

Maddox Smye LLC

who we are

We help companies build and retain a diverse workforce. Our focus is sourcing, recruiting, retaining, accelerating, and transitioning diverse employees and managers. Our emphasis on individual performance excellence translates directly into increased profits for your firm.

what we do

Since 1985, we have worked with leading-edge companies to implement sales and diversity solutions that help resolve these types of business challenges:

- Recruiting and hiring more women and diverse employees
- Effectively managing inclusion for women and diverse professionals
- Increasing the success and retention rates of diverse employees
- Fostering a diverse leadership team at all levels
- Taking an inclusive approach to marketing and sales
- Increasing sales through customer diversity and meeting the needs of diverse clients

Managing the total diversity experience of women and minority professionals & leaders

Making diversity profitable through individual performance excellence



Our programs translate into verifiable, lasting behavioral change, increased productivity, and bottom-line results.



why our programs work

Expertise. Our proprietary field research on selling to women and couples, along with success strategies for women and minorities, provides a rich source of information for us and for our clients. We use real-world data to guide our program and product development and influence client outcomes.

Metrics. Metrics are the cornerstone of our success strategy. We insist on measurement in order to constantly calibrate and customize our programs, to ensure sustainable results. Our clients can literally "see the needle move" when it comes to building and retaining a diverse workforce and closing sales to women, minorities, and couples.

Multi-pronged Approach. We use a modular developmental approach that integrates the best adult-learning methods and e-learning technology. To reinforce our facilitator-led training and personal coaching, we employ multi-media reinforcement and Internet-based results-tracking that is timely, focused, and immediately relevant for both participant and organization.

Technology. Award-winning technology includes candidate databases, registration systems, coaching tools, sales support tools, online metrics, management reporting and resources, as well as coaching tools that enable our coaches to work efficiently, allowing them to focus on and spend more time with clients.



how we do it

We help clients effectively manage the diversity experience of women and minority professionals and leaders by:

Sourcing/ Recruiting:	<ul style="list-style-type: none">▪ Targeted recruiting based on specific client needs▪ Strategic relationships with key recruiting firms	<ul style="list-style-type: none">▪ Hire IQ™▪ Hiring assessments (<i>standard & custom</i>)
Retaining:	<ul style="list-style-type: none">▪ JumpStart 10/10SM & JumpStart for ManagersSM▪ e-Learning modules▪ WISE™ Market Action Plan	<ul style="list-style-type: none">▪ Performance coaching▪ Coaching guides▪ Speeches & presentations
Accelerating Success:	<ul style="list-style-type: none">▪ Selling to Women Programs▪ JumpStart 10/10 and JumpStart for Managers▪ Wiser about Women Assessment™▪ Sales Effectiveness Assessment™▪ e-Learning modules	<ul style="list-style-type: none">▪ Coaching guides▪ Performance coaching▪ WISE Market Action Plan▪ Speeches & presentations▪ Books & sales tools
Transitioning:	<ul style="list-style-type: none">▪ Outplacement▪ Career assessments (<i>standard & custom</i>)▪ Strategic relationships with key outplacement firms	<ul style="list-style-type: none">▪ DiSC®▪ Career coaching

About our flagship programs:

JumpStart Programs—These revenue-focused, developmental coaching programs are designed to help professionals and leaders, particularly women and minorities, fast-track their way to achieving and exceeding production goals.

Selling to Women Programs—These programs offer a strategic growth opportunity by helping companies and their sales professionals close more sales by building enduring relationships with women and couples.

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