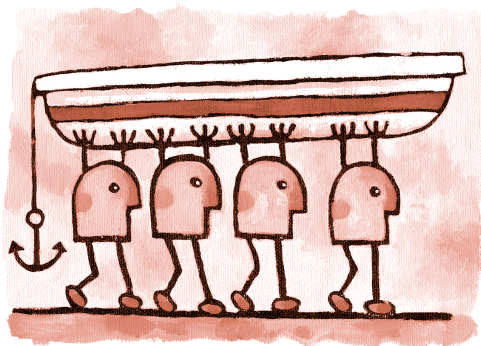


Discover the powerful tools
and techniques today's
winning managers use to achieve
phenomenal team results ...

COACHING, MENTORING & TEAM-BUILDING SKILLS

for Supervisors,
Managers and
Team Leaders



register now
Enroll
today online at
www.NationalSeminarsTraining.com
or call 1-800-258-7246.

- Discover important tools for enhancing cooperation, communication and teamwork
- Become a highly respected leader who is known for achieving extraordinary team results
- Apply proven mentoring techniques to help every member of your team realize his or her performance potential
- Create a high-energy climate that fosters initiative and innovation
- Deal tactfully, yet decisively, with unacceptable employee behavior and unsatisfactory performance

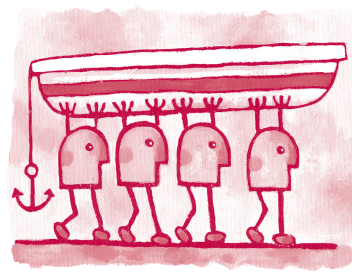
If you're a leader who'd like to see more cooperation ... stronger teamwork ... better attitudes ... and exceptional results from your team, then attending this workshop is an absolute MUST for you!

And much, much more!

See pages 4-5 for your complete workshop



You can't expect to build a strong team without strong team-building skills ...



A successful manager, supervisor or team leader in today's highly competitive workplace is a lot like the coach of a winning team.

You may lack the whistle and the game book, but it's your job to inspire your people to give their all – and to make sure everyone knows the game plan. You're not yelling directions from the sidelines, but it's still up to you to deal with poor performers and bad attitudes and to referee team disputes. And, it's also your responsibility to mentor team members to help them realize their true potential – to help them grow and succeed.

Powerful New Ways to Help You Lead Your Team to Winning Results

Winning teams don't just happen, whether they're on the playing field or on the job. High-performing teams are created by skilled leaders who've learned how to motivate, inspire and guide their people to phenomenal success. And now, the same innovative techniques, tools and strategies used by the country's most successful team leaders are available to you in an intensive 2-day workshop, **Coaching, Mentoring & Team-Building Skills**.

You'll learn how to ...

- Recognize and build on your leadership strengths – and shore up your weaknesses
- Energize your work climate and motivate your people to greater productivity
- Inspire your people to tackle tough challenges and strive for incredible results
- Resolve conflicts quickly to foster the spirit of cooperation and teamwork
- Become a highly respected leader whose career is on the rise!

A Revolutionary Approach to Leadership Training That'll Make a BIG Difference in Your Results!

Let's be clear on one thing: This workshop isn't the usual leadership hype and rah-rah. Expect a career-changing experience that will forever alter your thinking about your role as a leader.

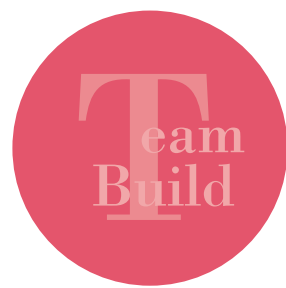
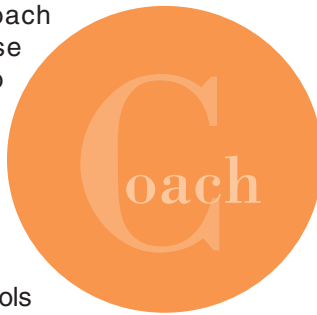
The insight you'll gain in our two intensive days of hands-on, interactive training will completely change the way you'll perform your job from now on. You'll communicate with your people in a whole new way. And you'll approach problems differently because you'll have the skills you need to handle anything they throw at you – from now on!

Achieve Improved Team Performance – Immediately

Apply the proven techniques, tools and strategies you'll learn during this workshop, and you'll see substantial and immediate improvement in your team's performance. Your people will be more productive and more eager to take the initiative. They'll be more cooperative and willing to pull together as a team to achieve the goals you'll set for them. And last but not least, they'll be easier to get along with, which is worth the price of the workshop right there!

Get the Expert Coaching Skills You Need From the Experts!

Remember, winning teams don't just happen. It takes a winning coach to show them the way. This workshop is the fastest way possible to master essential leadership strategies and to get the critical know-how you need to be a more effective manager, supervisor or team leader. Don't miss this chance to achieve your true potential as a respected leader of a high-performing team! Enroll today and get ready for two days of high-energy leadership training you'll never forget.



register now
To enroll,
call 1-800-258-7246
or see the registration
form on page 7.

7 BIG reasons to attend!

1) Coach individual employees into super-producing teams!

Every manager should have a system for bringing out the best in others. Attend this workshop and you'll learn the 10 keys for effective coaching and receive essential tools you'll need to help build positive, constructive work teams.

2) Make the most of your personal management style

Every manager has a "style" whether he or she knows it or not. You'll find out if yours is helping or hurting your efforts to gain and maintain employee participants. You'll also learn the 5 fundamental qualities all motivating leaders must have.

3) Learn how to give performance-enhancing feedback

Making feedback work for you is easy once you learn the 5 common communication pitfalls and the 4 time-tested techniques that produce quality feedback that'll achieve your aim every time.

4) Coach your way through the 7 most common employee problems

You'll learn the easy-to-apply, practical StaffCoaching™ methods for dealing with the most common problems managers face – absenteeism, chronic complainers, excuse makers, tardiness, repeat offenders and more. Soon, handling these nagging problems will become easy – and your employees will respect you for it!

5) Handle an unacceptable behavior, no matter what's behind it

You'll no longer worry about what's making a non-performer "tick." Once you learn the 5 ways people think and how to spot behaviors that work for the common goal, you'll be able to capitalize on them.

6) Energize your environment – motivate for results!

Our 6 ways to build a motivated team will take you beyond conventional motivational thinking. Plus, you'll learn how to fire-up your environment to create a high-energy atmosphere that fosters productivity.

7) Become a confident, skilled coach that gets phenomenal results

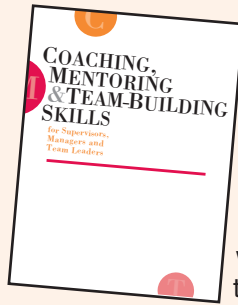
You'll leave this workshop armed with a whole new set of leadership skills that'll guarantee you can successfully build a winning team that gets the incredible bottom-line results.

Get practical help for your "real world" leadership challenges, including ...

- What to do when an employee has personal problems that affect work performance
- How to deal with absenteeism and tardiness
- How to motivate employees when you've got no money to spend
- How to keep your team on track – regardless of distractions and chaos
- How to deal with constant change and the problems that accompany it
- What to do when an employee challenges your authority
- How to get employees to take more initiative
- How to confront negative attitudes and unwanted behaviors
- What to do when your team members just don't get along
- How do you get buy-in to unpopular policies?
- What to do when an employee simply isn't getting the job done
- What to do with problem employees you've "inherited"
- How do you keep some complainers from bringing the whole team down?

Our Guarantee to You!

We guarantee this workshop delivers the tools and skills you need to become a stronger, more confident leader who gets exceptional results through others. We're so certain you'll benefit from this training that we offer a full money-back guarantee. If you're not completely satisfied with all you receive from **Coaching, Mentoring & Team-Building Skills**, let us know and we'll refund your money in full. That's your risk-free guarantee.



Leave With More Than New Ideas

As a participant in this workshop, you'll receive this softbound workbook filled with dozens of

powerful tools, techniques and strategies discussed in **Coaching, Mentoring & Team-Building Skills**. In addition, your workbook contains the exclusive StaffCoaching™ Style Inventory and the 5-Point Problem Analysis Guide for successfully coaching your way through a number of issues including change management, goal and objective planning, decision-making and more. This exclusive workbook is only available to attendees of **Coaching, Mentoring & Team-Building Skills** – you won't find it anywhere else!

“You have really motivated me to make my team the best it can be. Thank you – this was one of the best things ever given to me.”

— J. McCullough, Manager, Martin House Restaurant

“Because of this seminar, I know I'll be better able to recognize the potential in all employees.”

— K. Panka, R.N., H.N., Westalis Memorial Hospital

“This was the ultimate workshop!”

— J. Ulrich, Production Supervisor, Reading Rehabilitation Hospital

“Great seminar! I am armed and ready to lead a winning team!”

— J. Allen, Lead Operator, Harris Corporate

“The speaker has helped me understand how to motivate people on the line to feel good about themselves and the work they're doing.”

— G. Hudy, Supervisor, Ortho Kinetics

“Real meat-and-potatoes stuff – inspired me to be 'excellent'!”

— P. Zanchelli, Training Director, Seattle Lighting

your comprehensive workshop agenda

WORKSHOP HOURS: 9 A.M. TO 4 P.M. ON DAYS 1 AND 2

REGISTRATION BEGINS AT 8:30 A.M. ON DAY 1

Coaching Skills: The Essentials

- 5 insights leaders must possess
- The best way to get a good handle on the performance drivers behind each employee
- The 5-Step Staff Coaching™ Model
- 10 values of a successful StaffCoach™
- Why the best leaders are also strong mentors
- Recognizing the strengths and limitations of your unique leadership style
- Developing a sense of high standards and expectations in others

Communication Skills for Winning Coaches

- How to give clear, concise, precise directions
- The criticism checklist: 9 questions to ask yourself before you say anything
- How appropriate feedback can prevent team failure
- How to sell them, not just tell them
- The secret to helping employees feel valued by you and the company
- How to get your team pumped up and ready to roar – even if you aren't the “cheerleader type”

Leading Employees to Peak Performance

- 10 keys to effective coaching
- How to create team pride and develop team momentum and morale
- Keys for creating a positive, energized work environment
- How improving your listening skills will make you a better leader
- Why superior team performance hinges on your ability to delegate correctly and appropriately
- Avoid employee burnout – and replace it with motivation and enthusiasm
- The best and cheapest rewards for getting things done
- The better-than-money motivation techniques no manager should be without

Creating a Winning Team

- How to step into an existing team and build loyalty and results
- 6 ways people think – and understanding how to identify the different thinking styles
- Why different employees require different coaching approaches
- Holding employees accountable – while keeping them happy
- Empathy and understanding: critical skills every coach needs to master
- Using the “Plan of Action” chart to keep individuals focused on the task at hand
- 4 ways to overcome the “inherited employee” syndrome

How to Turn Employee Negatives Into Positives

- The number one reason for mistakes, frustrations and failures
- The 7 most common employee problems
- 10 steps for more effective face-to-face meetings
- What to do when an employee brings personal problems to the job
- How to avoid being caught by the same old excuses
- 9 ways to eliminate unsatisfactory behavior
- Surefire techniques to counter verbal attacks
- Types of employee performance obstacles and how to overcome them
- 13 reasons employees don't do what they're supposed to

Keys to Building a Strong Team

- The importance of gaining buy-in to common goals
- Laying the groundwork for a team that embraces trust and mutual respect
- Strategies for keeping the lines of communication open
- Empowering team members to tap into their personal strengths and contribute their absolute best
- How to keep your team up and energized under pressure, crisis and change
- 5 ways to free up your staff from unnecessary time- and energy-drainers
- The Early Warning Detection System – your safety net for catching problems before they become crises

Mentor

Coach

Team Build

Bring This Training Into Your Organization

Communication Is the Most Important Skill of All in the Workplace. So All Your Employees Need This Workshop.

And we can make that happen ... for a lot less than you'd think!

Now you can train your entire team in the highly effective communication skills taught exclusively in this training – all at the same time.

Bring **Coaching, Mentoring & Team-Building Skills** into your organization through the convenience of our on-site training services. There's no better way to get all your people up to speed on the critical communication skills that will eliminate costly miscommunication errors, ignite stronger collaboration, and build a stronger sense of team spirit throughout your organization ... and that means greater effectiveness and more success.

Better yet – we make it extremely cost-effective to train your entire team, because our on-site services are value priced to ensure every organization can afford to develop their employees' skills.

Want more information? Give us a call at **1-800-344-4613** or e-mail us at **onsite@ruceci.com**.

register now

GROUP DISCOUNT:
When 3 or more enroll from your organization, a 4th attends **FREE!**

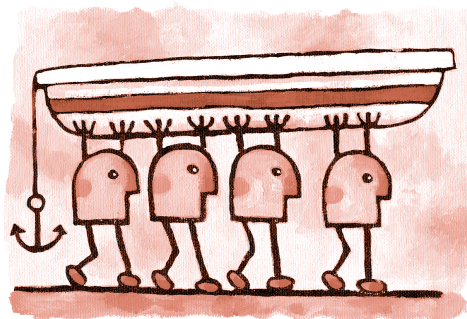
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