



# Get SMaRT

Stress Management and  
Resilience Training

GO FROM BS EXCUSES TO  
"HOLY SH\*T!" MOMENTS



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SPEAKER PACKET

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# Building Lives from the Inside Out

- ▶ **Do you dread Monday mornings?**
- ▶ **Frustrated with how chaotic the office is one day and void of work the next?**
- ▶ **Has stress hijacked your mood, sleep, and energy... leaving you lifeless?**

**RECLAIM YOUR MORNINGS, YOUR BUSINESS, AND YOUR VITALITY. IT'S TIME TO SPARK CHANGE AND CREATE THE LIFE AND PROFITS YOU DESIRE.**

A catalyst in chemistry and physics is a chemical or substance that creates the increased possibility and need for a speedy conversion into something else. Essentially, it is an element that creates a very fast metamorphosis. A catalyst for change implies that, instead of chemicals, a person taps into an external source that sparks the internal force, or gumption, we all possess to achieve desired changes. At JB Partners we are committed to our clients' transformation by being that catalyst to reignite passions and stimulate change.

You can live an OPTIMAL life where frustration and dread are replaced with clarity and momentum.

You can build a successful business with clients that you were meant to serve, which inspire and energize you. You can have a people strategy that powers and propels all other business strategies. All it takes is the right catalyst.

Recognized as the Stress Management and Resiliency Training leader for business owners, Jen Butler has been that catalyst for thousands of professionals across North America creating highly profitable, efficient, and synergistic businesses in her wake.

# JB Partners Presentations



## From Functional to OPTIMAL

Facing the Realities of Stress & Kicking It's A\$\$

Learn what stress is, what it isn't, why it prevents you from achieving your goals, and how the right coping methods matter. In this no-nonsense presentation, attendees will be armed with what they need to move from frustration and dread to clarity and momentum.

Professionals look for stress relief by addressing external problems (hire/fire staff, take CE courses, throw money at marketing, etc.), which only serves as a Band-Aid. External solutions are not going to resolve this internal, biological reaction. Learn where stress is present in your business, why it prevents you from achieving your goals, and how to move from functional to OPTIMAL.

In her pragmatic approach, Jen Butler (master executive and board certified coach) debunks the myths behind stress in business and shares how to successfully navigate stressors. Attendees will build an action plan to incorporate practical, effective coping methods with the end result being less stress, higher profits, and more energy for business and life.

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### COURSE OBJECTIVES:

- **KNOW YOUR STRESS** - Understand the different kinds and types of stress and the effect on the business.
- **ASSESS YOUR STRESS** - Evaluate personal stress levels and how to recognize the stress levels of the team.
- **REDUCE YOUR STRESS** - Recognize stress triggers and how to change them.
- **ACQUIRE LONG-TERM** strategies to improve coping skills and reduce stress.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Owners and entire team

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# JB Partners Presentations



## From Chaos to Cohesiveness

Five Foundations for Predictable, Repeatable, & Scalable Success

Achieving success requires every business to have basic process/systems solidly in place and working as a machine, churning out predictable, repeatable, and scalable results. Without these building blocks businesses crumble under its own weight of growth. Attendees learn the five, foundational, building-blocks and obtain the structure necessary to take their business from chaos to cohesiveness.

Team members bounce into each other with the lack of a consistent client flow. Providers complete treatment for free as everyone assumes a “we send statements” attitude. Businesses fall apart with a cross-your-fingers-they-show-up approach to confirmations. If a business like this manages to be profitable, it is at the expense of everyone’s sanity. However, most businesses fail to reach the level of profitability they are capable of due to the chaos and discombobulation of the five foundational process and systems every business needs.

Participants learn the details of these five foundational processes: Collections, Confirmation, KPI Tracking, Client Experience, and Recare. Jen Butler, business coach and consultant, outlines for attendees exactly how to merge each of these processes into a cohesive system that results in a massively, successful business.

### COURSE OBJECTIVES:

- Learn details of Collections, Confirmation, KPI Tracking, Client Experience, and Recare processes
- Identify where current process/systems are efficient and how to blend in new steps
- Develop implementation tools to share with teams to fill in gaps of behaviors.

### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

### SUGGESTED AUDIENCE:

Owners and entire team

# JB Partners Presentations



## Team Synergy

The Science Behind the Success of High Performing Teams

Team members lose sleep, lose passion, and lose money when they are not working at maximum performance. It's no wonder team issues are among the top 5 stressors for businesses. The times of building teams from an eeny-meeny-miny-moe method is over. Attendees will be able to rely on verifiable science and create a team based on instinctive strengths and natural talents that boosts team synergy and practice profitability.

It's no wonder with all the miscommunication, assumptions, conflict, and disappointments that occur in a day and a life of a business, team issues are among the top 5 stressors, potentially costing hundreds of thousands of dollars every year. The time of building team from an eeny-meeny-minymoe method is over! Learn how to rely on verifiable science to create a team based on instinctive strengths and natural talents.

Jen Butler (certified KolbeCore® consultant) explains the science behind team synergy, how to build and maintain it for sustainable success. Attendees will acquire the tools and resources necessary to hire team members that fill in gaps, lead them to high performance, and retain them long term. Get ready to stress LESS and apply the science of high performance teams.

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### COURSE OBJECTIVES:

- Contrast the four types of action modes and instinctive strengths that go with each mode.
- Assemble strategies to manage or avoid team breakdowns, strain, and tension.
- Analyze how to best leverage natural talents so team members consistently and effectively work together.
- Understand the five components to significantly increase productivity and connectivity of all team members that results in team synergy.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Owners and entire team

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# JB Partners Presentations



## People That Drive You Crazy

Difficult People Made Easy

Whether it's the Scrooge, Nagging Nancy, or Doubting Debbie, there are just people that drive you CRAZY! Don't let people determine your attitude or ruin your day. Want to turn difficult people into raving fans so you both have a pleasant and positive experience? Learn communication styles and skills necessary to build loyalty, increase client/patient/team retention, and significantly impact your livelihood by surrounding yourself with people that inspire and motivate you.

Working with difficult people can be emotionally and mentally draining. Limiting your talent pool or client base solely to people you "like" or are "easy" isn't practical; leaving you short-staffed and a schedule filled with holes. Every person presents a unique opportunity for you to navigate the interaction in a way that results in deeper connections while meeting their unique needs. The more adaptable and accepting you are, the broader your client/patient base, the fuller the schedule...leading to less stress, increased satisfaction and business growth.

Drawing upon her academic training in Educational Psychology and Masters in Education, Jen Butler teaches attendees about her eight identifiable types of difficult people, insight into who they are, why they act in certain ways, and what you can do to connect and communicate with them.

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### COURSE OBJECTIVES:

- Identify and analyze the four communication styles.
- Reframe how the "difficult" person is seen.
- Gain communication skills to effectively connect with patients.
- Deepen empathy, reduce stress and increase your client base.

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### SUGGESTED FORUMS:

Full or half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Owner and entire team

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# JB Partners Presentations



## Crisis Coping

Reducing Stress and Staying Sane

You cannot lead in a crisis unless you are prepared for it. Crises may come from the natural environment, team dysfunction, competitive or economic threats, product failures, seemingly simple mistakes, miscommunications, security leaks, and many other sources. You'll discover that as a leader, you have many choices in how you prepare, respond to, recover from, and evaluate a crisis.

Stress is difficult to manage on the regular if you don't have a plan or routine. Now throw in a crisis where things are volatile, uncertain, complex, and ambiguous (VUCA)! These times call for specific steps to address the VUCA in your life and have a predictable method for implementing strategic plans.

Through her unique and humorous way of discussing deep topics, Jen Butler will show you exactly what to do in a crisis and how to navigate the emotional strife it often causes. At the end of this presentation, you'll rethink the way you approach crisis management and want to Get SMaRT with Jen more often.

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### COURSE OBJECTIVES:

- Understand the difference between basic stress management and crisis coping.
- Learn how the body biologically responds to a crisis.
- Acquire the 6 steps to cope with a crisis in any environment.

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### SUGGESTED FORUMS:

Full or Half-day workshop; keynotes

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### SUGGESTED AUDIENCE:

Owners and entire team

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# JB Partners Presentations



## The Best You in 5 Words

Keynote

Everyone will relate to this personal, humorous, and insightful keynote presentation. Attendees will walk away ready to break out of their box, live bolder, think bigger, and move forward by giant leaps. They will learn the five, simple words it takes to be their best selves.

The loud, ever-present, negative self-talk is easy to listen to throughout the day. Ways in which we aren't good enough keep us living small and far from our best selves. Even with strong desire to break out of our box, live bolder, and move forward in giant leaps we lack the how-to's and ways to turn our desires into reality. Often it only takes a few, simple key steps to ignite our passion and turn fine into FABULOUS!

With this inspiring and humorous, keynote presentation, Jen Butler will connect with every attendee by sharing practical ways to interrupt the negative voices and tap into their best selves by using five (5) simple words. As others describe, attendees will leave "empowered", "motivated", "superwomen", and "changed at the core."



# Bio



Jen Butler is the CEO and founder of JB Partners, LLC. She received a double Bachelors of Science (Educational Psychology & Public Health Administration) and a double Master's of Arts in Education and Special Education from the University of Minnesota. With over 25-years' experience in Learning & Development and Business Analyst, Jen concentrated on adult learning, leadership, business operations, as well as components under the stress management and resiliency umbrella. She has worked with entrepreneurs, small business owners, corporate leaders and executives on how to obtain sustainable profitability with less stress and more fulfillment.

Jen's passion is to work with professionals held back by stress, fear, frustration, and dread. Her natural gifts are breaking down those barriers and building clients back up in a way that allows for each of them to go from functional to OPTIMAL. Through her many services, JB Partners' clients throw out the BS excuses and experience "HOLT SH\*T" moments that change how they live the rest of their lives.

## EDUCATION

**Bachelors of Arts, Educational Psychology - University of Minnesota**

**Bachelors of Science, Publish Health Administration - University of Minnesota**

**Masters of Education - University of Minnesota**

**Masters of Special Education - University of Minnesota**

**Masters of Special Education, Deaf/Hard of Hearing (concentration) - University of Minnesota**

**Nationally Trained and Certified Presenter - Development Dimension International**

**Certified Book Yourself Solid® Consultant - Michael Port**

**Certified Professional Coach (CPC) - International Coach Federation**

**Board Certified Coach (BCC) - Center for Credentialing and Education**

**Certified Kolbe® Consultant - Kolbe Corp.**

**American Institute of Stress - Diplomat**

## PARTIAL LIST OF PRESENTATIONS

**ADHA National Conference**

**Alpha Omega Fraternity - Phoenix Chapter**

**American Academy of Gnathological Orthopedics**

**Arizona State Dental Association**

**Arizona Veterinary Medical Association**

**A.T. Still Dental School**

**Breakaway Practice, LLC**

**California Dental Association**

**Central Arizona Dental Hygienist Society**

**Dentaltown/Farran Media**

**Hawaii Dental Association**

**Iowa State Dental Association**

**Midwestern University**

**MN State Administrators for Special Education Conference**

**MN State Council for Exceptional Children Conference**

**Nebraska State Dental Association**

**PACER Center**

**Pacific Dental Services - Arizona, Nevada, California**

**Pampered Chef National Conference**

**San Diego Dental Convention**

**Townie Meeting**

**Verizon Wireless Regional Meeting**

**Verizon Wireless National Summit**

**Western Regional Dental Conference**