



THE CONFIDENT LEADER SERIES
**MAKING GOOD COMPANIES BETTER
BY DEVELOPING THE BEST PEOPLE**



**CONFIDENCE BUILDERS
INTERNATIONAL, INC.**

EXPERIENCE IT!

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WHY? now!

When a leader takes on the job of building new leaders, he or she can sometimes find the task daunting. Many companies find that task management is much easier to handle than people management. Yet, there's a science for each side of the business. Each has its own rules and guidelines for success. The Confident Leader Series is designed to help companies develop a strong leadership team that is ready to move the company forward.

WHO WOULD GET THE MOST BENEFIT?

You've identified the self-starters, the go-getters and the driven members of your team. They can be electrifying at times, but sometimes these are the very people who have not learned how to manage or lead a team. And there are those on your team who probably have a lot more to contribute, but they need a bit of a push into the limelight. As you select who will attend, go for the obvious candidates as well as those who are not so immediately obvious. You want a diverse team of leaders.

WHAT CAN YOU EXPECT?

There might be some resistance when you first introduce The Confident Leader Series. It's usually stated in terms of time, "We can't attend seminars, we are just too busy." While it's true there's never enough time, sometimes it is the perfect time to take action. The benefits will far outweigh time spent.

DESIGNelements

MAKING IT EASY

At Confidence Builders we create Customized Design Elements to meet your specific needs in a unique three-phase approach.

PHASE 1

Meet

Meet with top management team to discuss goals, objectives and anticipated results

Interview

Interview all participants prior to the opening session to encourage commitment

Recommend

Recommend specific course content to meet leadership training and development needs

PHASE 2

Design & Deliver

Design & deliver content based on current research and field experience

Focus

Focus on interactive learning including online assessments, structured conversations, role plays, team building activities, group discussions and individual coaching

Learn

Modules are designed to provide an easy and relaxed adult learning environment--flexibility is a key component of our training philosophy

PHASE 3

Follow Up

After each session participants will receive online follow-up from the facilitators

Feedback

At the end of the series we'll ask for comprehensive feedback from each participant and their managers, which will be shared with top management

Celebrate

Hold a graduation ceremony to celebrate and recognize each individual's accomplishments

HOW it works



PROGRAM modules

MODULE 1: CORPORATE CULTURE

Objective:

The first module will contain an overview of the entire Confident Leader Series and the reason it is being offered. We will post the overall objectives for the course and briefly explain why each module has been selected.

We recommend a welcome message from the president to establish his or her commitment to the program. Participants will learn about the driving forces that make their company or organization unique – its culture and how that culture impacts everything they do.

Method:

Highly interactive, mini-lecture, exercises and group discussions.

Results Anticipated:

Participants will understand the importance of working within the culture to achieve success.

PROJECTED LENGTH:
8 HOURS

MODULE 2: EVERYTHING DiSC®

Objective:

With a series of individual and team assessments, participants will be able to see how their behavioral traits impact others. The assessments provide a method for people to discover their preferred style of leading and managing others. There will be ample time allotted to work toward greater degrees of understanding teams within the organization.

Method:

Assessments, role plays, examples, exercises and fun.

Results Anticipated:

Participants will have a new communication tool for working with teams, clients and vendors.

PROJECTED LENGTH:
8 HOURS

MODULE 3: MANAGEMENT

Objective:

Participants will review the 3 main roles of a manager: planning, organizing and monitoring. This course will also clarify the manager's role in people development and will offer "the field of play" method for handling performance issues.

Method:

Focus on techniques that work for manager/leaders, role plays, videos, workplace team assessments.

Results Anticipated:

Participants will have a full understanding of the issues involved in managing a work force. They will be able to help develop the people side of the business.



PROJECTED LENGTH:
16 HOURS

MODULE 4: SIGNALS OF COMMUNICATION

Objective:

The focus of this course is to help participants identify and learn how to use the most common communication signals—what works and what does not. They will learn how to move conversations forward instead of getting stuck in preconceived attitudes and behaviors.

Method:

Very interactive, role plays, group discussions and fun.

Results Anticipated:

Participants will learn about their own and others' communication triggers and how to handle them. They will be seen as great communicators—every leader's prize possession.

PROJECTED LENGTH:
4 HOURS

MODULE 5: PUBLIC SPEAKING

Objective:

Leaders must be able to communicate with clarity, enthusiasm and vision. This module provides participants with the tools they need to speak in any environment and to be heard and seen as authentic and action-oriented individuals.

Method:

Live practice, videotaping, peer coach and professional reviews, exercises, and follow up critiques.

Every participant will vastly and dramatically improve speaking skills.

PROJECTED LENGTH:
16 HOURS

MODULE 6: BUSINESS WRITING

Objective:

Language counts. Leaders set the tone for those they lead. An important factor in leadership success is the ability to write with clarity and conciseness. The language must convey a direct style that is easily understood and acted upon.

Method:

Several writing exercises, writing critiques, grammar review and open discussion sessions regarding best practices.

Results Anticipated:

Participants will be able to write compelling documents.

PROJECTED LENGTH:
8 HOURS

MODULE 7: THE ART OF LISTENING

Objective:

To be a good listener is to be a good leader. Listening to someone is the greatest gift a leader can give. The objective for this class is to provide participants with the precise tools they need to overcome distractions and to pay attention.

Method:

Highly interactive, exercises, role plays, and a listening assessment.

Results Anticipated:

Participants will become more efficient and more empathetic listeners, which will lead to higher levels of understanding and commitment.

PROJECTED LENGTH:
4 HOURS

MODULE 8: TIME MANAGEMENT

Objective:

Participants will develop methods to keep distractions to a minimum and to become masters of time. They will learn the arts of delegation and accountability.

Method:

Group discussion, time mastery assessments, and best practices in time management.

Results Anticipated:

Participants will be able to accomplish more with less stress as they learn the keys to time mastery.

PROJECTED LENGTH:
4 HOURS

MODULE 9: TEAM BUILDING

Objective:

Participants will learn that a team is only as good as its leader. The focus will be on developing trust on the team. In addition, there will be emphasis on how to be more innovative and creative with teams. It is at this point that participants feel ready and fully equipped to lead great teams.

Method:

Games, role plays, small group discussion, fun and laughter.

Results Anticipated:

Participants will have a wonderful time at this session. They will feel totally confident in their role as leaders.

PROJECTED LENGTH:
8 HOURS

MODULE 10: LEADERSHIP

Objective:

The final module focuses on exceptional leaders. We will identify the qualities found in great leaders. We'll introduce current motivational theories and we'll address the power of a reward and recognition system.

Method:

Mini-lectures, exercises, group discussions, shared knowledge and camaraderie. The finale will be a graduation ceremony and celebration.

Results Anticipated:

Participants will feel ready to take on the unique job of inspiring others with wisdom and vision.

PROJECTED LENGTH:
8 HOURS

ACTION steps

SELECTING DATES

Since there is a significant time requirement to complete The Confident Leader Series, it is critically important for senior management to commit to it. We recommend establishing a 6-12 month schedule with tentative dates selected and published. We are very aware of time considerations and therefore we agree to be as flexible as possible to meet emergency business situations, etc. We have found that by committing to the whole schedule up front, time interruptions can be kept to a minimum.

SELECTING PARTICIPANTS

Senior management chooses up to 20 people whom they consider to represent the future of the company. The selected may come from existing management, new hires or from other sources, such as someone who is not currently in a management position but shows great promise. The 20 people who are chosen become very close during the course and that helps to open lines of communication and cross functional training.

PROFESSIONAL FEES

What's included:

- pre-series meetings with senior executives
- manuals and class materials
- Everything DiSC® assessments & videos
- meetings with participants as needed
- interim meetings with senior executives
- online evaluations
- graduation ceremony & certificates

Fee Structure:

- \$60,000 for up to 20 participants
- \$20,000 deposit upon agreement
- \$20,000 after the 5th Module Delivery
- \$20,000 payable at conclusion of the series



OUR style

We are dedicated to working with entrepreneurial companies that want to grow and grow and still maintain their entrepreneurial spirit and enthusiasm. It has been our experience that the company founders are usually excellent at tasks and can become somewhat challenged by the people part of the business. We love the people part.

That's where we shine.

Companies we keep.

Our clients' success speaks volumes about our service.

We are in our 17th year as Confidence Builders. We've worked with management teams from Snapple, TQL, AequiCap, Cincinnati Bell and Messer. Results with all of our clients have been outstanding.

In some cases, spectacular!

Why? Because we spend considerable time learning the culture of the company or organization so that we can develop our programs and activi-

Our mission is to help make good companies better by developing the best people!

ties specifically to suit their needs. We honor and respect every team member because each one has specialized insights and knowledge that we can tap into and share. Our discussions are open and at times, brutally frank.

We approach all of our assignments with integrity and we honor all confidentiality issues. We have fun with teams and work from our strong belief that "laughter precedes learning." It works.





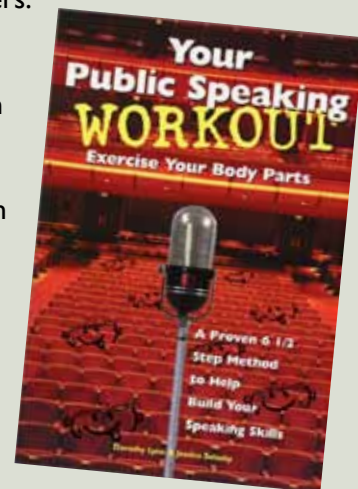
OUR story

It often surprises people when they hear that the co-founders of Confidence Builders are a mother/daughter team. **Yes, we are.** We come from different sorts of work-related backgrounds but **the differences create a strong synergy.**



Dorothy Lynn found the perfect job back in the '70s. She was hired as the first female program director for the Presidents Association, CEO division of the American Management Association. In that position she was exposed to the best minds in management development, including Peter Drucker, Warren Bennis and Tom Peters. Thus began her fascination with management training and development. In 1983, she went out on her own. Her first client was General Foods and second, Dow Chemical. From there, she focused on more entrepreneurial companies, where she has worked ever since. She is the co-author of two books. *Your Public Speaking Workout* was a collaboration with daughter, Jessica. Dorothy combines wit, wisdom and common sense in her coaching and training.

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Jessica Selasky began her career with General Electric and moved on to Federated Department stores. In both of these large enterprises, she found herself winning awards and recognition in the form of promotions to management positions. Jessica chose to leave the corporate world to be in a position to help more people realize their potentials as leaders and managers. She helped create Confidence Builders in 1994. Since then, she has designed and delivered hundreds of seminars on management topics. Jessica is the past president of the Greater Cincinnati ASTD and served on the board of Camp Joy for nine years.

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