

**FALCON CREST**



**COACHING**

# **TRAINING CLASSES AND COACHING SERVICES OVERVIEW**

March 1, 2026



# TRANSFORMING TECHNICAL EXCELLENCE INTO MARKET LEADERSHIP

## The Hidden Cost of Communication Gaps

Environmental consulting and engineering companies, real estate organizations, and other technical businesses often share a common challenge:

Brilliant and well-intentioned technical professionals whose expertise often doesn't effectively translate into maximally effective client communication, team performance, or competitive advantage.

The result?

- Reduced productivity and team morale
- Internal miscommunications and inconsistencies
- Service commoditization and price pressure
- Lost business development opportunities
- Unrealized revenue potential

The truth is simple yet profound:

**Technical expertise without effective  
communication is expertise wasted**



## The Falcon Crest Coaching Solution

Falcon Crest Coaching (Falcon CREST) bridges this gap with specialized communication and leadership training designed exclusively for technical professionals. Unlike generic business coaches, Falcon CREST brings both the knowledge and credentials of a business leader and trainer, as well as the credibility of an active practitioner who has walked in your shoes — someone who understands the unique challenges of translating complex technical work into client trust and business growth.

---

*Did you know?*

*U.S. businesses collectively lose \$1.2 trillion annually due to poor communication*

---



---

*Did you know?*

*Poor communication could cost companies >18% of total salaries paid each year. If average salary = \$66,976, average loss due to poor communication = \$12,506 per employee*

---



---

*Did you know?*

*Companies with effective communication practices see 47% higher returns to shareholders over five years*

---



## **The Falcon CREST Framework: A Proven Methodology**

Every Falcon CREST program, class, and coaching session is built on the CREST framework — a systematic approach to communication excellence and leadership development:

### **CONNECT:**

Build authentic, trust-based relationships with clients, stakeholders, and team members.

### **REFLECT:**

Develop self-awareness and strategic thinking that informs every interaction.

### **EVOLVE:**

Implement continuous improvement systems that compound results over time.

### **SUCCEED:**

Achieve measurable performance gains in client acquisition, retention, and satisfaction.

### **TRANSCEND:**

Realize your personal potential and create lasting organizational and societal impact.

This framework moves technical professionals from being transactional service providers to becoming trusted strategic advisors.

**CONNECT   REFLECT   EVOLVE   SUCCEED   TRANSCEND**



## **Who Benefits from Falcon CREST's Services**

### Organizations:

- Environmental consulting firms
- Engineering companies
- Commercial real estate firms requiring technical due diligence
- Architecture, planning, and construction and development firms
- Commercial real estate brokerages
- Any organization with technical professionals who interface with non-technical clients and stakeholders

### Individual Professionals:

- Technical managers transitioning into leadership roles
- Senior consultants responsible for client relationships
- Practice leaders building and managing teams
- C-suite executives from technical backgrounds
- Business development professionals in technical fields



## **Core Training Programs Lead to Measurable Results**

### **Class Training**

Falcon CREST currently offers a program of four distinct training series that offer a range of powerful, practical, self-standing classes which, together, form a comprehensive and robust curriculum that empowers and enables individuals to realize their personal and professional potential, and companies to effectively reach and then surpass their goals.

### **Workshops and Executive Coaching**

In addition to this broad class program, Falcon Crest Coaching offers **individual training and workshops for junior staff and technical managers** to further develop and practice the skills and knowledge learned in class, and **executive coaching for senior managers and executives** to fine tune and elevate their team leadership skills and public-facing persona to develop a natural and authentic confidence which is effective and inspiring.



## 1. Technical Writing Excellence

Effective technical writing delivers measurable results:

- ✓ 25-40% faster review cycles and fewer revisions
- ✓ Reduced liability through clearer, more defensible documentation
- ✓ Consistent branding that reinforces market positioning
- ✓ Better-informed, more satisfied clients

More information about Falcon CREST's Technical Writing Excellence series and coaching services can be found [here](#).

## 2. External Communication & Executive Presentation Skills

Master executive communication that commands premium positioning:

- ✓ Translate technical complexity into executive clarity
- ✓ Build authentic business development skills aligned with technical values and professional integrity
- ✓ Reduce liability through consistent, precise value proposition messaging
- ✓ Increase revenue through improved sales effectiveness

More information about Falcon CREST's External Communication & Executive Presentation Skills series and coaching services can be found [here](#).

## 3. Internal Communication and Leadership Development

Organizations with strong internal communication see dramatic improvements that allow them to lead teams effectively, manage complex projects, and drive organizational performance without sacrificing technical credibility:

- ✓ 30-50% increase in efficiency and productivity
- ✓ Significantly improved morale and engagement
- ✓ Reduced miscommunication-related errors and liability
- ✓ Higher client satisfaction scores driving increased revenue

More information about Falcon CREST's Internal Communication and Leadership Development series and coaching services can be found [here](#).

## 4. Commercial Real Estate Due Diligence

Better trained junior & senior staff and executive leaders are more likely to:

- ✓ Result in improved morale and productivity
- ✓ Higher quality work products and services
- ✓ Reduced company and client liability
- ✓ Increased revenue and industry branding

More information about Falcon CREST's Commercial Real Estate Due Diligence series and coaching services can be found [here](#).



**Training Delivery Options**

- Half-day workshops for targeted skill development
- Full-day intensive programs for comprehensive training
- Multi-session programs for sustained skill building
- Individual 1-on-1 executive coaching
- Customized corporate programs tailored to your organization's specific needs

All programs include post-training support and follow-up consultation.



**What They Say About Falcon CREST**

"Excellent speaker, dynamic, and high level of expertise"

"I'm able to apply what I learned throughout my job"

"Very entertaining"

"Extremely engaging, easy to follow, and excellent relatability"

"Chemmie was very good at presenting the material in an understandable way"

"I enjoyed Chemmie's real world experience that he brought into the lesson and his engagement with the class"

"Great course. I will recommend this course to junior staff so they don't have to struggle like me on my first handful of Phase 1s"

"Very good presenter"

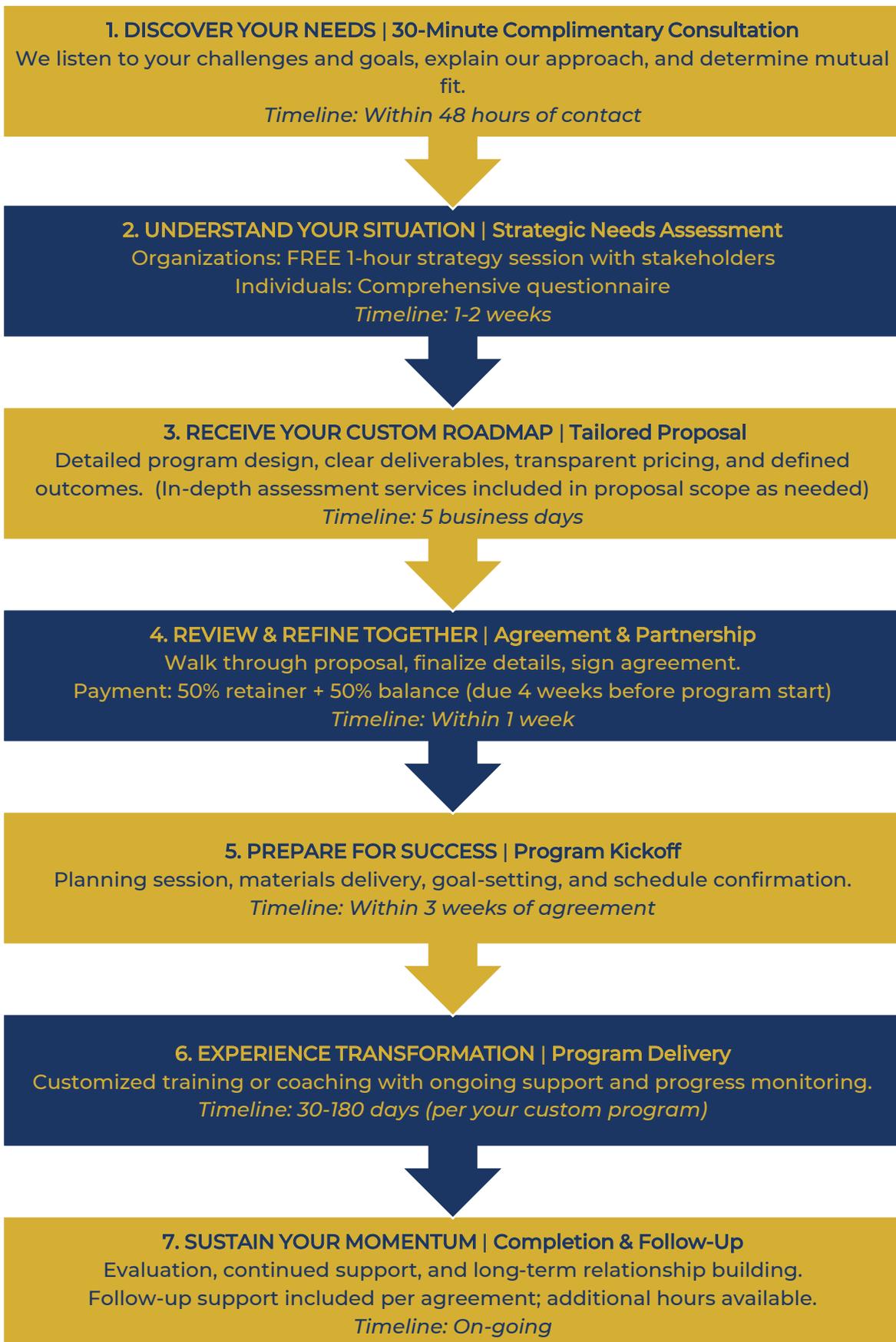
"Thank you. I've been looking for a good class exactly like this for some time"

"Tremendously informative, great jokes!"

"This is super helpful, I wish I took this class earlier"



### Your Partnership Journey: A Clear Path to Communication Excellence





### **Why Falcon CREST Stands Apart**

1. **Unmatched Technical Credibility & Industry Recognition:** Training delivered by one of only seven globally certified ASTM International Phase I/II ESA instructors — an active practitioner, published and cited in numerous industry publications, who understands your world from the inside.
2. **Specialized Focus:** Programs designed specifically for technical professionals, not generic business training adapted from other industries.
3. **Real-World Relevance:** Every example, case study, and exercise drawn from 25+ years of actual client situations - from vacant properties to \$100M+ portfolio transactions.
4. **Proven Track Record:** 30+ years teaching excellence, 25+ years client-facing consulting, and 1,000+ professionals trained across environmental firms, engineering companies, law firms, and real estate organizations.
5. **The Falcon C.R.E.S.T. Framework:** A systematic, replicable methodology that creates lasting behavioral change and measurable results.

### **The Strategic Advantage**

Your technical team's expertise is your greatest asset — but only if they can communicate it effectively. In a progressively competitive market where differentiation is increasingly challenging, communication excellence becomes the deciding factor in:

- ✓ **Winning premium projects** instead of competing on price.
- ✓ **Retaining clients** who value trusted advisors over commodity services.
- ✓ **Attracting top talent** who want to work for respected industry leaders.
- ✓ **Building organizational reputation** that commands market premium.
- ✓ **Creating sustainable competitive advantage** that can't be easily replicated.

The investment in communication training delivers measurable returns in client acquisition, retention, premium pricing, and organizational performance that far exceeds the program cost. While competitors compete on price, you'll command premium positioning that compounds yearly.

### **Take the Next Step**

Ensure you and your team communicate effectively. Schedule a complimentary 30-minute consultation to discuss your organization's specific challenges. E-mail or call Chemmie Sokolic, Falcon Crest Coaching Principal, at [CSokolic@FalconCrestCoaching.com](mailto:CSokolic@FalconCrestCoaching.com) or (856) 254-2473.

[www.FalconCrestCoaching.com](http://www.FalconCrestCoaching.com)



### Elite Technical Expertise and Unparalleled Credentials That Matter

Menachem (Chemmie) Sokolic, Principal

Menachem (Chemmie) Sokolic is Principal of Falcon Crest Coaching and The FalconRE Group, bringing a rare combination of elite technical credentials and proven teaching mastery to the challenge of developing communication excellence in technical professionals. As one of only seven people globally certified by ASTM International to teach Phase I and II Environmental Site Assessment standards — and the final editor of the industry-defining ASTM E1527-21 standard — Chemmie brings unparalleled credibility to his training programs.



His 25+ years as an active environmental consultant have included working for Fortune 500 companies and conducting or managing over 1,000 due diligence assessments ranging from residential properties to complex industrial facilities and major portfolio projects, and leading high-performing teams of numerous professionals across multiple offices.

This real-world experience, combined with 30+ years of teaching expertise, including training over 1,000 environmental and engineering consultants, attorneys, and real estate professionals, and being published or cited in numerous industry journals and news sources, uniquely positions him to understand and address the communication challenges technical professionals face.

Chemmie holds an **M.B.A. with a Real Estate concentration and Leadership focus** from Rutgers University, an **M.S. in Environmental Management & Water Resources** from Montclair State University, and a **B.S. in Environmental Science** from Kingston Upon Thames University. He also holds a **NJ Real Estate Agent license**, has studied **music composition and business at the Juilliard School of Music**, and was an **American College of Sports Medicine-certified Personal Trainer** — a diverse educational foundation that informs his ability to teach complex, nuanced skills across multiple domains.

As developer of the Falcon CREST Framework (Connect, Reflect, Evolve, Succeed, Transcend), he has created a systematic methodology that transforms technical professionals from transactional service providers into trusted strategic advisors who command premium market positioning, build robust client relationships, and drive measurable revenue growth through effective internal and external communication practices.

Download Chemmie's corporate resume [here](#).

- ✓ Final editor of ASTM E1527-21 Phase I ESA standard, and one of only seven ASTM-certified Phase I/II instructors
- ✓ 25+ years active environmental consulting
- ✓ 30+ years teaching excellence
- ✓ 1,000+ professionals trained