, followed by a red double arrow pointing right. Below "MUNDO" is the word "EJECUTIVO" in white, uppercase, sans-serif font.

MUNDO >>
EJECUTIVO

The logo for Once Noticias Prestigio Informativo features the word "once" in a bold, lowercase, sans-serif font with a red-to-purple gradient. Below it, the word "NOTICIAS" is in white, uppercase, sans-serif font inside a black rectangular box. At the bottom, the words "PRESTIGIO INFORMATIVO" are in a smaller, red, uppercase, sans-serif font.

once
NOTICIAS
PRESTIGIO INFORMATIVO

The logo for publimetro features the word "publimetro" in white, lowercase, sans-serif font on a green rectangular background. To the right of the word is a white icon of a globe with latitude and longitude lines.

publimetro

The logo for RRHH Digital features the letters "RRHH" in a bold, uppercase, sans-serif font with a red-to-purple gradient. Below them, the word "Digital" is in a lowercase, sans-serif font with an orange-to-yellow gradient.

RRHH
Digital

At Rocket Charged Careers (previously Tide Changer Consulting), our work is more than work: it's our passion and vocation. Always keen to make a difference, we have appeared in a variety of media discussing topics such as professional development, women's advancement in the workplace, and studying at top-tier university programs, amongst others.

ABOUT US



We believe that to deliver value, training, and coaching must be carefully linked to business and career outcomes. When organizations and people see the difference our training makes, they realize it was one of the best investments they have made in their development. Our mission is to deliver consistently highly-quality coaching and training that makes a tangible and positive difference to executives and companies. We believe that tailored, targeted development and guidance are the keys to success and we have put this into action in training sessions across the globe.

WHY ROCKETED CHARGED CAREERS FOR TRAINING AND EXECUTIVE COACHING?

We coach and train executives in the world's leading companies, delivering high-impact training that provides tangible career development value and organizational gains. To deliver this value, training, and coaching needs to focus on the right KPIs and it needs to be engaging and strongly connected to people's why? how? and what?

We've built a reputation for high-impact, interactive training delivered with a truly human touch that captures the attention of the participants. Our clients love how we understand, engage with, and motivate executives, and we believe it's why we're trusted to deliver corporate training and executive coaching on leadership, management, and customer experience to blue-chips and business leaders around the world. Our commitment is ensuring that you rocket charge professional development and business growth to achieve outstanding results.

Thomas Guy Scott
CEO & LEAD CONSULTANT

OUR VALUE



IN THIS BROCHURE

In this guide, you will find a description of our core services, including corporate training courses and executive coaching options. Each description outlines the overall aim of each course, the skills and knowledge it develops, and the outcomes it can help achieve. While we have some courses pre-developed, we always highlight to our clients that we will tailor every single course to their organization. We create roleplays, simulations, and games based on the organization's reality, ensuring that what teams learn can be put directly into practice to create tangible value.



OUR FOOTPRINT

We're trusted by clients around the world. Our trainers have crafted and delivered high-impact coaching to clients in the Americas, Europe, the Middle East, Asia, and Oceania. Our cultural intelligence allows us to create memorable training and coaching experiences for clients across the globe.

THE ROCKET CHARGED MINI MBA

Pioneered through our work with a global tech giant, the mini-MBA is the perfect way to accelerate the transition of your organizational talent into management and people leadership positions.



Delivered through highly interactive input sessions and individual coaching, the mini-MBA helps to build the managerial mindset to succeed in modern organizations. The content dives into topics such as corporate strategy, leadership, management, handling tough conversations, change management, finance and accounting, professional development, and giving feedback, amongst others.

Through tailoring each course to our clients' unique business environments, we have achieved tangible increases in the upward movement of talent into leadership and management positions. This translates into profitable business outcomes and effective talent pipelines and accelerates career growth for participants.

The mini-MBA made me a more mature leader with skills to develop my career - Germán (Participant)

Very engaging, well thought out course that helps support my leadership journey - Amit (Participant)

LEADERSHIP & MANAGEMENT TRAINING



Rocket Charged Careers recognizes that an organization is defined by the quality of its leaders and managers. The world is changing quickly and leaders and managers need to be ready for today's challenges while developing skills for those of the future. We create customized leadership and management training courses for all levels from entry-level to director. Through carefully conducted needs analysis, we develop courses that build skills, knowledge, and competencies for your organization's leaders and decision-makers to flourish.

We have delivered leadership and management courses to global consultancies, technology firms, and small businesses in key areas such as executive skills for directors, negotiation, and influence, leading through uncertainty, managing and building teams, delivering effective feedback, and change management, amongst others. We will custom design courses to ensure your talent develops skills that closely align with business outcomes.



FULLY CUSTOMISED TRAINING

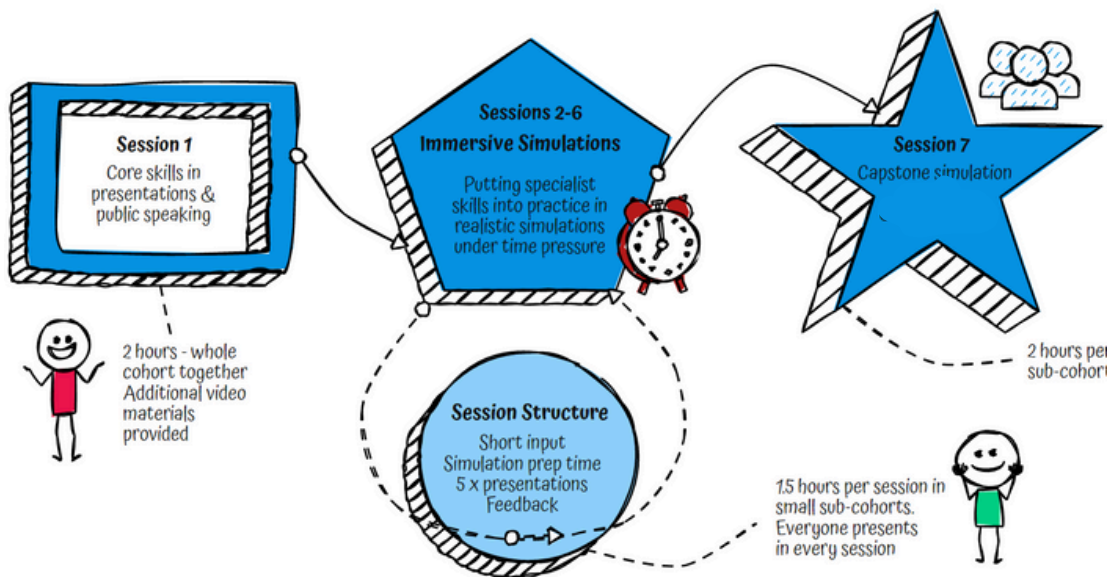
- ✓ **Improve emotional intelligence**
- ✓ **Inspire teams to act**
- ✓ **Take better decisions, faster**
- ✓ **Create cultures of success**

LEAD THE ROOM

TOP-CLASS SPEAKING SKILLS

How effective you are at public speaking is all about context, so we decided it was time to ditch the idea of teaching public speaking skills without a clear connection to business.

Our [Lead The Room](#) course focuses on developing critical skills for dealing with the most common business audiences. Participants receive training in the core skills required to speak with confidence in front of others, then are challenged to develop and perfect these in tailored business simulations.



HOW IT MIGHT LOOK

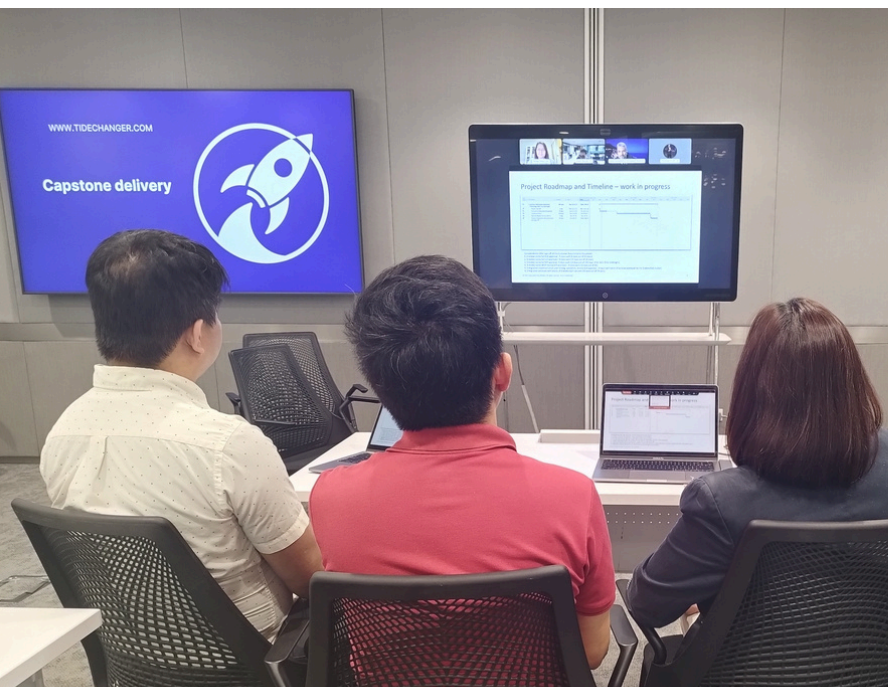
Typical simulations include
(*can all be tailored):

- Selecting and presenting data to convince others
- Pitching new ideas to critical audiences
- Working with hostile audiences
- Handling ambiguous scenarios
- Stepping in to present unfamiliar content
- Selling a product or service
- Pitching for investment or venture capital.

All our courses can be tailored from beginner through to advanced levels and can be designed for different business cases. We've worked with project managers, entrepreneurs, early career graduates and interns to name a few, improving their ability to create impact through their words.



Picture: Public speaking activity in Kuala Lumpur, Malaysia



Picture: Hybrid meeting simulation

Our consulting and trusted advisor training focuses on developing critical skills such as active listening, questioning, paraphrasing, and managing expectations. Participants develop a range of tools to improve their ability to understand customers' pain points. Through interactive activities, your team will learn to use deep discovery, design thinking, journey mapping, and value proposition mapping tools. We also guide your talent on how to identify their own value propositions and develop strong personal brands that raise them to trusted advisor status.

We've delivered this training around the world and clients have given us incredible feedback on the positive impact it has had on their client meetings and ability to create commercial value.

CONSULTING SKILLS AND BECOMING A TRUSTED ADVISOR

The service economy has heightened the demand for people who can add value in every aspect of business life. Your clients are always demanding more and expect you to solve problems quickly and effectively. Becoming your customers' trusted advisors and driving continuous revenue requires your talent to master the art of consulting.



PRESENTATION AND MEETING SKILLS (STARTERS & ADVANCED)

Picture: Pitch Training Session



We have always said that if your purpose is to simply inform your audience, then it's better to send them an email. Instead, we want each presentation or meeting to be seen as a crucial step towards your company reaching its strategic and operational goals.

Through a highly hands-on approach using carefully scripted and tailored simulations unique to your business, we shape professionals to be ready to handle the most challenging customer interactions. The training builds essential skills such as audience analysis, presentation planning, slide design, consulting skills, meeting management, and expectation management and is focused on ensuring that participants understand the power that they possess to influence others to act.

Our presentation and meeting skills courses culminate with participants putting their skills into action in a capstone roleplay simulation that requires them to think on their feet, build relationships and create value. The courses are also tailored to the position, so we can create courses suitable for project managers, engineers, consultants, account managers, and other positions.

Our clients regularly share with us the positive impact this training has on their internal and external stakeholder interactions. Some of our more introverted clients also appreciate how the action-based training gets them out of their comfort zone and allows them to grow.

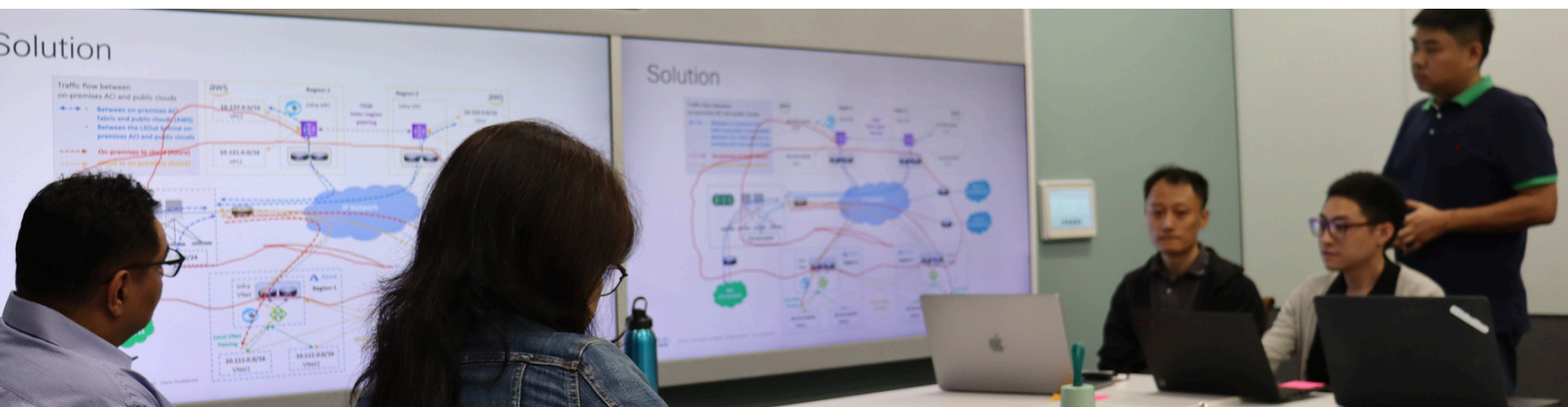


Picture: Consulting skills simulation at CMS, KSA

NEGOTIATION & INFLUENCE

The modern workplace is complex and competitive. Achieving positive business outcomes both internally and externally requires talented individuals and teams who are confident in negotiating productive outcomes. Under the tutelage of Harvard and MIT progressors, we personally learned how all too often people have a short-sighted view of negotiation resulting in unproductive relationships and missed value-creation opportunities. So let's shift the status quo.

Our negotiation and influence training uses highly hands-on training approaches to develop critical skills for both integrative and distributive negotiations. Participants learn to identify their own positions, interests, and targets as well as those of their counterparties and partners. By engaging in roleplays and using theoretical analysis and preparation tools, participants will learn how to reach better outcomes that add business value.



Picture: group simulation activity in Singapore

Moreover, we help your talent realize the power of influence and how they can use influence currencies, body language, and relationship building to create win-win scenarios and achieve business outcomes. This all translates into longer-term, more profitable business relationships.



Picture: negotiation activity in KSA

PROBLEM SOLVING & DESIGN THINKING



Picture: simulated assessment center @ UP, Mexico

Today's organizations need to be agile, and fast problem resolution is critical. Moreover, your customers no longer want off-the-shelf solutions, they want everything tailored to their specific needs. The ability to solve problems in an effective and customer-centric way is crucial to business success.

This training focuses on a design thinking approach to problem-solving. Participants learn what true empathy looks like and work with a range of tools to put themselves at the center of the problem. They then learn techniques and methods to resolve complex problems that can be implemented immediately in their day-to-day work.

Our clients have told us how much they enjoyed improving their creativity and applying theory to practice by completing problem-solving activities related to their own businesses or job.





We rolled this training out to a group of interns in one of our clients and such was its success that it's now been rolled out across other business units.

TIME MANAGEMENT AND PRODUCTIVITY

Time is precious, so it's best to make the most out of it. Our time management and productivity training courses help people build good practices and habits into their daily routines. We believe that effective time management is crucial in creating productive workplaces and in ensuring people's well-being.

Participants learn practical tools for managing their time but also get to understand themselves better through an understanding of psychology, physiology, and sociology. The course introduces participants to the importance of understanding our body clock, managing the emotional aspect of time management, and how to build a healthy work-life balance. The course is packed full of practical tools that people can start using immediately to achieve instant improvements in their productivity.



Picture: Advanced Presentations training @ Cisco, Philippines



BUSINESS WRITING SKILLS

Every interaction you have with a customer can positively or negatively impact their experience. When emails, memos, and presentations are poorly written, your customers will notice. Our business writing skills training focuses on ensuring people understand the importance of effective writing for business success

Using tailored simulations, we challenge participants to effectively identify their audience and then create pragmatic and impactful written communications. Whether its customer service emails, internal presentations or business proposals, our tailored writing courses provide participants with the communication skills to clearly convey their message and inspire action.

"Our clients invest in writing skills because they see positive results in NPS and CX-SAT evaluations thanks to clearer customer-focused interactions"

James Dixey, Director of Learning




CUSTOMER EXPERIENCE

Customer Experience is so much more than customer service. The businesses of today thrive by creating exceptional experiences that 'wow' customers. Our CX training highlights the importance of creating exceptional experiences at every touch point, whether it's an email, phone call, customer meeting, or service launch.

The training challenges participants to truly empathize with their customers and then deliver services and products that leave them wanting more. Participants learn about the key drivers of CX in today's world and then connect this to practice in two ways: 1) by using empathy mapping, customer journey analysis, and active listening to better understand their customer's needs, then 2) by developing crucial skills for dealing directly with customers, including negotiating, paraphrasing, writing, emotional intelligence, conflict management, problem solving and presentation skills, amongst others.

One of our most popular training courses, we've delivered this on 4 continents. Clients have shared how they've got people into customer facing positions faster and improved NPS and CX-SAT ratings, which translates into improved revenues.

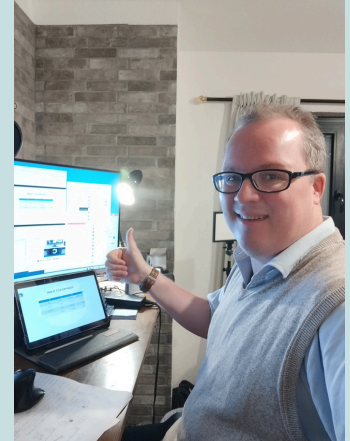


Our CX training increases:

- CX-SAT & NPS scores
- Revenue
- Customer engagement



DELIVERY MODES & TIMINGS TO FIT YOUR NEEDS



FACE TO FACE

Delivered onsite at your company. Using video conferencing, we can also include remote participants in the training room.

HYBRID

Delivered through a combination of online and face-to-face sessions. A great option for hybrid workplaces.

ONLINE

Delivered 100% online using video conferencing software. Our online courses have achieved outstanding customer satisfaction around the world for their interaction and impact.



INTENSIVE


Day-long or week-long training sessions with everything packed into high-impact courses to deliver maximum value faster.

SEMI INTENSIVE

Courses delivered over more, but shorter sessions, allowing companies to fit training around other core activities.

RESEARCH

KNOWING MAKES A DIFFERENCE



We believe research sits at the heart of positive change, so we've carried out scholarly research on diversity & inclusion, and the promotion of women into leadership positions.



RCC IN THE MEDIA



MUNDO EJECUTIVO ACTUALIDAD EMPRENDIMIENTO MANAGEMEN

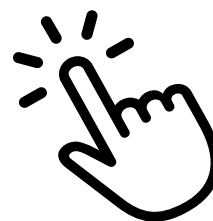


México, cuarto país con menor presencia de mujeres en consejos de administración

Participación en los negocios

Asimismo, **la participación femenina en los negocios continúa siendo reducida comparada con la de los hombres**. A pesar de que más mujeres ingresan a los programas de MBA para tener una mayor preparación, (en 2021 el 41% de candidatos en Estados Unidos fueron mujeres), **el crecimiento profesional posterior y los aumentos salariales que perciben las mujeres siguen siendo inferiores** comparados con los hombres.

De acuerdo con Thomas Guy Scott, director ejecutivo de Tide Changer Consulting e investigador doctoral en la Universidad de Bath, Reino Unido; “históricamente, **el programa central de los MBAs se ha enfocado en habilidades masculinas**, incluso hasta hace algunas décadas dicho posgrado se consideraba un pase directo a Wall-Street o al mundo de la consultoría, ambas industrias con **una representación femenina menor al 20% en posiciones de alta dirección**”.



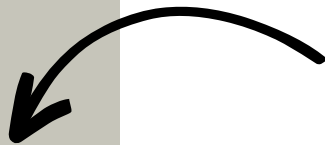
Click to read the whole article

EXECUTIVE COACHING



LEADERSHIP AND MANAGEMENT

Leading and managing others is never easy. Each person and organisation faces unique challenges in knowing how to best manage teams towards goals and to create inclusive, high-performance environments to work in.



Our leadership and management coaching focuses on identifying strengths, weaknesses, and opportunities, giving executives clarity of thought on how to improve their leadership. We break down leadership and management into distinct activities, helping executives identify where they need to take action.

Clients have reported how they feel more motivated, empowered, and confident in taking decisions. They've also shared how their improved mindset has contributed to greater promotion opportunities and performance reviews.



Watch our CEO, Thomas Guy Scott, talk at the DMM conference about overcoming imposter syndrome, something which holds leaders back all over the world

CAREER DEVELOPMENT COACHING

The world's most successful organizations and executives are always ahead of the curve. It's no longer about just building skills for today, it's important to identify future skills and knowledge gaps now and fill them quickly.

Our career development coaching is the ideal partner for companies looking to invest in their executives and for executives keen to progress their careers. Our pragmatic approach to professional development helps executives to identify crucial development areas and set high-impact goals to address them.

The outcome of our coaching is often improved talent retention and deployment, more engaged executives, faster career growth, and improved well-being.



Picture: CEO, Thomas Guy Scott, delivering a seminar on Agile Human Resources to HIPODEC @ Universidad Panamericana, discussing how talent acquisition & talent management teams can create dynamic workforces and career development

Emotional intelligence is at the heart of professional development. Find out more about the types of mindset professionals can develop to excel in their careers with our Director of Learning, James Dixey





INTERVIEW SKILLS

It amazes us how few people appreciate the importance of interviews. Time and time again we've seen executives stagnate in their career growth because they can't effectively sell themselves. This even applies inside organizations where talented internal candidates get overlooked because they can't convey their true value.

Our interview simulations give executives hands-on advice and training on how to improve their interview techniques. We create simulations related to an executive's target job, then put them through an application process in which they write a CV and cover letter before interviewing for the job. We record the interview and then provide detailed analysis and performance improvement suggestions. We also provide CV and cover letter writing guidance and consultancy. Participants also receive a free interview preparation guide packed full of useful tips.

Our clients have expressed how the interview simulation boosted their confidence and helped them better understand how to stand out. Organizations have also expressed how it's helped their internal talent achieve greater upward mobility.

To demonstrate our commitment to rocket charging people's careers, we created a completely free interview preparation guide for executives.



DOWNLOAD

ADMISSIONS COACHING

If you're an organization that has multiple executives seeking MBAs, LLMs, or other master's degrees, then it's important to help them gain access to the world's most prestigious programs. Investing in your employees' future is a highly effective way to build employee experience and long-term loyalty.

We have an extensive track record of coaching executives into the world's leading business schools, law programs, and master's degrees.



Through highly pragmatic, evidence-based coaching, every year we help talented executives gain entry to Harvard, Stanford, MIT, LBS, LSE, Oxford, Cambridge, and other top universities. Our coaching has also helped candidates achieve prestigious scholarships including Knight Hennessey, LunaCap, Laidlaw, Chevening, and Fulbright.

Whether you're a consulting firm, tech giant, law firm, or financial company, we'll build a tailored coaching program that creates better outcomes for your most talented executives.

Our admissions coaching clients are truly global and we've helped executives in the Americas, Europe, Asia, and the Middle East gain access to the world's leading MBA, LLM, and master's programs.



Download the RCC

MBA guide

LLM guide



ROCKET CHARGED IN THE MEDIA

Martes, 11 de octubre de 2022 — Publimetro

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Maestría. Estudiar un MBA en tiempos de crisis es una excelente opción para asegurar el futuro profesional, asegura Thomas Guy Scott, CEO de Tide Changer Consulting

Una de las mejores estrategias que se pueden ejecutar con el objetivo de asegurar el futuro profesional es, sin duda, el de la formación y capacitación constante.

Estudiar una Maestría en Administración de Empresas (MBA conocido por sus siglas en inglés) podría colocar a los estudiantes dos pasos delante de su competencia, pues es uno de los títulos más valorados por las empresas y una excelente opción para brindar una visión integral del engranaje empresarial mundial.

Lo que es muy necesario en tiempos de crisis cuando los escenarios financieros son volátiles y las compañías se ven en la necesidad de optimizar costos y quedarse con el mejor



MBA. Es muy valorado por las empresas. / DREAMSTIME

"Un MBA es un posgrado muy versátil que te permite crecer dentro de tu área o hacer una transición a otro rol o industria diferente, por eso los programas internacionales más cotizados son altamente competitivos"

THOMAS GUY SCOTT
CEO de Tide Changer Consulting

¿Por qué estudiar una Maestría en Administración de Empresas?

talento. "En los programas de Harvard o Stanford, apenas el 3% de los aplicantes logran ser aceptados. Por lo anterior, únicamente los que tienen mejor preparación y una historia personal muy bien trabajada son aquellos que logran ser admitidos e incluso obtienen becas que les ayudan a financiar sus estudios" afirma Thomas Guy Scott, CEO de Tide Changer Consulting, empresa internacional fundada en México, dedicada a ofrecer *coaching* en admisiones a diversos posgrados de prestigiosas universidades

como Cambridge, Harvard, Stanford, MIT, Oxford, entre otras, además de *coaching* ejecutivo en liderazgo, gestión, negociación y experiencia con el cliente.

Pensar en cursar un MBA de alto nivel es una de las mejores inversiones, ya que permite que los profesionales tengan una educación excepcional que se destaca en su currículum. Con las innovaciones que trae el Internet y la virtualidad, las empresas se encuentran inmersas en la era de la digitalización.

CIFRA
17%

de los mexicanos contaba con una maestría en México en el año 2020, de acuerdo con datos del Observatorio Laboral.

Esto genera la necesidad de profesionistas con habilidades para liderar procesos de cambio e innovación, para poder posicionar a la organización de for-

ma más competitiva.

Por lo tanto, los procesos de contratación por parte de las empresas cada vez son más exigentes, dando prioridad a los candidatos que cuenten con título de maestría.

Además, un MBA brinda la oportunidad a los alumnos de conocer y conectar con importantes e influyentes líderes globales de la política y de los negocios, que también son egresados de la universidad.

Estas conexiones tienen el potencial de abrir paso a importantes casos de éxito, tales

como emprendimientos, asesoramiento profesional, incluso rondas de inversión que podrían fundear un nuevo proyecto o iniciativa.

Con una Maestría en Administración de Empresas es posible acercarse a las tecnologías más recientes, conocer de primera mano el panorama económico global, así como adquirir herramientas de liderazgo que impulsan a los graduados a romper paradigmas, generar nuevas ideas, e incluso ampliar sus conocimientos dentro de otras áreas o carreras sobre las que tienen curiosidad profesional.

Sin duda tener un MBA *top 50* en el mundo no es una tarea fácil, pero las posibilidades están abiertas para todos los jóvenes profesionales que estén dispuestos a ser disciplinados y pasar todas las pruebas de admisión. Afortunadamente, tanto en México como en el extranjero, existen muchas oportunidades de becas y financiamientos que permiten que la inversión no sea un obstáculo, ya que los mejores programas del mundo buscan jóvenes con talento y muchas ganas de crecer personal y profesionalmente. **PUBLIMETRO**





Discover more about how Rocket Charged Careers
propel your professional development

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