



TY BOYD CLIENT CASE STUDY

**SSC Services
For Education**

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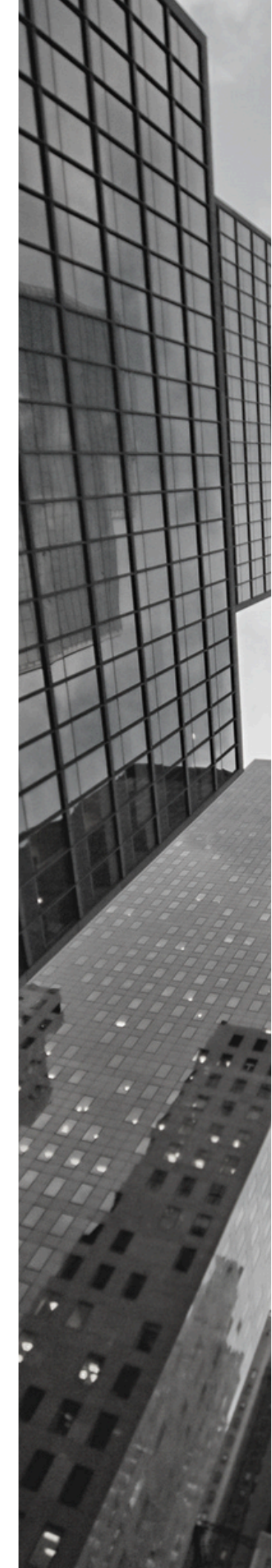
ABOUT SSC

SSC is the nationwide leader in customized facilities management services for K-12 and higher education. Whether it is custodial services, grounds management, facilities maintenance or construction and project management, SSC provides the highest quality of services, customized to meet the requirements of its clients. SSC strives to enhance student learning, accentuate curb appeal, enhance maintenance of grounds and facilities, and maximize operational efficiency.

SSC has over 54 years of experience, employing over 10,000 associates, all completely focused on the education industry. SSC serves over 170 institutions nationwide, servicing over 250 million square feet of facilities and over 9,000 acres of grounds.

THE PROBLEM

Because SSC is focused on services such as facilities and grounds maintenance, custodial services and construction and project management, there are a great many people-facing interactions every day. Some of these involve issues or problems that arise in these areas. Consequently, it is extremely important that SSC associates are effective communicators, especially when attempting to manage what might be termed as “difficult conversations”.



SSC leadership determined that while SSC associates have demonstrated very solid client and on-site relationships, they could always be better at managing these challenging situations, which often are fraught with emotions.

THE SOLUTION



Having sent many SSC team members through the Ty Boyd Excellence in Speaking Institute (ESI), Nickie Dwyer, SSC Training and Development Manager, was very familiar with their ability to successfully partner on developmental solutions.

Nickie and the Ty Boyd team developed a one-day workshop to focus directly on communication, with an emphasis on those difficult conversations. This 1 day program was delivered within a 3-day team meeting of SSC field leadership and key staff.

Participants received extremely valuable insights and techniques aimed at becoming better overall communicators. They also engaged in role playing, handling specific real-world situations which allowed them to put into practice what they had learned that day.



THE RESULTS

Participant feedback was outstanding. The attendees voiced their beliefs that the training they received would help them immediately upon their return to the field. In Nickie's words, *"The Ty Boyd communications workshop was a transformative journey for our leadership team. The customized approach tailored specifically to our organization's needs ensured that this training was not just insightful but directly applicable to our daily challenges. As a result, we've seen a remarkable improvement in team morale, productivity, and ultimately, our bottom line. The Ty Boyd training has not only equipped us with the tools to communicate effectively but has also empowered us to lead with authenticity and conviction."*

ABOUT TY BOYD

For over 40 years, Ty Boyd, Inc., an executive communications and coaching business, has helped professionals worldwide to achieve their goals of becoming the best communicators and presenters they can be. Through an offering of group development programs, one on one coaching and customized programs designed to align with each organization's culture and objectives, you can expect immediate returns on your training and development investment. To learn more about how Ty Boyd, Inc. could help your organization communicate more effectively and achieve greater success, go to tyboyd.com or call us at 704-333-9999.