



SINAI MAPLE

Sinai Maple specializes in professional training offering both pre-designed and custom developed workshops tailored to meet your needs!

Sinai Maple began in 2000, as a consulting firm with a focus on the Southern Ontario market. Sinai Maple was known then as H & K Consulting. As the company grew, and developed further expertise, the founders decided to expand using the name Sinai Maple.

Sinai Maple's professional training and corporate development workshops are run by a team of instructors possessing decades of industry and teaching experience – both professionally, and at the College and University level in Canada. The workshops currently available consist of True Colors® Personal Success and Teambuilding seminars, as well as custom designed workshops with a focus on business and marketing.

We are eager to discuss your company's needs and to develop our workshops to guarantee those needs are met.

Sinai Maple's approach is to engage participants through active learning, and to ensure practical applications for all concepts learned.

Partial list of workshops offered:

- ✓ True Colors® Personal Success Seminar
- ✓ True Colors® Keys to Successful Teambuilding Workshop
- ✓ The Best Marketing Is Not Only Advertising
- ✓ Why Australians don't Drink Starbucks
- ✓ You Are Not Coca-Cola: Effective Strategies for Expanding Globally on a Budget
- ✓ Making Marketing Decisions
- ✓ Increasing Customer Value
- ✓ Strategic and Business Planning



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Let your business
BRANCH OUT

How Sinai Maple can help your business with our professional training

Sinai Maple has a variety of marketing and business workshops that can be offered as is or customized according to your unique organizational needs. These workshops range from introductory business and marketing to advanced concepts in marketing.



A brief description of a few of the workshops currently offered

Strategic and Business Planning

AN INTRODUCTORY BUSINESS WORKSHOP

This workshop is designed to introduce participants to the basic concepts of business strategy, and to familiarize participants with various analytical tools to assess firms, industries, and business opportunities. Participants will be acquainted with the basic principles of strategic management and planning. Concepts of disruptive and sustaining innovation will also be introduced to participants.

The Best Marketing is Not Only Advertising

MARKETING CONCEPTS: INTRODUCTION TO MARKETING

The success of a company often depends on the effectiveness of their marketing. Companies are always looking for new ways of gaining new customers while maintaining their current customers. This workshop allows you to review the fundamental concepts of marketing while learning new approaches, strategies and tactics that are applicable to any industry.

For a complete description of all workshops offered, please visit our website:

www.sinaimaple.com

What is True Colors® and how can it help your business?

True Colors® is a model of personality identification that is easy to understand, remember and apply. Utilizing the colors of Blue, Gold, Green and Orange - True Colors® distills the elaborate concepts of personality theory into a user-friendly, practical tool that is used to foster healthy productive relationships. True Colors® is a simple model of personality identification that has been used by companies of all sizes for over 30 years.



The core of True Colors® is to identify a person's intrinsic values, motivations, self-esteem, sources of dignity and worthiness. Along with that, True Colors® also helps users understand their causes of stress and communication styles.

The True Colors® approach has been proven to be a useful tool to enhance a company's communication, efficiency and overall productivity.
