

## Testimonials

"ROOTS is an incredibly helpful leadership development resource in the Academia World. The Rochester Institute of Technology was fortunate to work with ROOTS facilitators on two different leadership programs - one for college students and one for faculty/staff. Both training programs were dynamic, inspirational and hit the mark perfectly for two different audiences. The facilitators are extremely talented, engaging, knowledgeable and passionate about their topics and thoroughly energized both audiences. RIT will be definitely be using ROOTS again for future programs!"

Molly McGowan  
Director, RIT Leadership Institute & Community Service Center

"ROOTS' presenters were well-prepared, knowledgeable, informative, truthful and engaged the participants. The presentation was inspiring and relevant to work and life. The activities went straight for the deeper issues and allowed for self-reflection. These are the quotes of a couple of faculty and staff: "It was one of the best presentations I have had at REOC." "I would recommend The "Priceless Gift" presentation to colleagues."

Melva L. Brown PhD  
Dean, The College of Brockport

"The amazing efforts and passions of ROOTS comes out at every introduction, planting that seed for the next Redwood to grow."

Jody Asbury  
Dean of Students (Retired)  
University of Rochester

## Sample of Valued Clients

Rochester City School District  
Fairport Central School District  
University of Rochester  
Wilson Commencement Park  
BOCES No. 2  
Monroe County Youth Bureau  
Rochester Institute of Technology

Boys and Girls Club of Rochester  
Greece Central School District  
SUNY (Geneseo College)  
St Joseph's Villa  
Community Place of Rochester  
Catholic Family Center  
St. John Fisher

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### Mailing Address:

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Training that Develops the Leader in All of Us



**VISION, PASSION, DRIVE, SELF ESTEEM,  
RESILIENCY, MOTIVATION...**

***The fuel that makes it possible for  
everyone to achieve.***



## Our Mission

To be a leading source in helping youth and adults realize their untapped potential through training, dedication and commitment.

## Who We Are

A professional development and training organization with knowledgeable, skilled and passionate trainers who are experienced in youth development, professional management, counseling, training, education, human resources, and more.



## ROOTS Training for Organizations & Professionals

### The Way Forward – Empowering Individuals Creates Lasting Change

At ROOTS, our focus is on individual growth while fostering a learning organization. We believe: “when the individual grows, the organization grows.”

Our trainings involve self-reflection, personal challenge and individual implementation. This allows management to develop their key goals and strategies without hesitation because individuals are empowered to achieve as part of the plan. The ROOTS approach looks at each organization’s views, values and culture. We evaluate, train and follow-up to ensure employees contribute effectively in their work environment. In addition, we help companies develop a culture of encouragement and reward as employees transition toward achieving their maximum potential.

In today’s challenging business environment, organizations require well-trained and prepared employees. We train individuals so they can succeed both personally and professionally. In fact, it has been proven that a well-adjusted employee is more likely to exceed objectives at every level of the organization. Our approach is not one of feel-good, back-patting; we dig deep into the truth of how an organization operates. This allows us to make recommendation and provide trainings that help move organizations forward, not leave them treading in place.

**About Our Training:** Functioning optimally in the global marketplace demands the fostering of professional skill sets comprised of both relational and soft skills. ROOTS organizational training segments focus on three phases of training and development to meet these challenges:

**Identify Issues:** Working with leadership to establish objectives to create the most effective training and delivery medium for each organization.

**Integrate Solutions:** During and after training, we develop multi-layer solutions that are immediate and impactful in your work environment.

**Improve Outcomes:** ROOTS post-training follow-up at all levels of the organization ensures the continuation of positive changes that improve outcomes.



Thinking the way you want to be...  
Speaking the way you want to be...  
Acting the way you want to be...  
Being the way you want to be...