



BILTMORE®

Center for Professional Development

→ 2020 OFFERINGS ←



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LEGACY OF LEARNING

George Vanderbilt's lifelong pursuit of learning inspired the creation of the Biltmore Center for Professional Development®, and his quest for knowledge and excellence is still woven through all we do. We offer training and development experiences based on timeless themes and best practices that resonate with modern organizations. Our workshops are intended for executives, entrepreneurs, and business professionals.

EXPERIENCE

Biltmore Center for Professional Development can help take your business to the next level of success, inspired by a century of world-class customer service and commitment to outstanding quality. As a thriving business that attracts more than 1.7 million guests each year, Biltmore is recognized as a leader in gracious hospitality. Such success is not accidental; it results from determination, business knowledge, and a strong culture of excellence in training and professional development. Biltmore's time-tested best practices have been applied to a wide range of industries and organizations—both private and public sector businesses, from start-ups to Fortune 500 companies.

SPEAKERS AND FACILITATORS

Our facilitators and key leaders share insights gleaned from years of leadership at Biltmore. These speakers make their stories come alive with encouraging testimony and real-world results. Our speakers are available to share their own stories and customized content either at Biltmore or the location of your choosing. They offer relevant, practical teaching that can be applied in any organizational context.

ACCREDITATION

Biltmore Center for Professional Development is an Accredited Provider by the International Association for Continuing Education and Training (IACET).



THE ART OF CUSTOMER SERVICE

Transform your customer experience with measurable results

At Biltmore, we believe that exceptional customer experiences do not occur by accident. They are the result of intentional planning and processes designed to exceed expectations. When organizations are customer-centric, they have the opportunity to create unforgettable moments for customers through relational rather than transactional encounters. This creates greater intent to return and recommend, fostering brand loyalty.

For more than 120 years, Biltmore has centered its business philosophy around the customer experience to create an icon that is synonymous with quality, customer service, and hospitality. Discover why providing exceptional customer experiences is the key to transforming your business. Learn the steps and tactics to interacting with your customers and clients in a positive, welcoming, and authentic manner.



Key Takeaways

- Transform our best practices into a personalized action plan with measurable results.
- Learn time-tested Biltmore best practices to assess and improve your organization.
- Discover and adapt our standards and processes to provide world-class service to your customers and clients at every touchpoint.
- Obtain methods for creating a service culture that empowers your employees and creates extraordinary experiences for your customers—no matter the industry.
- Discover how to convert a dissatisfied client into your biggest fan with our service recovery strategy.

Dates: May 18, 2020 | October 19, 2020

“

As a result of our work with Biltmore Center for Professional Development, our customer experience has been revitalized and is a key reason for our growing business success. Employees now seek us out to share their ideas and our new hospitality standards have become a common language.

”

Director of Training and
Development Gillespie Dental

CULTIVATING CHANGE

Become an innovator and discover how to make change your ally

Approximately 70% of change initiatives fail to achieve their original goals. Why is this? Recent studies reveal multiple reasons, but at the root of these is a common trend: the need for strong change leadership.

Your next change initiative can be a success through intentional, empathic change leadership. In this unique, results-oriented program, you will identify a change you are leading, then we will guide you in developing an action plan to address the change. By the conclusion of the workshop, you'll have the tools you need to lead your employees through the change and ensure sustainability long after the workshop is over.



Key Takeaways

- Create a plan that incorporates Biltmore best practices and includes tailored solutions for your organization.
- Delve into the psychology behind change and why we resist change.
- Learn how to address the common factors that limit success and weaken corporate confidence when change is afoot.
- Discuss how to intentionally cultivate change within your organization as a technique to bolster your audience and strengthen your company's initiatives.
- Use your newfound knowledge to empower your employees to embrace change.

Dates: May 19, 2020 | October 20, 2020

“

As a result of our work with the Biltmore Center for Professional Development, the Lane HR team came away with a better understanding of how we can help our company meet its long-term goals through the development of a high-performance workforce. We also have direction, new tools, and new energy.

”

VP of Human Resources,
Lane Construction Company

AUTHENTIC LEADERSHIP

Learn to lead yourself, lead others, and develop future leaders

Authentic Leadership is a well-worn pursuit that often eludes even the most experienced seekers. When achieved, this invaluable skill reverberates within a team, an organization, the community, and even one's family. An authentic leader truly grasps the three core elements of leadership: leading oneself, leading others, and building future leaders.

In our Authentic Leadership workshop, you will engage in immersive learning, estate activities, and fine dining. Join other leaders on an exploration of self, and find the application of scientifically-backed tools and techniques to impact those around you both at work and in life outside the office. Steeped in leadership introspection, case studies, Biltmore best practices, immersive experiences, and results-driven methods, this workshop will elevate you as an authentic leader with immediate results.



Key Takeaways

- Adapt and apply Biltmore best practices to your leadership role by taking a deep dive into the core elements of Authentic leadership: leading self, leading others, and building future leaders.
- Gain an enlightened approach to purpose-driven leadership.
- Discover your unique self-leadership style, focused on natural gifts and blind spots through a scientifically-based leadership assessment that serves as a living document for leadership growth in years to come.
- Learn strategies to build a complementary team that grows future leaders with impact.
- Engage in an immersive experience at Biltmore, meet Biltmore leaders, and expand your understanding of authentic leadership at its best.

Dates: July 23–24, 2020

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Thank you for a very enlightening, challenging, and fun experience! I have attended quite a few conferences in my career and this event was one of (if not) the best I have participated in. The material was pertinent, the presenters were well informed and communicated excellently, and we had fun! ”

Director of Customer Engagement,
HopeHealth, Inc.

CULTURE OF ENGAGEMENT

Attract and cultivate a dedicated workforce for maximum performance

It's no secret that employee engagement drives business results, but true engagement does so much more. A culture of engagement attracts top talent, develops employees to perform at their highest level, and generates buy-in that impacts the customer experience. This unique workshop shares the science behind engagement, immersive experiences to sense first-hand how engagement takes root, practical tools to see rapid results, and a plan for action that will resonate throughout your organization.



Key Takeaways

- Gain tools and tactics to leverage employee engagement that attracts top talent.
- Discover innovative approaches to training and development that result in sustained engagement throughout a career.
- Learn powerful coaching strategies to create mutual accountability for continued engagement.
- Delve into results-driven methods that empower employees to understand the business beyond their role.
- Engage with Biltmore's best practices in creating a culture of engagement.

Dates: May 18–19, 2020

“

This kind of training is unique because you are sharing experiences and lessons from the Biltmore Estate business model. Sharing the secret of your success of how to run a 2,000+ person operation is remarkable. ”

Chapter President,
NY Chapter EO (Entrepreneurs' Organization)

WORKSHOP PRICING

Registration includes breakfast and lunch, comprehensive reference materials, an immersive field experience, and a follow-up coaching session.

Standard Pricing

One-Day Workshop: \$1,450

Two-Day Workshop: \$2,675

Available when booked less than 120 days before the workshop start date

Early Bird Pricing

One-Day Workshop: \$1,232

Two-Day Workshop: \$2,275

Available when booked 120 days or more before the workshop start date

Special rates for teachers, students, non-profit employees, and groups of five or more are also available.

Please be aware that class size is limited to enhance participant experience.

Call us at 828-225-1259 to learn more.



PRIVATE TRAININGS

In addition to One-Day and Two-Day Workshops on the estate, Biltmore Center for Professional Development offers customizable, private trainings. Allow us to adapt Biltmore's time-tested best practices to create an exclusive, impactful experience for you and your organization.

Simply select one of our four topics—The Art of Customer Service, Cultivating Change, Authentic Leadership, or Culture of Engagement—and our team of experts will tailor the content to meet the specific needs of your group.

These private trainings are available in 90-minute, half-day, and full-day sessions and can take place either on the estate or at a location of your choice. Whether it's for your company, your association, a corporate retreat, or your next convention, we can develop an interactive workshop just for you.

To schedule a needs analysis, contact us at 828-225-1259 or thecenter@biltmore.com.

Keynote Speaker Offerings

Bring Biltmore's elegant, time-tested insights to your next conference—you'll be swept away by the stories our leaders share and their application to modern-day business. Steeped in Biltmore history and stories, a unique Biltmore keynote is sure to be unforgettable.

“ *I heard many comments that the training was the best they had received in their career... Biltmore brought this home and the training is having a lasting impact on our campus.* ”

President,
Isothernal Community College

STAY WITH US

With two distinctive hotels conveniently located on the property, we invite you to extend your workshop experience into a memorable getaway. Both The Inn on Biltmore Estate® and Village Hotel on Biltmore Estate® offer workshop participants deeply discounted rates*.

The Inn welcomes guests to an oasis of style with sweeping views of the estate. Amid elegant surroundings, treat yourself to luxurious accommodations, the most exclusive dining experience on the estate, pampering spa treatments, and world-class service recognized by AAA, *Forbes Travel Guide*, *Travel + Leisure*, and TripAdvisor year after year. Allow our concierge to curate personalized activities and discover Biltmore the way it was intended—as an overnight guest.

The Inn on Biltmore Estate®



Village Hotel offers a more casual way to experience Biltmore. Enjoy warm hospitality in a relaxed and welcoming atmosphere with décor reminiscent of the country homes and cottages of the estate. Within the hotel, Village Social offers inspired cuisine for breakfast, lunch, and dinner. Just steps away from the Winery, shops, and activity of lively Antler Hill Village, Village Hotel is an ideal place to both get away—and find plenty to do.

Each of our hotels has a fitness center and a heated outdoor pool (open seasonally). Both properties offer complimentary self-parking, estate shuttle service, and weekend shuttle service to Downtown Asheville.

Village Hotel on Biltmore Estate®



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[BILTMORE.COM/TRAINING](https://www.biltmore.com/training) | 828-225-1259 | thecenter@biltmore.com

