



PRIME ALCHEMY

THE HUMAN FACTOR

Creating Unforgettable Customer Experiences

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OBJECTIVES

In today's competitive marketplace, the key to success lies in creating exceptional customer experiences. "The Human Factor" explores the art and science of creating memorable interactions that leave a lasting impression on your customers.

Join us for an insightful and engaging session where we will explore:

The Psychology of Customer Experience:

- Understand the fundamental psychological principles that drive customer satisfaction and loyalty.
- Learn how emotions influence purchasing decisions and brand perception.

Building a Customer-Centric Culture:

- Discover practical strategies to instill a customer-focused mindset across your organization.
- Explore ways to empower your employees to deliver exceptional service at every touchpoint.

Personalization and Empathy:

- Learn how to tailor your customer interactions to meet individual needs and preferences.
- See the importance of empathy in understanding and addressing customer concerns.

Leveraging Technology:

- Explore how cutting-edge technologies can enhance customer experiences without losing the human touch.
- Find out how data analytics can provide insights into customer behavior and preferences.

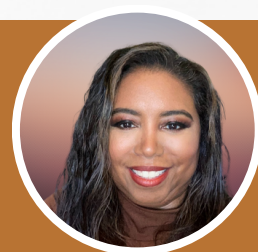
Real-World Success Stories:

- Hear about companies that have successfully transformed their customer experience strategies.
- Gain inspiration from real-life examples and best practices that you can apply to your own organization.

WHY?

BY THE END OF THIS TALK, YOU WILL HAVE A DEEPER UNDERSTANDING OF WHAT IT TAKES TO CREATE A CUSTOMER EXPERIENCE THAT NOT ONLY MEETS BUT EXCEEDS EXPECTATIONS. YOU'LL WALK AWAY WITH ACTIONABLE INSIGHTS AND STRATEGIES TO HUMANIZE YOUR BRAND AND FOSTER LASTING CUSTOMER LOYALTY.

Transform your approach to customer experience with **"The Human Factor"** and see how small changes can lead to significant results. Let's make every customer interaction count!



MARIE PAWLAK

CEO Prime Alchemy Group

"Our mission is to inspire better workplaces so that everyone goes home whole to the people they love."



IF FEEDBACK IS A GIFT, WHAT IS THE RETURN POLICY?

Mastering the art of giving and receiving feedback.

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Ever wondered what to do with feedback that feels more like a white elephant gift than a treasure? "If Feedback Is a Gift, What's the Return Policy?" tackles the often uncomfortable but invaluable process of receiving feedback.

This engaging talk takes a humorous yet insightful look at how to accept all types of feedback in a manner that stays true to yourself while transforming potentially awkward exchanges into fruitful dialogues.

KEY TAKEAWAYS

Understanding the Nature of Feedback:

- Explore the different types of feedback and why some can feel more challenging to accept than others.
- Learn the importance of feedback in personal and professional growth.

Strategies for Receiving Feedback:

- Discover practical techniques to stay open and receptive to feedback, even when it's hard to hear.
- Learn how to separate the message from the delivery to focus on constructive elements.

Turning Feedback into Action:

- Understand how to translate feedback into actionable steps that drive improvement and growth.
- Develop skills to engage in meaningful conversations that turn feedback into a collaborative process.

Maintaining Authenticity:

- Learn how to stay true to yourself while embracing feedback and using it to enhance your strengths.
- Explore ways to maintain your confidence and composure during feedback sessions.

Creating a Feedback-Friendly Culture:

- Discover how to foster an environment where feedback is valued and seen as a positive tool for development.
- Learn techniques to encourage open, honest, and respectful feedback exchanges within your team.



WHY?

PREPARE TO CHUCKLE AND NOD IN RECOGNITION AS WE EXPLORE STRATEGIES FOR NOT ONLY HEARING BUT GENUINELY ENGAGING WITH FEEDBACK, TURNING IT INTO ACTIONABLE INSIGHTS.

This talk promises to be both entertaining and enlightening, providing you with a personal blueprint for leveraging feedback to fuel growth and foster meaningful conversations, both in and out of the workplace. **It is also a full program!**



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PRIME ALCHEMY

MURDER BY MEETING

Transforming ineffective meetings into productive, engaging sessions.

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Life is too short to be killed by meetings! Whether virtual or in-person, meetings should be an opportunity to connect, learn, encourage, and get things done. Unfortunately, many meetings end up draining energy, wasting time, and leaving participants frustrated.

KEY TAKEAWAYS

Identifying the Seven Deadly Meeting Sins (Murders):

- Learn about the common pitfalls that turn meetings into murder scenes, such as lack of preparation, poor facilitation, and unclear objectives.
- Each "sin" or "murder" will be illustrated with humorous and relatable examples

Strategies to Transform Your Meetings:

- Discover practical tips and techniques to make your meetings more productive and engaging.
- Learn how to set clear agendas, establish ground rules, and keep discussions on track

Creating a Culture of Productive Meetings

- Understand the importance of fostering a meeting culture that values time, participation, and outcomes.
- Explore ways to encourage accountability and follow-through on meeting actions.

Engaging Meeting Formats:

- Explore different meeting formats and styles that can make your sessions more dynamic and effective.
- Learn how to incorporate interactive elements and tools to boost engagement.

Real-World Success Stories:

- Hear about organizations that have successfully transformed their meeting practices and the positive impact they have had on their teams.



WHY?

THIS TALK CREATED OUR POPULAR 7-EPISODE PODCAST SERIES OF THE SAME NAME, "MURDER BY MEETING," WHICH BRINGS A FUN AND ENGAGING TWIST TO THE TOPIC BY PRESENTING EACH OF THE MEETING SINS IN THE STYLE OF A 1940S RADIO SHOW.

Join us for an engaging and insightful session where we will uncover the seven ways people unknowingly sabotage meetings and, more importantly, how to stop them. **It is also a full program!**



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THE BOUNDARY WHISPERER

Keeping Your Sanity with Clear Boundaries

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Have you ever felt like you're walking a tightrope between what's expected, what's communicated, and where the lines are drawn? You're not alone! Dive into an exhilarating journey with us as we unravel the art of juggling expectations, master the craft of crystal-clear communication, and draw boundaries that everyone respects (and maybe even appreciates!)

KEY TAKEAWAYS

Understanding Expectations:

- Learn how to set and manage realistic expectations within your team and organization.
- Discover techniques to align individual and organizational goals, ensuring everyone is on the same page.

Mastering Communication:

- Explore the principles of effective communication, including active listening, clarity, and empathy.
- Uncover strategies to communicate complex ideas simply and effectively, fostering better understanding and collaboration.

Setting Boundaries:

- Understand the importance of boundaries in maintaining a healthy work-life balance.
- Gain practical tips on how to set and enforce boundaries that promote respect and productivity without creating friction.

Maintaining Authenticity:

- Learn how to stay true to yourself while embracing boundaries and using it to enhance your strengths.
- Explore ways to maintain your confidence and composure while setting your boundaries

Navigating Change:

- Embrace the unpredictable nature of today's work environment with agility and resilience.
- Learn how to adapt to changing circumstances while maintaining clear expectations and communication.



WHY?

YOU'LL WALK AWAY WITH ACTIONABLE STRATEGIES TO IMPLEMENT IMMEDIATELY, TRANSFORMING HOW YOU AND YOUR TEAM HANDLE THESE ESSENTIAL ASPECTS OF WORK.

This session promises not just lightbulb moments but fireworks! Expect to laugh, nod in agreement, and maybe even facepalm as we explore the often comical, sometimes challenging, but always crucial world of expectations, communication, and boundaries. **It is also a full program!**



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GILL:TALKING TO STRANGERS

Building Genuine Connections in the Workplace

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In a world where true connection can often feel elusive, "Talking to Strangers" aims to break down barriers and foster genuine relationships in the workplace. This engaging session uses a unique card game inspired by Christopher Gill to help participants build connections and learn more about each other on a deeper level, emphasizing that diversity at work is about the diversity of experience.

KEY TAKEAWAYS

The Power of Genuine Connections:

- Understand why building real connections at work is crucial for a positive and productive environment.
- Learn about the benefits of fostering genuine relationships among team members, including increased collaboration, trust, and morale.

Diversity as Diversity of Experience

- Explore the concept that diversity goes beyond demographics and includes the richness of varied experiences.
- Learn how to appreciate and leverage the diverse backgrounds and perspectives within your team.

The Card Game Experience:

- Participate in our custom-designed card game, inspired by Christopher Gill, which is played during the talk.
- Engage in fun and thought-provoking questions and activities that encourage open dialogue and deeper understanding.

Building Empathy and Agency:

- Discover how the card game helps participants empathize with each other's experiences and viewpoints.
- Develop skills to create a more inclusive and supportive work environment.

Practical Strategies for Connection:

- Gain actionable insights and techniques to build and maintain meaningful connections in the workplace.
- Learn how to facilitate and encourage genuine interactions among team members.



WHY?

THIS SESSION PROMISES TO BE INTERACTIVE, INSIGHTFUL, AND FUN! YOU'LL LAUGH, SHARE, AND MAYBE EVEN UNCOVER SURPRISING COMMONALITIES WITH YOUR COLLEAGUES. BY THE END OF THE SESSION, YOU'LL WALK AWAY WITH A STRONGER SENSE OF CONNECTION AND PRACTICAL TOOLS TO ENHANCE YOUR WORKPLACE RELATIONSHIPS.

Our unique card game is the highlight of this talk. It's designed to break the ice and foster deep connections through structured yet open-ended questions and activities. It's a powerful tool for helping participants see beyond surface-level differences and appreciate the diverse experiences that each person brings to the table.

. It is also a full program!



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PRIME ALCHEMY

DODGING THE DOGHOUSE: CREATING A CUSTOMER EXPERIENCE WORTH TALKING ABOUT

www.theprimealchemygroup.com

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Are Sales and Service on the same team or at odds in your organization? “Dodging the Doghouse” is a fresh, engaging look at how Sales and Service can work together to create a seamless customer experience that leaves everyone smiling—including the customer. Join us to discover practical strategies that ensure Sales isn’t just handing off clients, but setting them up for success with Service.

KEY TAKEAWAYS

Empathy and Connection:

- Learn simple but powerful ways to bring Sales and Service together, reducing friction and creating a customer-first mindset across teams.

Collaborative Problem Solving:

- Discover how to transform challenges into opportunities for teamwork, with innovative methods that make problem-solving feel less like paperwork and more like a creative exercise.

Fun, Effective Strategies:

- Get to know unique approaches that make these practices enjoyable and memorable, ensuring that they’re used consistently and with enthusiasm.

Proactive Integration:

- Find out how introducing Service earlier in the sales process can improve transitions and set a foundation for trust from the start.



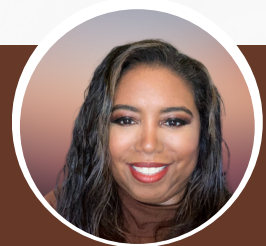
WHO SHOULD ATTEND

This talk is ideal for Sales Leaders, Service Managers, and anyone invested in creating an outstanding customer experience that doesn’t just meet expectations but exceeds them. Whether you’re part of Sales, Service, or leadership, this session will offer insights you can apply across teams to enhance collaboration and customer satisfaction.

Immediate Takeaways: Walk away with actionable tips you can implement right away, improving team communication and boosting customer satisfaction.

A Fresh Perspective: Experience how Prime Alchemy transforms traditional sales and service processes into engaging, interactive activities that teams actually look forward to.

A Preview of What’s Possible: See how our full Customer Experience Program can help you go beyond quick wins, creating lasting, measurable change within your organization.



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PRIME ALCHEMY

BUILDING STRATEGIC THINKERS THROUGH GAME DESIGN

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In today's complex workplace, critical thinking and strategic adaptability are essential. This interactive program uses the process of tabletop game design to cultivate these skills, equipping participants with the tools they need to navigate and solve real-world challenges specific to your organization.



KEY TAKEAWAYS

Defining Purpose and Strategy:

- Participants begin by exploring classic and modern games, gaining insights into strategic planning, problem-solving pathways, and purpose-driven decision-making. These skills are then applied directly to challenges they face within their roles, making the experience immediately relevant.

Analyzing for Insights:

- In this stage, participants dissect the structural and thematic elements of games, learning to analyze mechanics and outcomes. This analysis hones their ability to critically evaluate options and assess real-world solutions, with each exercise linked to organizational challenges.

Collaborative Innovation and Design:

- Working in teams, participants design original tabletop games that address organizational challenges. Through iterative design, they experiment, receive feedback, and refine their ideas, building the skills to think creatively and collaboratively within their teams.

Real-time Decision-Making through Gameplay:

- By engaging in rapid decision-making and adaptability within a game setting, participants practice skills that translate to the workplace. These exercises mirror the fast-paced, solution-oriented thinking necessary for tackling their daily responsibilities.

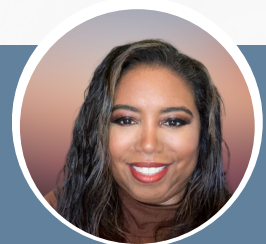
WHY?

This program is designed to transform critical thinking into an intuitive, practiced skill. By embedding real-world work challenges into the game-design process, employees will leave equipped to approach complex business situations with strategic creativity and confidence.

Through four dynamic stages—Define, Analyze, Create and Play—participants will transform the game-creation process into a practical tool for developing critical thinking and problem-solving skills:

The program culminates in a showcase, where participants present their games as solutions, showcasing their ability to tackle challenges with fresh perspectives and innovative approaches.

Curious yet? Let's talk.



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CURIOUS CONVERSATIONS: COACHING EDITION

Coaching isn't a title. It's a skill—and it starts with one powerful question.

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Curious Conversations: Coaching Edition is Prime Alchemy's game-based coaching accelerator for leaders who are done with check-the-box management training. This isn't about certifying your managers as coaches—it's about turning them into curious, confident communicators who drive results through better conversations.

KEY TAKEAWAYS

Why It Works:

- **Experiential by Design:** Based on proven coaching models, wrapped in gameplay that feels more like strategy night than training.
- **Real Scenarios, Real Conversations:** Each round simulates coaching moments managers face daily, with twists that test their emotional intelligence, clarity, and mindset.
- **Framework-Driven, People-Focused:** Rooted in ICF principles and Prime Alchemy's signature approach to communication.

What You'll Get:

- Coaching Scenario Cards to Build Fluency Through Realistic Practice.
- The "Question Quest" deck replaces advice-giving with curiosity.
- Insight Cards that break down coaching behaviors in the moment.
- Reflect + Respond rounds that turn gameplay into immediate team growth.

What Happens Next:

- Your managers become better listeners, sharper thinkers, and stronger communicators.
- Your teams get leaders who ask, don't tell, and who unlock their full potential.
- Your organization builds a culture where feedback, development, and accountability happen naturally.



WHAT IT IS:

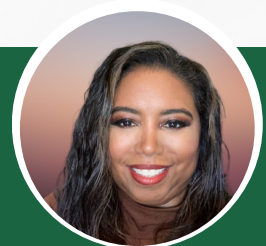
A high-impact tabletop game that teaches the actual skills of coaching—listening, questioning, reflecting, and challenging—with zero fluff, all fun.

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The ROI? Coaching that sticks. Conversations that matter. Teams that perform.

Let's turn your leaders into the kind of coaches people actually want to work with.

Curious yet? Let's talk.



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PRIME ALCHEMY

THE CASE FOR KINDNESS

Is Kindness Good for Business? You Decide.

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Kindness. Fluffy HR buzzword, or the sharpest competitive edge you're ignoring?

In this highly interactive talk, The Case for Kindness, we put the whole idea on trial. Attendees become the Jury, examining the evidence for and against kindness in the workplace. The verdict? It's up to them.

This isn't about singing kumbaya or sugar-coating tough truths. It's about understanding the difference between being nice (people-pleasing, avoiding conflict) and being kind (courageous, direct, human).

When teams get this difference? They don't just get along—they get things done. Faster. Smarter. Better.

PUT KINDNESS ON TRIAL. YOUR AUDIENCE IS THE JURY.

Session Description

Our audience will step into the role of jurors in a courtroom drama built for the business world. We'll examine:

- The hidden cost of "nice" culture
- Why kindness is a performance multiplier
- Real-world evidence from organizations that traded toxic civility for radical respect
- Practical strategies for leading with kindness without losing accountability

It's provocative. It's engaging. And it will change the way your team thinks about performance and culture.

Key Takeaways

- Clarity on nice vs. kind—and why it matters for results
- Tools for direct, respectful communication
- Strategies to address conflict with courage (and compassion)
- A renewed commitment to building a culture of high performance and humanity

Audience Engagement

Your attendees aren't passive. They're the Jury. They'll vote. Debate. Challenge assumptions. Because culture change doesn't come from being told—it comes from discovering it for yourself.



WHY BOOK THIS TALK?

BECAUSE "NICE" IS KILLING YOUR BUSINESS.

BECAUSE PSYCHOLOGICAL SAFETY ISN'T BUILT ON PEOPLE-PLEASING.

BECAUSE KINDNESS IS THE SECRET WEAPON YOUR COMPETITORS CAN'T COPY.

BECAUSE YOU DON'T WANT ANOTHER FORGETTABLE KEYNOTE—YOU WANT A CONVERSATION THAT STICKS.

Ready to Put Kindness on Trial?

Let's start a conversation.



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PRIME ALCHEMY

THE VOICE ACTIVATION SESSION

For Marketing Leaders Who Are Done Guessing

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Let's cut the noise. Most Voice of the Customer (VoC) efforts stall out in dashboards no one reads and feedback loops that never close. But you can't build trust, loyalty, or brilliant campaigns if your team doesn't know how to listen—and act—on what your customer is really saying.

KEY TAKEAWAYS

IN THE VOICE ACTIVATION SESSION, YOUR TEAM WILL:

- Map your full feedback journey—from survey to system to silence
- Spot where customer insights get misinterpreted, stalled, or ignored
- Use our Empathy Map to truly understand what your customer sees, feels, and wants
- Co-create a customized VoC Activation Map to drive faster decisions and smarter campaigns
- Leave with action-ready insights and a plan to make the customer's voice your competitive edge

DESIGNED FOR:

- Marketing Teams • CX Leaders • Creative Directors • Brand Strategists • Insights Pros

Whether you're running a campaign, managing a client portfolio, or shaping a product launch, this session helps you stop guessing what the customer wants and start building around what they've already told you.

THIS ISN'T A WORKSHOP. IT'S A WAKE-UP CALL.

BONUS FOR AGENCIES:

- We'll show you how to use the Activation Map with your own clients, so you can offer smarter insights, deepen relationships, and position yourself as an irreplaceable partner.

Ready to Activate?

Let's talk about what your customer's voice is really trying to tell you.



WHY PRIME ALCHEMY?

BECAUSE WE DON'T JUST "DELIVER WORKSHOPS." WE CREATE EXPERIENCES THAT TRANSFORM THE WAY PEOPLE THINK. AND THAT SHIFT? IT DRIVES REVENUE, RETENTION, AND REPEAT BUSINESS. (ALL THE R'S YOU CARE ABOUT.)

At Prime Alchemy, we've reimagined VoC as a strategic game plan.

Yes, we use games. Because what's more powerful than a tool your team actually enjoys using?

Ask about our full VoC Strategy Toolkit + Custom Game Design



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PRIME ALCHEMY

THE EXPERIENCE ALIGNMENT STRATEGY SESSION

For CXOs Who Want Every Touchpoint to Matter

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Misalignment between what your customers expect and what your teams deliver erodes trust, loyalty, and market share.

Whether it's customer complaints that never reach strategy meetings or employee friction that gets passed along to the end user, disconnection is costly. Prime Alchemy helps CXOs connect the dots.

EXPERIENCE IS YOUR BRAND.

VOICE OF THE CUSTOMER (VoC)

- Diagnose where customer feedback stalls or gets lost
- Use our Activation Map to track feedback flow and loop closure
- Identify the operational, cultural, or team barriers blocking action
- Align your marketing, service, and sales teams around real customer insights

VOICE OF THE EMPLOYEE (VoE)

- Explore how internal experience shapes external outcomes
- Map internal feedback systems, communication gaps, and trust blockers
- Discover where employee voices are unheard, filtered, or dismissed
- Align employee behavior with brand values and CX strategy

PERFECT FOR CXOS, CHIEF PEOPLE OFFICERS, & EXPERIENCE-DRIVEN LEADERS

Whether you lead customer success, people operations, or the entire experience ecosystem, this session will provide you with clarity, buy-in, and a visual map to drive immediate alignment across teams.

OPTIONAL ADD-ON: C-SUITE EXPERIENCE ROUNDTABLE

Want to bring the whole leadership team into the conversation? We facilitate a cross-functional discussion that:

- Discover hidden disconnects between departments
- Reframes feedback as fuel for innovation
- Builds shared ownership for customer and employee experience outcomes
- Ends with a simple action plan tied to business goals

TWO TRACKS. ONE OUTCOME: ALIGNMENT THAT DRIVES GROWTH.



WHAT MAKES US DIFFERENT?

PRIME ALCHEMY DOESN'T RUN WORKSHOPS. WE BUILD EXPERIENCES THAT SPARK CHANGE. WE USE PLAY, NEUROSCIENCE, AND STRATEGY TO CREATE ALIGNMENT THAT STICKS—BECAUSE PEOPLE REMEMBER WHAT THEY FEEL, NOT JUST WHAT THEY READ.

Ready to align experience from the inside out?

Let's start a conversation.

Ask about our Experience Alignment Toolkit + Team Facilitation Tools



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PRIME ALCHEMY

DEVELOPMENT DAYS FOR ADMINISTRATORS & TEACHERS

Transform Your Team with a Customized Day
of Team and Skill Building

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Are you ready to elevate your team's communication and collaboration skills? Our Development Days for Administrators and Teachers are designed to do just that, offering a personalized experience that meets the unique needs of your school..

KEY TAKEAWAYS

Customized Team Building:

- Tailored activities that address the specific challenges and goals of your team.
- Interactive exercises are designed to enhance communication, trust, and collaboration among team members.

Professional Development:

- Engaging workshops focused on current best practices in education and team dynamics.
- Strategies to how to build "Play" into student engagement, and instructional techniques.

Hands-On Learning:

- Practical, hands-on activities that provide immediate takeaways for administrators and teachers.
- Real-world scenarios and problem-solving exercises that can be directly applied to your school environment.

Building Empathy and Agency:

- Discover how game helps participants empathize with each other's experiences and viewpoints.
- Develop skills to create a more inclusive and supportive work environment.

Why Choose Our Development Days?

- **Expert Facilitation:** Our experienced facilitators bring a wealth of knowledge in educational leadership and team dynamics, ensuring a valuable and impactful experience.
- **Engaging and Interactive:** Forget boring lectures. Our sessions are designed to be highly engaging and interactive, making learning enjoyable and effective. Come Play with us.



WHY?

WHETHER YOU CHOOSE AN IN-PERSON SESSION AT YOUR LOCATION, OUR PARTNER LOCATIONS OR A VIRTUAL EXPERIENCE, OUR TEAM WILL BRING THE TOOLS AND INSIGHTS NECESSARY TO FOSTER A COHESIVE, HIGH-PERFORMING TEAM.

Immediate Impact: Participants will leave with practical tools and strategies they can implement immediately, leading to improved teamwork and a more positive school culture.

Tailored to Your Needs: We work closely with you to understand your team's unique challenges and goals, customizing the day to meet your specific needs.

. It a day of "Play"!



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