Leadership & Management

TRAINING FOR YOUR TEAM TO MAKE THE MOST

Johnson Consulting Group

Course Overview

OBJECTIVES

During this three-day workshop, you will be the guest of Johnson Consulting Group, and receive professional training on Leadership & Management. Our business consultants in return provide 4 monthly one-on-one coaching sessions after the workshop concludes.

Our Leadership section allows you to learn about who you are as a leader. You will leave with an improved understanding of yourself and how to best lead your team.

Our Management section will take a deep dive into each student's financials, allowing students to walk away with confidence knowing the decisions they need to make to change the future of their business.

METHOD

Participate in a unique boardroom experience with a peer group of professionals who are furthering their career in funeral and / or cemetery management and have similar goals and experiences. We have specifically designed this class to be an in-depth, personalized learning experience for each student.

Learn from our team's operational experience in leading funeral homes, cemeteries, large care centers, successful pre-need programs, and more.

SUMMARY

Our one-of-a-kind course is designed to help funeral and cemetery professionals discover what kind of leader they are right now, and how they can grow to reach their full potential.

Build long lasting relationships with individuals who will be there to support your growth and development, even after you return home.

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Course Details

2026 TRAINING & WORKSHOPS

3-DAY ON SITE CURRICULUM

- Individual Leadership Assessment
- Structured Communication
- Motivation for Productivity
- Collaborative Growth Culture
- Decision Making Styles
- Service Standards
- Employee Development
- Leadership (DiSC) assessment
- Effective meeting templates
- Organizational chart template
- Roles and responsibility guidelines
- Employee handbook template
- Service standards template
- Revenue analysis including projections:
  - Average sales analysis and alternative growth opportunities
- Expense control and budgeting
- Strategic pricing
- Account Receivable
- Merchandising
- Marketing
- Advanced planning strategies

MATERIALS PROVIDED

- Leadership (DiSC) assessment
- Effective meeting templates
- Organizational chart template
- Roles and responsibility guidelines
- Employee handbook template
- Service standards template
- Financial benchmarks with industry standards
- Competitor price comparison tool
- Marketing calendar template
- Budget tool and template

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Registration, Results & More

Spring Dates: March 31 - April 2, 2026

DETAILS

You will be receiving the full 3-day on-site curriculum for the Leadership and Management Workshop, including 4 monthly one-on-one coaching sessions after the workshop concludes.

All meals are provided during the course, agenda and accommodation information is provided prior to the beginning of the workshop.

RESULTS

Past attendees reported significant growth in:

- Leading effective staff meetings
- Interviewing and hiring top candidates
- Conducting impactful employee evaluations
- Coaching and developing team members
- Reading and interpreting financial statements
- Building and managing an operating budget
- Creating smart pricing strategies
- Controlling expenses
- Analyzing market conditions
- Executing a marketing plan

Expert lead workshop

Proven cirriculum

3 days on-site

One-on-one coaching

PAST PARTICIPANTS SAID

"I would 100% recommend this program to anyone in the funeral or cemetery profession- especially those preparing for ownership or taking on more leadership. I came away not only more confident, but with real, practical tools that I've already started using to onboard team members and manage challenges more effectively."

Dominique Morey Vega
Oregon City, OR

"We have sent new location managers to Scottsdale to participate in the program. The two most beneficial aspects are the personality assessments and the individual coaching."

Russ Weeks
Buckley, WA

"I took the leadership course It was excellent Vince, Nelson and Jeff along with many others very supportive and knowledgeable. A program and service very much necessary for our profession a great tool to have in your pocket."

Dane Chasca
Cranbrook, BC

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