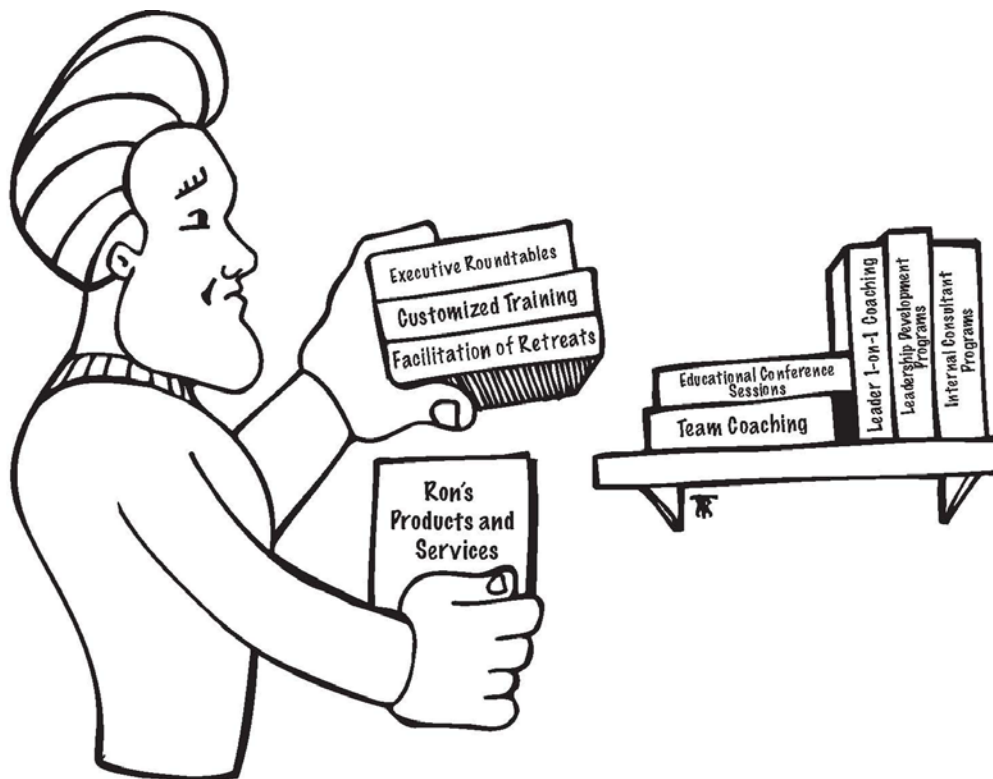


# Ron Rael, Leadership Coach

## 2006 Custom Course Catalog



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# Customized Leadership Training and Support

*A true leader inspires and grows people.*

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*More than 60% of American companies are currently unable to identify who their leaders of tomorrow will be.  
Source: The Conference Board*

**Are you one of the 60%?**

# Why You Need Ron Rael, Leadership Coach

*A leader is an ordinary individual with extraordinary courage.*

Ron Rael, Leadership Coach, is an award-winning speaker and facilitator who uses advanced learning techniques to deliver measurable, bottom-line results. Ron's highly customized training systems shape existing and emerging leaders. Based upon his accomplishments as a business executive, Ron helps companies turn their drive for success into real results of employee satisfaction, customer retention, and internal cooperation.

How Ron's unique perspective serves you:

- He makes the invisible, visible in your leadership program
- He opens your eyes to what you don't see
- He brings forth wisdom you have yet to uncover
- He tells you the truth about your business's personality
- He coaches, counsels, guides, supports, and finally keeps you accountable for your integrity

Serving you as your team's coach, Ron is an observer, advisor, and mentor providing honest feedback and the tools that build cooperation and trust. Your team is quickly working together with an attitude of interdependence because of Ron's emphasis on resilience, open communication, and mutual accountability.

As a coach to individuals, Ron strikes a balance between encouragement and accountability, assisting the emerging leader to write and implement a personal action plan for growth and improvement. You quickly discover and capitalize on your internal motivation to succeed and become more courageous.

Ron has personally trained thousands of leaders, executives, managers and their employees, and business professionals throughout the United States and Canada. He is well-known for his fun and original approach to learning.

Ron is listed in the *Who's Who in Professional Speaking* and is an active member of the National Speakers Association. He is the author of the book *13 ½ Strategies for Winning the Budget Wars* (now in bookstores). He is also one of the featured authors in *Fantastic Customer Service Inside & Out*. Watch for Ron's next book in 2006 on leadership strategies to foster a culture of ethics and integrity.

Ron is the Founder and a member of the **PNW Institute of Courageous and Ethical Leadership**, a consultancy of experts who are committed to building leaders for today and tomorrow.

## The Demand and Need for Courageous Leadership

Every leader can lead with his or her head, mind, and soul. Using a balance of caring and power, everyone who has a leadership role can and needs to be the catalyst for positive change using the personality of the business.

Since a leader is the visible communicator of values and morals in his or her organization, the leader needs to be highly self-aware of their limitations, influence and “message.”

Business leaders, through their attitudes, behaviors, and beliefs have the ability and bestowed power to make or break the fortunes of the investors, employees, and business partners. Because of this key influence each and every leader must understand his or her power and wield it wisely.

The best leaders are those that know they do not have all of the answers and rely on coaches, mentors, and co-synergy to create something magnificent and beneficial.

Leaders, to be successful today, must have integrity first. With integrity, their brand is enhanced, employees are trustworthy, and profits soar. Without it, the leader becomes an empty shell spouting meaningless slogans.

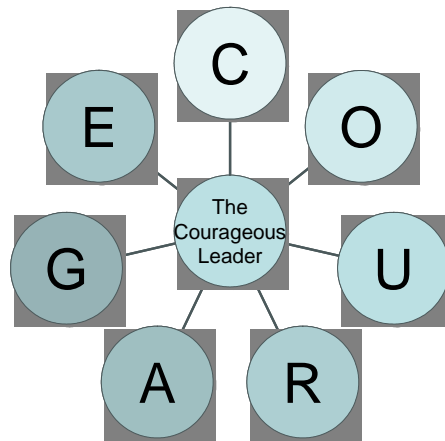
Leaders, to be powerful and influential, must see their decisions and actions in context with the employees’ desires, the stockholders’ needs, the customers’ concerns, and society’s demands. Without this “inside-out vision” and the ability to execute their plans, the leader becomes a bureaucrat.

By impacting lives, leaders change the world so they must be vigilant to their role, influence, and talents. If the leader opts out of this obligation, he or she cannot wield the most powerful tool available – the culture. The culture is the well spring for success or failure.

A business is successful when all of its existing and potential leaders pay attention to their vision, which inspires the employees, who manage the resources, which builds a viable business, which generates sustainable profits. Without all these necessary elements in place, the business will never live up to its full potential. Since change is constant, every one of these elements will turn to chaos without constant attention. This creates the need for today’s leader to be the primary catalyst of positive change. The leader’s role is to enroll and engage his team and her employees to do the same. The need for leadership talent is necessary to leap frog your competition.

*A leader is anyone who transforms a vision into reality. A courageous leader is someone who accomplishes this when the odds are against them.*

## Ron's Model for Fostering Courageous Leaders



Based upon experience, in-depth field research, and case studies of leaders in action Ron identified seven dimensions that turn the ordinary leader into a courageous leader. Each dimension holds a crucial competency that leaders must master to be able to lead with confidence and conviction. Courageous leaders blaze trails, foster integrity, make the tough decisions, and lead by shining example. This requires those with leader potential to move into areas and act in ways where he or she will feel uncomfortable at times. Thus, the courageous leader must be willing to shake up the status quo by coloring outside the lines.

Crucial competencies that allow the courageous leader to “color outside the lines”

### The 7 Leadership Dimensions

- Continuous business competency
- Organizational dynamics competency
- U (as in You) competency
- Risk-taking competency
- Accountability competency
- Group competency
- Ethics competency

## Ron's Leadership Experience

Before Ron decided to fully dedicate himself to a career as a Coach and Mentor to emerging leaders, he held the following positions:

- ◆ Chief Financial Officer and Director of Operations for Mac's Place, a software catalog business
- ◆ Controller for Almac Electronics Corporation, the Northwest's leading distributor of electronic components and systems
- ◆ Treasurer and Controller for A & B Transportation Services, Inc., a full service transportation organization
- ◆ Supervising Senior at KPMG Peat Marwick, CPAs
- ◆ Senior Accountant at Moss Adams, CPAs

Ron has repeatedly proven his leadership skills as the CEO of his own firm since 1992 and as director or officer in a variety of professional and volunteer organizations. More often, Ron serves as a behind-the-scenes change agent supporting other leaders in achieving their vision and goals.



*Ron, the leadership coach, provides the wisdom and tools to foster the business personality that attracts customers and employees.*

# Ron's Products and Services for You

*Are you adequately filling your leadership needs of tomorrow?*

Ron provides tools, training, and consultation services in a variety of formats. For more information on how he can assist you to spot and enhance leadership talent, please read the testimonials on page 9.

The following details some of the numerous ways in which Ron can help you develop courageous and ethical leaders for today and tomorrow:

## **Executive Roundtables**

A Roundtable is a small group of CEOs and Executives who meet regularly to support one another in solving problems and sharing best practices while improving their business and professional competencies.

Informal discussions in a safe marketing-free environment with your peer CEOs and Executives help you clarify issues and convert strengths, threats, and limitations into opportunities.

## **Customized Training**

Ron conducts customized workshops for clients across the country. You can select the leadership skill area based on the titles and descriptions of training that Ron delivers for other clients (please go to page 10). Or you can ask Ron to use his expertise to discover which aspects of leadership you need to be concerned about.

In every custom workshop, Ron starts by interviewing (in person or over the internet) a sample group of the planned attendees for the workshop to uncover issues that need addressing. Ron asks the tough questions that lead to rapid bottom-line results for you and your company. Next, Ron prepares a custom workbook full of interactive elements and rich content and finally delivers the content using the latest theories on learning and audience involvement.

## **Facilitation of Board or Management Retreats**

Board or Management retreats will help you plan for your future and address critical decisions. A retreat is a rare opportunity for the board or management team to work at its “game” and to achieve a new standard of performance while energizing one another. While the goals for every retreat vary, the main point is to use this stress-free opportunity to accomplish something that can’t be done through routine meetings in the office.

Ron is an excellent facilitator who will foster open dialog and will ensure your team generates an aligned action plan for lasting and innovative improvements.

## **Educational Conference Sessions**

Ron provides keynote addresses and educational breakout presentations at conferences and expos. His presentations can range from forty-five minutes to half-day. While his focus is normally on leadership, Ron can address emerging trends or hot-button topics.

Ron’s Leadership Conference Sessions:

*“Are You the Emperor Without Clothes? How to Lead with Integrity”*

*“Good Change Happens! (But only if you lead it) How to be a Catalyst for Transformation”*

*“The Egg vs. the Chicken AND Controls vs. Creativity! How to Lead an Innovative Culture”*

## **Team Coaching**

Often, the newly formed or recently updated team of executives or board needs support in working cooperatively together. Ron serves as observer, coach, and mentor to your group. He provides honest feedback while providing you with the tools that build cooperation and trust. The team is soon working together with an attitude of interdependence because of Ron’s emphasis on resilience, open communication, and mutual accountability.

## **Leader One-on-One Coaching**

Since Ron’s mission is to enhance people’s leadership skills, there are times when someone needs more intense individualized support. Ron serves as the person’s coach, assisting the emerging leader to write and implement a personal action plan for growth and improvement. Striking a balance between encouragement and accountability, the people Ron coaches quickly discover and capitalize on internal motivation to succeed and become more courageous.

## Leadership Development Programs

A growing trend in leading edge firms is the creation of a formal in-house program to develop tomorrow's leaders internally. Ron assists you in developing and implementing your program by putting into place the specific techniques for identifying, recruiting, and training leadership talent. Ron will partner with you to ensure that your program is effective by providing these leaders of tomorrow opportunities to apply the leadership competencies daily. Your program will quickly fill your leadership talent pool.

## Train the Trainer or Internal Consultant Programs

Ron can assist you to analyze and enhance the skills of those employees who are designated as your internal agents of change or your employee-trainers. Ron's skills, knowledge, and wisdom are passed onto those who you must rely on to make your future vision more a reality.

Your internal change catalysts and your trainers must have tenacity, vision, and of course, persuasion skills in addition to operational acumen. Ron will ensure that you can measure the success of your change or training programs return on investment.

Ron draws his inspiration from the visionary Walt Disney, who believed:

*"You can dream, create, design and build the most wonderful place in the world but it requires people to make it a reality."*

To this he adds, *"And it takes courageous leaders to recruit and develop those people who will make your dream a reality."*

### Do you currently attract, develop and retain leaders?

1. Can your newest leaders implement your vision and plans if you were suddenly out of the picture? Yes \_\_\_ No \_\_\_
2. Have you identified at least two future leaders who can \_\_\_\_\_ the senior members of your leadership team? Yes \_\_\_ No \_\_\_
3. Do you currently measure the emotional intelligence and leadership competencies of your emerging leaders? Yes \_\_\_ No \_\_\_

If you had more than one "No" response, turn the page to find out how Ron Rael can assist you to prepare for the future of your firm right now.

## Ron's Clients

Ron has personally trained thousands of leaders, executives, managers and their employees, and business professionals throughout the United States and Canada. Ron works primarily with firms that believe intellectual capital is their most valuable asset and desire to enhance and surpass the competition with theirs.

In addition to the 26 professional Societies and Associations that Ron regularly consults for, his growing clientele list includes:

- ◆ Adaptis
- ◆ Albertson's
- ◆ Arthur J. Gallagher & Company
- ◆ Associated Grocers
- ◆ Battelle Labs
- ◆ Bright Horizons
- ◆ Bureau of Prisons
- ◆ Business Resource Services
- ◆ Clark Nuber CPA's
- ◆ Clothier and Head CPA's
- ◆ Columbia Paint
- ◆ Costco Wholesale
- ◆ Great West Healthcare
- ◆ Harbor Properties
- ◆ Hau and Associates CPA's
- ◆ Lang Manufacturing Company
- ◆ Learn Live Technologies
- ◆ Marsh USA
- ◆ Pac-Tech Engineering
- ◆ Premera Blue Cross
- ◆ Quadrant Homes
- ◆ Seattle Pacific University Business School
- ◆ Simpson Timber Company
- ◆ Social Security Administration
- ◆ Starbucks Coffee
- ◆ Timberline Software
- ◆ University of Hawaii
- ◆ University of Washington
- ◆ University of Wash Medical Centers
- ◆ US Bureau of the Census
- ◆ US Navy
- ◆ Volt Staffing Services
- ◆ Washington Credit Union League
- ◆ Washington Mutual
- ◆ Westward Seafoods
- ◆ WR Grace

## Sample Testimonials from Clients

“Your customized training at our recent retreat was both well received and very impactful. Each person on my staff took away something of value and felt the training was personalized just for him or her. Each person felt important and heard. If every team had you as their trainer, there would be many, many more success stories. Thank you, one more time.”

“Your presentation was well received by our participants and they expressed how valuable your information was to them. The overall results of the participants’ evaluation rated you excellent! Again, thank you for your help in making this session a success!”

“Your information on mismanagement was very informative and I think it hit home with a lot of our members and was something that many don’t think about as part of their daily business. We all felt you were very knowledgeable in your field, entertaining and we all enjoyed your great stories and cartoons. I think we all know a little more about what it takes to have a balanced business.”

"The thing that made you the right person for our organization was that you worked with us to understand exactly what the issue was we were facing. You tailored the training ... to address the issue in context with our organization. You have the innate ability to hone in on the factors that were limiting our ability to move beyond where we were."

"Our Team is Fabulous! I always knew that we could work better together and now we are, thanks to you. The training ... is having an impact! The team is receiving better results for our efforts and we all function at a higher level. You are good at bringing out people's ideas and facilitating learning."

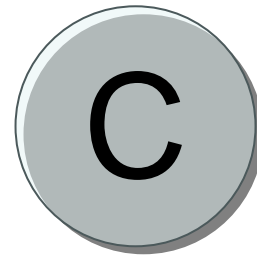
# Courageous Leadership Competencies

*Lead or get out of the way!*

Ron has been involved in consulting projects and has lead numerous workshops covering a variety of leadership skills. Below, we have divided Ron's leadership content into categories based on the skills experienced in the workshop. In addition to the topics listed here, Ron will customize or combine any of these or create an entirely new presentation based on your specific needs.

**You tell us what you want and we'll make sure we deliver!**

## #1: Continuous Business Competency



### *Skill - Leader's Financial Acumen*

**“Plug Your Profit Leaks: Specific Ways to Save Time and Money”**

This hands-on workshop gives employees specific ways to immediately impact the company's bottom line. These proven techniques will define strategies for lowering costs, improving productivity, or gaining efficiencies. We will explore many different methods in-depth to show how easy they are to implement yet make a huge financial impact. (Code: APL2)

**“Accounting Made Easy! Or Everything You Need to Know But Are Afraid to Ask”**

This interactive workshop will remove the mystery known as “accounting.” You will discover what accounting is about, how it serves every leader, and why accounting is necessary to foster success. Since every decision has a direct impact on profits, we will explore ways that accounting information fosters smarter decision-making on all levels. (Code: TAME)

## ***Skill – Productivity Acumen***

### **It's All in the Process! How to Generate Fast Forward Productivity**

In this highly interactive workshop, you will gain insights on how to improve and document your key work processes for maximum effectiveness. We will analyze processes to increase productivity and reduce time inefficiencies. (Code: TIAI)

## ***Skill - Budgeting and Visionary Planning***

### **“Manage Your Budget Without Knowing Accounting - Part 1: Budgeting Nuts and Bolts” and “Manage Your Budget Without Knowing Accounting - Part 2: Budgeting from A to Z”**

Just because an employee administers and manages a budget, never assume the person understands budgeting. This workshop is designed to give budget beginners and budget survivors valuable information that will make you more effective in managing and controlling your budget. (Codes: BMY1 and BMY2)

### **“Meet the Three Big P’s! Advanced Skills for the Budget Manager”**

Budgeting is both an art and a science. In this advanced-level workshop, you will learn how to apply leading edge tools and methods to make your planning process more strategic and your budget process more flexible using a S.L.O.T. analysis tool. (Code: BMTT)

### **“Win By a Mile or More! Smart and Profitable Planning!”**

In this advanced-level workshop, you will learn leading edge techniques of the planning process that are necessary to be profitable. You will also explore the ways to have your planning and budget processes work to increase the potential for higher profits. (Code: BWBA)

### **“The Prioritized Budget: How to Squeeze Blood Out of a Turnip!”**

Budgeting often leads to “turf” fights for precious and scarce resources. In this advanced-level workshop, you will learn how to build a set of decision-making processes early on and how to use them to make smart allocation choices that payoff for your entire organization. (Code: BTPB)

### **“Five Quarters in a Dollar: Distributing Limited Resources so Everyone Gets Enough”**

In this advanced-level workshop, you will learn leading-edge techniques to improve the resource allocation processes, forecast revenues more accurately, and discover the drivers behind a budget system that works to increase smarter sharing of firm resources. (Code: BFQI)

### **“Bloody Budget Negotiations? How to Facilitate Agreements for Greater Success”**

In this hands-on workshop, we will take a page from the professional negotiators handbook. You will learn techniques used to create a series of agreements throughout the budget process. You will end up with a completed and prioritized budget sooner and with less agony. Come ready to practice your ability to negotiate and facilitate! (Code: BBBN)

### ***Skill - Real World Reporting and Timely Feedback***

#### **“You Get What You Measure So Measure What You Want! Maximize Performance with Smart Operational Reports”**

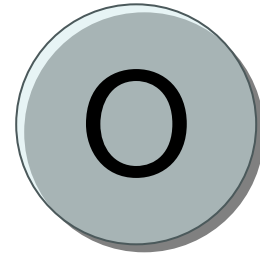
In this workshop, you will define the factors that contribute to your organization’s success and determine the best ways to measure and report on them to inspire higher profits and performance. You will be able to determine the best ways to design a reporting system that measures, aligns, and keeps score of both financial and non-financial performance and develop a linked integrated system. (Code: TYGW)

### ***Skill - Leading and Guiding a Professional Services Firm***

#### **“Who Am I? Marketing Your Strength”**

In today’s business environment two things are clear - you cannot grow unless you market yourself AND people are very skeptical of anyone marketing to them. In this customized and interactive workshop, you will discover multiple ways to increase your ability to market your services that will gain you more business. This customized and interactive workshop explores ways to market your services while retaining dignity and self-respect. You will define how you can best market your organization using your personal strengths. (Code: PWAI)

## #2: Organizational Leadership Competency



### *Skill - Fostering Fantastic Customer Service: Inside and Out*

**“Does Your Customer Service Cost You Sales? Create a Customer Comes First Culture”**

Building upon the Law of Great Customer Service, you will define clear and specific strategies to convert every team or department into a united customer-driven organization. You will learn how to assess customers’ needs, how to measure their satisfaction level and then create the process to wow them! (Code: LDYC)

**“It’s Not My Job” Syndrome: Ensure Your Team Delivers Fantastic Customer Service”**

Employing the Law of Great Customer Service, you will define clear and specific strategies to turn any administrative or internal function into a customer driven organization by assessing your internal customers’ needs and wowing them with our attentive responsiveness using a S.L.O.T analysis tool. (Code: LINM)

### *Skill - Leader as Change Catalyst*

**“How to Spark Positive Change! The Art and Science of Consulting”**

Believe it or not, there is more to consulting than a lousy reputation! You will discover that it requires a certain skill-set to be an effective consultant. Attend to find out how the consulting process works and if you have the skills and attitude necessary. We will define exactly what consulting is and demonstrate how the consultant or change agent can be most effective for their internal or external clients. (Code: THTS)

**“Make Sense of the Process by Making the Process Make Sense!”**

In this highly interactive workshop, you will explore and analyze specific key processes using a variety of techniques to ensure the end “customer” is served and the benefit outweighs any cost of the process. (Code: TMSO)

### ***Skill - Building Interdependence Into the DNA***

#### **“Do You Suffer from Bureaucracy or Turf Wars? How to Eliminate Them from Your Culture”**

This highly interactive and fun workshop provides you with a process for removing existing and potential conflicts from the workplace. We explore the reasons why conflicts occur and experience confidence-building exercises that reduce tensions while building cooperation. (Code: LDYS)

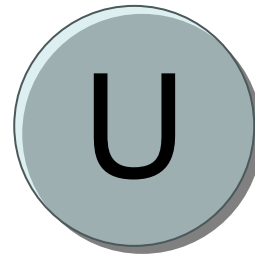
#### **“Miscommunication Can Cost You Millions! How to Create a Culture of Communication”**

To be successful today, you must communicate well and often. Yet most people don't know how to improve their ability to be heard and understood. You will learn and model communication tools that will enhance all communications, especially those in the workplace so that you can better understand the pluses and minuses of your own style of communicating. You will see how your own style interacts with other styles and use several models to ask for what you need. Discover how to enhance your ability to be in control in difficult communications. (Code: LMCC)

#### **“Stop the Insanity! How to Get Employees Focused After Unexpected Turmoil”**

Using lessons learned from the major evolutions in the business and political realms, we will determine the best methods for dealing with unexpected or sudden change. You will gain techniques and tools to convert the dread of change into positive energy, prepare a plan of action for the future you desire, assist others to move ahead in a courageous manner, and enhance your ability to deal with the effects of major upheavals. (Code: LSTI)

### #3: Leader Self-Development Competency



#### *Skill - Motivating the Under-motivated*

**“Buying Time or Motivating Loyalty? How to Create Employee Loyalty Money Can’t Buy!”**

There are ways to inspire people to greater performance – and it’s NOT money. In this workshop, you will learn the latest on motivation, rewards, and how to develop a super-achieving employee even in stressful times. Discover specific ways to earn employee trust and loyalty so you can outfox the competition. (Code: LBTO)

**“But Will They Be There For You Tomorrow? How to Lead Today’s Workforce”**

What does this latest generation of workers want? How will we retain them when a better offer comes along? This interactive workshop answers those questions and more about today and tomorrow’s employees. We will explore the values and needs of the Boomers, the Xers and Millennium generations. (Code: LBWT)

#### *Skill - Being the Courageous Leader (when it is tough to be)*

**“Fast Forward Leader: Leading by Example and Vision!”**

In this workshop, you will become more effective by understanding your role in determining the organization’s future and by focusing your strengths. You will define your role and contribution to the success of your team. You will be in an interactive forum that defines the specific qualities that are needed by the person moving up the leadership ranks. (Code: LFF1)

**“Fast Forward Leader University: Leading During Tough Times!”**

Leaders today create themselves! Building upon your inherent business skills as a professional, you must develop yourself into an agent for positive change and build loyal followers. It takes a courageous person to become a mover and shaker during times of turbulence and extreme uncertainty. Leaders develop through self-awareness, visioning, coaching, mentoring, and individualized feedback. By attending this valuable leadership series, you will get all this and more. This leadership course will show you a process for quickly becoming an outstanding and courageous leader.

This is a fully customized leadership institute or university with multiple linked sessions; ideal for firms that have yet to implement their own leadership university. (Code: LFF2)

## *Skill - Negotiating and Persuading Others*

### **Get What You Want, When You Want It! Negotiating Skills for Everyone**

The ability to negotiate is not something people are born with – it's a skill that grows with practice. Negotiating is not compromising nor creating a win/lose outcome. In this highly interactive workshop, you will discover that you are better able to negotiate for what you want by learning the four critical skills of P.E.R.C to get what you want, when you want it. (Code: LGWY)

### **Trust or Mistrust? Guiding the Client to Say “Yes” With Integrity**

The ability to facilitate requires knowing when to negotiate and when to guide. For a professional whose job requires leading the client to a decision, you must be able to understand how these two skills complement each other so your client makes choices that are in his/her best interest. In this skills practice workshop, you will hone your ability to use both negotiating and facilitating together and select the most appropriate technique. (Code: LTOM)

### **“They Don’t Eat Their Young Do They? How to Work With Difficult People!”**

We will employ the C.A.R. Strategy to enable you to interact better with your co-workers. You will gain an understanding of why fellow employees can be seen as “difficult,” learn the real reasons why another person’s behavior is distracting, brainstorm strategies for making the interaction better and create your own strategy for improving interactions with your co-workers and “cow-workers.” (Code: LTDE)

### **“Gone In 30 Seconds! Critical Presentation and Communication Skills for the Business Leader”**

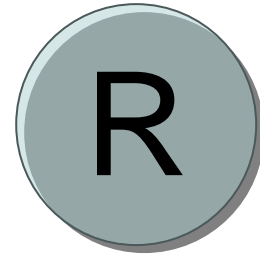
Today’s professional must be able to get his/her message across and persuade people to follow or take action. Discover how to do this successfully in front of any audience in order to deliver and anchor an important message, ensure you know your audience, communicate technical information in a meaningful manner and understand how you impact the listener. (Code: LMTC)

## *Skill - Priority Management and Goal Execution*

### **“Too Much to Do and Not Enough Time! Fast Forward Ways to Manage Your Time”**

‘Time is money!’ Or is it ‘money is time?’ Every professional knows that you have more to do and less time to do it and you are already behind while everything is due now! Attend this interactive workshop to see a leading-edge view to manage your time while sticking to your priorities and achieving goals. Don’t be late! (Code: LTMT)

## #4: Risk-Taking Competency



### *Skill – Maintaining the Delicate Balance of Risk vs. Reward*

“What Is Your Risk IQ? The ABC’s of Smart Risk Management”

Managers at all levels must be able to define the payoffs from business risk-taking and to explore the methods of understanding, identifying, and reducing the negative effects of everyday business risks. In this workshop, you learn and define what business risk-taking really is. We explore methods of understanding, identifying and reducing the effects of everyday risks to reduce losses and negative results. (Code: TWIY)

### *Skill – Leading the Innovative Culture*

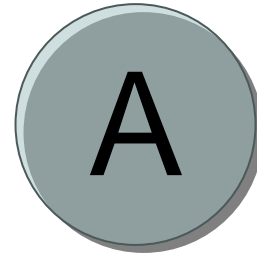
“How to Increase Productivity by Balancing the Needs of Both the Individual and the Organization”

Many daily work processes were created long ago without any focus on how it truly benefits your company. But when each person involved in a process understands the process value and has tools to measure it, they can easily reorganize their duties and priorities to generate productivity gains. This workshop provides several easy-to-implement methods of boosting employee productivity. You will learn to identify productive performers and those who require more assistance in improving their own productivity. (Code: THTI)

“Fast Forward Innovation! How to Deliver Breakthrough Improvements”

Constant change is the norm today, yet unless we strive to continually improve the work we do, work will get done the same way it always has. Using the highly valued tools of teaming, best practices, and benchmarking, you will experience techniques that will lead to major breakthroughs that will save the firm both time and money. (Order Code: TFFI)

## #5: Accountability Competency



### *Skill – Making Accountability a Reality*

“Are Your People Walking the Talk? Fast Forward to Corporate Accountability”

In this interactive workshop, you will discover the many facets of accountability, what it really is about, how to build it and why accountability fosters success. Since people's accountability has a direct impact on profits, we will explore ways to enhance their ability to improve the bottom-line with integrity. (Code: LAYP)

### *Skill - Self-Regulation and Compliance*

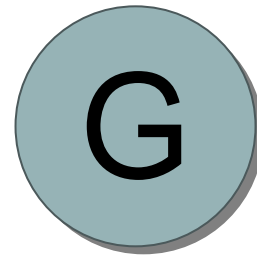
“Plug Your Profit Leaks: How to Develop Accountable People and Processes”

This workshop provides both an insider and global perspective of internal controls. You will learn practical methods of improving internal controls while complying with the latest Sarbanes-Oxley standards. You will use evaluative tools for assessing if the control allows employees to be flexible while preventing losses or fraud from occurring. (Code: APL1)

“From Parables to Productivity: Why and How to Replace Your Policy Manual with Story Books”

Quickly you will be able to introduce a highly effective management tool that will capture the attention and support of all employees! Employing this tool will enable you to replace the costly and critical, yet often-ignored policy manual. You will begin creating a collection of memorable, easy to update stories that illustrate your values and that employees will look forward to reading and taking to heart. (Code: AFPT)

## #6: Group Leadership Competency



### *Skill – From Supervisor to Leaders*

**“Relationships Built on Trust or Mistrust? How to Foster Superior Employee Performance”**

This advanced level workshop demonstrates the skills of Coaching so you achieve superior levels of employee performance. You learn in an interactive, problem-resolving environment while you model coaching techniques to affect people’s behaviors. (Code: LRBO)

**“The Game is the Same, Only the Rules Have Changed! How to Become a Fast Forward Supervisor”**

Supervising is more about working with others rather than working over them. In this interactive workshop, supervisors learn how to be more effective as emerging leaders. You will explore specific ways to increase or create loyalty and the methods that leading-edge supervisors use to get results. (Code: LTGI)

### *Skill - Leader as Coach and Mentor*

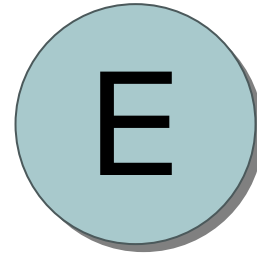
**“Lessons from the Potato Patch! Growing the Department into a Team”**

What is a team and how does the team process work? Why are there both positive and negative aspects of being part of a work team? This workshop that defines the method of building and using employee teams to take on critical challenges or responsibilities. As a participant, you will work through the team process to discover how to work interdependently. We will define the method of building and using teams who undertake critical financial challenges or responsibilities. You, with other participants, will explore the team process to demonstrate how to get more done with fewer resources. You will immediately use the tools necessary to turn a department into a real, activated team. (Code: LLFT)

**“More Lessons from the Potato Patch! Advanced Teaming Skills for Team Members and Team Leaders”**

Just because you are a member or leader of a team does not guarantee that people will work together interdependently. Once a group starts down the road to being a team, the group needs constant reinforcement and support to shape it into a real team. This interactive workshop is a problem solving session for team leaders and team members to make the most of their team’s efforts. You will learn how to diagnose why your team is not achieving its potential and as a participant, you will work on more advanced issues that often make or break a team’s effectiveness. You will be observed and coached on your current skills and begin to hone the skills to make you an even more effective team leader and facilitator. (Code: LMLF)

## #7: Ethical Leader Competency



### *Skill - The Leader with Integrity*

“Fast Forward Integrity: How to Switch Anxiety to Integrity”

Unfortunately for everyone in the business and Corporate America, our reputation has been tarnished by recent examples of unethical decision-makers. Today’s leader must step up to be the conscience of their organization by setting the ethical tone and conduct. Once you start down the slippery slope into the GRAY ZONE it is often too late! This insightful workshop will give you the tools you need to define who has integrity and who does not. You will discover ways to hone and proactively steer your corporate culture towards a reputation of integrity. (Code: LSLI)

### *Skill - Fostering a Culture Built on Ethical Behaviors*

“Stop Living In the GRAY ZONE! How to Build a Culture of Ethical Behaviors!”

Unfortunately for everyone in the finance profession, our reputation has been damaged by recent examples of unethical decision-makers. Today’s finance leader must be the conscience of his/her organization by setting ethical standards and conduct. Once an employee starts down the slippery slope into the GRAY ZONE it is often too late! This insightful workshop will give you the tools you need to build a culture based upon strong ethics. You will discover ways to define and proactively improve a corporate ethics program and understand why unmanaged cultures never grow strong ethics. (Code: AFFT)