



# People Performance Professionals

Assessment-driven development that builds better people, better performance, and better results.

People Performance Professionals (PPP) helps organizations improve communication, leadership, sales effectiveness, employee engagement, and workforce performance through assessment-driven development solutions. Our approach combines behavioral science, talent development, leadership coaching, and workforce strategies to help organizations unlock the full potential of their people. We believe people problems are performance problems.

## Our Core Framework

<b>01 - Assess</b> Gain insight before taking action with validated assessments.	<b>02 - Develop</b> Transform insight into action through targeted programs.
<b>03 - Coach</b> Create accountability and sustained growth.	<b>04 - Measure</b> Track progress, performance, and business results.

## Core Services

<b>Assessments</b> DISC, Motivators, Emotional Intelligence, Sales IQ Plus, 360 reports.	<b>Leadership Development</b> Workshops, executive coaching, team & communication development.
<b>Sales Performance</b> Intentional sales, DISC for sales, networking, coaching.	<b>Workforce &amp; Talent</b> Hiring assessments, readiness, career development, talent optimization.

## Signature Programs

- People Performance Foundations — communication, team dynamics, accountability.
- Leadership Performance Accelerator — leadership, EI, coaching skills, team development.
- Sales Performance Accelerator — DISC sales, Sales IQ Plus, intentional networking.
- Workforce Readiness Accelerator — professionalism, communication, workplace behavior.
- Youth Leadership & Entrepreneurship (Ages 10–18) — Kids DISC, Lemonade Stand Business Plan.

## Industries Served

Manufacturing • Healthcare • Professional Services • Construction • Small Business • Municipal Government  
• Workforce Boards • Economic Development • K-12 & Higher Education • Career & Technical Education •  
Nonprofits.

**Built from proven experience** across workforce, leadership, sales, education, entrepreneurship,  
and talent development.

## Leadership Team



**Brandon Ward, ASBC®**

Founder | Business Advisor |  
Leadership Coach



**Janelle Kennedy**

Business Development Strategist  
| Intentional Sales



**Shawki Daou, MBA**

Talent Development Specialist |  
Leadership Coach

### Scan to connect



Book a Discovery Call



Free DISC Assessment



Professional  
Assessments



Visit Our Website

Ready to build better people and better results?

**Book a Discovery Call** • [brandon@thewementality.org](mailto:brandon@thewementality.org) • 702-748-7738 •  
[thewementality.com](http://thewementality.com) • Henderson, Nevada