



The Fruits of Labor

Coaching and Professional Development Firm



What is at the end of your yellow brick road?

Do you remember the story of the *Wizard of Oz*? In that story, Dorothy went on a long trip following the yellow brick road. She met many individuals on her journey, but none of them could help her actualize the power that she possessed within herself. Finally, after Dorothy had exhausted most of her options... she was coached into recognizing that the strengths she needed to achieve her goals were within her all the time! All she needed to do was “click her heels three times.” The moral of the story is that Dorothy had what she needed within her all along and so do you.

How many times in your life have you been searching for something and finally realized that all you really needed to do was click your heels? A lot of times we are too close to the situation to realize our own potentials and strengths. The challenge is acquiring assistance in creating ways to actualize your power. *The Fruits of Labor* can help you and/or your organization 'click your heels' to achieve maximum success.

Who are we?

The Fruits of Labor is a nationally acclaimed, Atlanta-based company. We specialize in professional development training and leadership coaching. Our services are designed and delivered in such a way that clients' only alternative is to improve their day to day business practices, improve internal leadership muscles and maximize their human capital. It's simple. We cultivate the fruits from within to empower success- that's our mission. We empower individuals and organizations to recognize and value human diversity leading to increased satisfaction and productivity at home, work, and in the community.

In today's ever-changing marketplace individuals are being asked to do more with less resources, bonuses and sometimes compensation. *The Fruits of Labor* services enable the human capital to get a much needed boost of energy (recharge their batteries) and gain valuable solutions, strategies, and techniques that will result in **increased productivity, life satisfaction, performance and employee morale.**



*“Talent is a fruit that grows in humans,
like fruit on a tree!”*

Professional Development & Training Services

The Fruits of Labor Training and Development offers a competitive advantage to our customers. We believe in the philosophy of “Learning by Doing.” “Tell me and I’ll forget, show me and I may remember; involve me and I’ll understand.”

Cultivating Human Capital

- 🌱 We take pride in helping the most valuable asset -*human capital* to **achieve maximum results**.
- 🌱 The term *human capital* has evolved over time from personnel to human resources to human capital. This evolution stems from employees being viewed as critical “assets” and investments to be grown rather than resources to be managed. Typically, 60 percent of the operating costs to run a business are tied to its people assets.
- 🌱 We at *The Fruits of Labor* believe that individuals properly coached, trained, and motivated will add **significant value** to an organization and can be invaluable in helping it sustain its competitiveness over time.
- 🌱 Typically, 60 percent of the operating costs to run a business are tied to its people asset.
- 🌱 At *The Fruits of Labor*, our experience tells us that we can improve significantly the return on investments in “**human capital**” by targeting and changing the critical variables that influence our clients’ abilities to meet specific business goals and performance targets. These variables are unique within each organization and can be wide-ranging (such as culture change, mentoring, coaching and leadership development).
- 🌱 Whatever the variables, *The Fruits of Labor* takes a collaborative approach to achieve measurable human capital improvements. Our work is geared towards helping our clients to improve and to become more successful.



*“One can go back toward safety or forward toward growth”
~ Abraham Manslow*

Leadership Development and Training

- 🌿 Visionary leaders must create a work environment where individuals are **highly motivated, personally accountable** and most importantly, **respected**.
- 🌿 New approaches to executive development are required in the current market. Leadership development contributes to **market value** and to improved, **accelerated decision-making**. The leadership team clearly connects human capital and external stakeholders with a better future state of the business, plus the accompanying personal and professional benefits.
- 🌿 Leadership Development isn't a skill that is only reserved for CEO's. *The Fruits of Labor* **creates custom leadership solutions** to cultivate the leader in individuals regardless of level.
- 🌿 We empower leadership by enhancing the leader's **professional etiquette** and **business protocol** from head to toe. Collaboratively, we incorporate the philosophy of change management and state of the art coaching principles in the areas such as: communication, attire, nonverbal behavior, conflict management, diversity, and professional imaging.
- 🌿 We recognize that leadership goes beyond what you say. It also encompasses how you say it and how it is presented. We will enable your leadership to discover win-win scenarios with our industry-tested techniques.
- 🌿 Leadership is a muscle that needs to be worked. We will help increase the leadership acumen muscles and competencies of you and your team. Working the leadership muscle with your team will create more **focused and dedicated** individuals with **higher morale, satisfaction, and productivity**.
- 🌿 At *The Fruits of Labor*, we know that “people get things done” and because of that we work to assist the people in learning the new processes and effectively accepting the change in their environment.



*“I did then what I knew how to do...
when I knew better I did better” ~ Maya Angelou*

Empowerment Teleclasses

In addition to our “live” training seminars, we also offer a variety of Teleclasses on professional development and leadership empowerment topics.

A Teleclass is a workshop that is taught in a virtual classroom. Participants from all over the world dial into the classroom at a specific time.

Participants get the benefit of the knowledge not only of the facilitator, but also of the other people present in their “virtual community” enriching the learning environment.

These classes are highly interactive and can be taken from the convenience of home or office (wherever there is a telephone). Teleclasses make learning fun, convenient and affordable for participants and provide an option for people who may otherwise be unable to attend a traditional seminar.

We offer teleclasses to individuals who are interested in discovering new tools and techniques. Individuals who share similar challenges and experiences attend the classes. You learn together while exchanging skills and tips. You also get the opportunity to hear diverse perspectives and ways to handle situations.

The Fruits of Labor also customizes Teleclasses for organizations on specific topics as needed.

Benefits of Teleclasses

-  Take classes from the comfort and privacy of your own home or office.
-  Save time and money. There is no travel or traffic ☺!
-  Interact with participants from all over North America and the World.
-  Experience and focus on practical applications of new skills that can be used immediately (often as soon as you hang-up the phone).
-  Enjoy a quick and easy format to “sharpen the saw” and stay abreast of new cutting-edge information on professional development topics.



*The only difference in “extraordinary”
and ordinary is the little “extra.”*

Professional Development & Coaching Services

In order to gain **the competitive market advantage** in life, work, or home self-mastery is required. With the realities of corporate downsizing, globalization, and increased competition; the need to **invest in professional development, training and coaching** has never been greater.

Business Life Coaching

-  According to a recent *Fast Company* article many employees are finding themselves stuck like Dorothy trying to follow the yellow brick road and realizing that there really isn't a Wizard of Oz after all. "There's a way out." **Instead of focusing on what's next, let's get back to what's first...** Where's the opportunity? I'm convinced that business success in the future starts with the question, **What should I do with my life?** Yes, that's right. The most obvious and universal question on our plates as human beings is the most urgent and pragmatic approach to **sustainable success in our organizations.**
-  People don't succeed by migrating to a "hot" industry or by adopting a particular career-guiding mantra. **They thrive by focusing on the question of who they really are - connecting that to work that they truly love** (and, in so doing, unleashing a productive and creative power that they never imagined). Companies don't grow because they represent a particular sector or adopt the latest management approach. They win because they engage the hearts and minds of individuals who are dedicated to answering that life question."
-  The Fruits of Labor utilizes leading-edge self-awareness techniques to prepare individuals to step-up to the challenges of leadership in an increasingly fast-paced, complex, global marketplace.



*“In order to get from here to there, you must know where you are”
~ Dr. Cherry*

One-to-One Coaching & Telecoaching

- ✦ **Airplane procedure or Life procedure?...** Have you ever been on an airplane? If yes, you probably have heard this saying from the flight attendant, “In case of loss of cabin pressure, please place the oxygen mask on yourself first and then assist others.”
- ✦ *The Fruits of Labor* believes that these simple directions are paramount to surviving on an airplane and in life. You might be asking, “Why?” Well if you do not have oxygen for yourself you **CANNOT** assist anyone else (self-mastery).
- ✦ You cannot help yourself, your organization, your family, your coworkers, your friends, or give support to anyone or anything else effectively if you do not have your own oxygen. *The Fruits of Labor* helps you realize how to get the oxygen you need to enable you to begin the process of realizing and maximizing your full potential.

Leadership Coaching

- ✦ *The Fruits of Labor* specializes in solutions that empower individuals to reach their full potentials. If you and/or your organization currently have a need to transform your human capital into a high-performing leadership team, with increased performance tracks, we would be interested in speaking with you to discuss the value and the strength that our experiences can bring to you and/or your team at this time.
- ✦ Korn-Ferry surveyed 1,500 CEOs, reinforced by a survey of Fortune 500 directors and CEOs, found that:
 - ✦ Perceptions of leadership ability are driving CEOs’ performance measures more than ever.
 - ✦ New kinds of personal and corporate behaviors are essential to corporate success.
 - ✦ More CEOs are fired for ineffective leadership than for financial performance.



“Doing your best at this moment puts you in the best place for the next moment” ~ Oprah Winfrey

Personalized Self-Development Assessments

How much oxygen do you have?

-  Do you have a personal mission or vision statement?
-  Do you know your strengths?
-  Do you know your developmental needs?
-  Do you know how you are perceived by others?
-  Do you know if you are setting SMART goals for yourself? The team?

Let the Fruits of Labor enable you and your organization to attain much-needed oxygen, so that you can successfully reach your unrealized potential. We will partner with you to find the answer to these questions and more!

We provide detailed, individualized reports using instruments such as: DISC© Behavior Model, True Colors©, Hermann Brain Dominance Inventory© (HBDI), 360° tools, and many other leading-edge instruments.

Our self-assessment tools help organizations create more inclusive work environments and effectively manage and leverage diversity.

Our tools and techniques give power to properly coaching, training and motivating the human capital to add significant value to the organization and to become invaluable in helping it sustain its competitiveness over time.

Our proven strategies help organizations resolve conflicts and tensions and give them solutions to be self-sufficient in the area of conflict resolution.



Founder Bio

Cherry A. Collier, Ph.D. is the founder of *The Fruits of Labor*. Dr. Cherry has a solid and comprehensive educational background, along with a diverse career beginning as an educator and human performance improvement consultant, and later successfully transitioning into large-scale organizational change management and performance coaching programs for Fortune 500 corporations and major institutions. In all cases she has been able to utilize her talents and expertise in leadership, coaching, training, change management, and diversity which have resulted in numerous successful programs still in effect today.



Dr. Cherry creates team-building interventions for many of her clients and leads the change management and implementation strategies sensitive to and supportive of the corporate downsizing and right-sizing processes. Additionally, she empowers leadership competencies, and increases employee morale, life satisfaction, and productivity through coaching and consulting engagements.

Dr. Cherry received her Doctor of Philosophy and Master of Science in Social Psychology from the University of Georgia. She graduated Magna Cum Laude, from Spelman College, with a Bachelors of Arts in Psychology. In addition to being a coach, trainer, educator, motivational speaker, and consultant she is also a published author. Dr. Cherry has the unique ability to touch the hearts and souls of her audiences. Audiences throughout North America have described her as “highly energetic” and “life changing.”

Testimonials



“Dr. Collier is a true professional and visionary. She was instrumental in our efforts to move appropriate levels of instructor led education to e-learning. Her leadership on a cross product committee helped us put in place our first process and methodology for sales training.”

Kevin M. Burns, Director, Education Solutions Group

“Cherry Collier was the greatest! Her enthusiasm, energy, dedication and professionalism shone through every project that involved her. Thank you for making our work lives fun and productive!”

Connie Ma, Product Marketing Manager, Web Site Analysis Suite

“Dr. Collier’s keynote address message still resonates with our group. To this day, when obstacles arise we use her inspirational message to overcome them. She has a natural ability to tailor her message to the needs of her audience.”

Adell Katz, Project Director, YWCA

“I sincerely enjoyed the interaction, the humor and the candid environment. Dr. Cherry has a true gift and an inspiring personality. I look forward to the next opportunity to participate in one of Dr. Cherry’s forum discussions.”

-Yohance Mitchell, Rhythm of Life



Your Story?

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, “Who am I to be brilliant, gorgeous, talented, and fabulous?” Actually who are you not to be?

You are a part of this universe. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you.

We were born to manifest the glory that is within us. And as we let our light shine we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others”.

Adapted from Mandela's 1994 inaugural speech that speaks to The Fruits of Labor's passion to cultivate the fruits from within each individual.



The Fruits of Labor

Coaching and Professional Development Firm
provide a menu of
support services including but not limited to:

Business Etiquette and Protocol
Career Planning & Management
Customized Workshops
Diversity Awareness Workshops
Empowerment Retreats
Individualized 360-degree Feedback
Leadership Development
Motivational Speaking/Key Note Addresses
One-to-One Coaching Services
Personality Assessments/Behavior Models
Team Building Workshops
Training and Development
Telecoaching and Teleclasses

*Let's get started today cultivating your fruits!
Call today for a free evaluation!*



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