

Next Element Professional Development 2026

Detailed Session Outline

Business Development Series: Find Your Voice. Strengthen Your Brand. Boost Sales. Prove Impact.

This four-part series is designed to help you develop a successful business that works for you. Whether you are a business within an organization or an independent licensed professional. Get ready to crystallize your message, your voice, your brand. This series will also include strengthening sales enablement skills and learning how to measure and communicate impact to drive continued sales growth.

Participants will move beyond “selling training” to confidently articulating value and demonstrating results that align with their brand promise. Each session blends new learning, reflection, practical tools, and real-world application to help trainers grow both their influence and their business.

What You Will Gain

- Clarity in expressing their unique voice, and positioning.
- Confidence in communicating value and selling programs
- Practical sales enablement tools that support consistent growth
- A clear framework for measuring outcomes and impact, not just activity
- Language and data to demonstrate value, strengthen client trust, and drive repeat and referral business

Session 1 - Differentiate to Succeed: Building a Business That Reflects Your True Purpose

March 3, 10:30am -12:00pm (CST)
Facilitated by Michèle Soregaroli

In today’s crowded consulting market, standing out is harder than ever. Rising competition and growing client skepticism have made traditional positioning less effective, leaving many consultants struggling to clearly communicate their value. In this session, business differentiation coach Michele Soregaroli will introduce the **4 Forces of Strategic Differentiation** and the key factors that truly influence client decision-making. Learn how to move beyond status quo thinking, leverage your unique differences as strategic advantages, and strengthen confidence that may be diluted by a desire to serve. Achieve clearer positioning, reduced resistance, and a more compelling way to communicate the value and impact of your work—so you can attract better clients and create authentic value in the marketplace.

Michèle Soregaroli Bio -

Michèle Soregaroli has always asked, *What if business success came from authenticity, not imitation?* Inspired by this question through 45+ years of entrepreneurship, from direct sales, real estate, financial advising to start-ups, she co-founded **Transformation Catalyst Corp.** in 2007. A **Master Certified Coach (ICF)** and creator of the **Business Differentiation Blueprint®**, Michèle helps action-oriented business owners uncover their unique value, elevate their offers, and compete with integrity and ease.

Honoured with the **Women of Worth “Momprenneur of the Year”** and **ICF Coach Impact Award**, she thrives on seeing clients reclaim their courage and create results that truly matter. Outside work, she loves cooking, adventures, and quality time with family and friends.

Session 2 - Building Your Own Business and Brand: How to Differentiate Your Business From The Tools You Use.

March 31, 7:00am - 8:30am (CST)

“Licensees are successful when they try to be like the model, not try to be like the people or business who built the model.” This wisdom from Simon Bowen, sales and marketing guru and developer of The Genius Model, captures the challenge and opportunity in using someone else’s IP. How do you maximize the value and opportunity in being a CA or PCM licensee while building your own identity and brand?

Learn from three successful businesses in the NE global network that are practicing Bowen’s principle. Each has worked to differentiate their business model and unique brand identity while including CA or PCM in their toolkit. Case study presentations will showcase each company’s journey, share lessons learned, and give practical examples of how they position their brand and identity in marketing and sales. Network with others who are on a similar path and leave with practical strategies you can apply to grow your business.

Session Panelists

Monique Bruil, The Compassion Academy - <https://www.thecompassionacademy.nl/>

Kristi Westphal, Western Carolina University - <https://www.wcu.edu/>

Paul Larkin, 700 Leadership Advisory - <https://700.consulting/>

Session 3 - Sales Enablement: Materials and Strategies

May 5, 9 -10:30am (CST)
Facilitated by Aaron Chappell Deckert

This session equips trainers with practical strategies and tools to support sales conversations—from discovery conversation through proposal. Trainers will learn to confidently discuss value, pricing, and outcomes without pressure or compromise.

The session includes a review of effective sales materials and collateral, along with strategies to support ongoing sales activities and business development efforts.

Session 4 - Use Outcomes to Attract More Leads, Close More Deals, and Sell More Services

June 9, 9 -10:30am (CST)
Facilitated by Nate Regier

Blanchard Company's 2025 State of Learning and Development report identified six main trends that will impact professional development in the coming year. Two of these trends focused on a gap in measuring impact and impacting lasting change in behaviors that matter. Providers who can address this gap will have a competitive advantage. As a member of our network, you have access to tools and expertise to close this gap and differentiate yourself from competitors. In this interactive session, Nate will guide you on how to position outcomes as a deal-accelerator during your marketing and sales conversations and how to use outcomes to increase follow-on business with all your clients.

What's your investment for the series?

This series is created with each session building on the next one, so plan to attend all four sessions to experience the biggest impact. However, if you are unable to attend all four, you may choose the sessions that best meet your professional development needs.

This 4-Session Business Development Series is \$250 for the full series.
Reserve your place in [this four session series](#) today.

Additional Professional Development Opportunities

New Product Orientation Session:

The Compassion Mindset: Healthcare Diagnoses -

April 14, 7:00 - 8:00am (CST) and 4:00 - 5:00pm (CST)

- Free Orientation to a NEW Course by Paul Larkin, CA Master Trainer.
- This session is free and will not count toward CA Provider Professional Practice Standards since it is a new product orientation.

REGISTER HERE for the New Product Orientation

Next Element is excited to make this new course available to our network. The Compassion Mindset - Healthcare Diagnoses course is a new, healthcare specific CM course, developed to support one of the most challenging dynamics reported by practitioners and patients: the diagnosis conversation, and long-term care relationships between clinicians and patients.

This course has been developed using up to date compassion research and what we've learned from training hundreds of healthcare practitioners. Bringing the Compassion Mindset to diagnoses and healthcare relationships provides a unique way for practitioners and patients to improve experiences and outcomes, while reducing costs of care and clinician burnout.

This orientation session will be facilitated by Paul Larkin, who led the research and development of CM for Healthcare Diagnoses. We will explore the new materials, new concepts found within them, and supporting resources available to CM Certified Providers.

* This product orientation is not part of CA's Professional Development requirements.

The Compassion Mindset: Healthcare Diagnoses Course

May 13, 3:00 - 4:30pm (CST)

PD session by Paul Larkin, CA Master Trainer.

Your Investment: \$250 - REGISTER HERE

The Compassion Mindset Healthcare Diagnoses Course is a new, healthcare specific CM course, developed to support one of the most challenging dynamics reported by practitioners and patients: the diagnosis conversation, and long-term care relationships between clinicians and patients.

In this session, participants will have an opportunity to build on the orientation session and explore new, healthcare specific compassion concepts, ways of applying this new course, and the supporting resources being made available to CP's, including the comprehensive supporting White Paper and two sales resources tailored specifically to

support your marketing and sales in healthcare. We will also cover approaches to effectively struggling with highly specialized professionals such as doctors and surgeons to achieve training outcomes.

This Professional Development session will be facilitated by Paul Larkin, who led the research and development of CM for Healthcare Diagnoses. There will be ample time for Q+A, ensuring participants are enabled to bring the Diagnoses course to their clients with confidence.

For our European Providers:

Deep Dive with Compassionate Accountability - Skills Practice, Theory, and Pedagogy (These sessions will be held LIVE in-person)

April 17 & Oct 9, time TBD. Location: Doetinchemseweg 59, 7007 CB Doetinchem, Netherlands.

Facilitated by Monique Bruil, CA Master Trainer

To Register or for more Information contact Monique Bruil at monique@thecompassionacademy.nl.

OR

March 23 & Oct 5, 7 - 8:30pm (Brussels time). Location TBD.

Facilitated by Nathalie Leloup, CA Master Trainer.

To Register or for more information contact Nathalie Leloup at nathalie.leloupgraham@gmail.com.

This interactive professional development session is designed for CA Providers who want to strengthen their Compassionate Accountability skills through hands-on practice, deeper engagement with theory, and exploration of effective pedagogy. Participants will refine how they teach and model Compassionate Accountability, practice applying concepts in training scenarios, and build confidence using language and tools that translate directly into impactful learning experiences.