

What kinds of challenges do you face as a team leader?

This intensive workshop delves into the tough challenges you face today as well as those around the corner as we move into the next millennium.

Wondering if this workshop will address the challenges that hit home for you? Turn to page 4 and take a quick quiz that'll help you know for sure.

An intensive two-day workshop where you'll explore the many dimensions of effective leadership and develop the critical skills you need to lead your team to peak performance

How to be a Highly Successful

TEAM LEADER



See page 5.

This workshop isn't about managing and supervising ...

- ... It's about who you are and how you relate to people.
- ... It's about what a leader is ... and isn't.
- ... It's about your team and how to harness the many talents of its diverse members.
- ... It's about the nuts-and-bolts "how to's" of leading and getting people to eagerly follow.

And most importantly, it's about making a life-changing commitment to becoming all you can be as a leader ... and understanding the important role you play and responsibilities you face in getting your team to become all it can be as a team.

Enroll today online at www.NationalSeminarTraining.com or call 1-800-258-7246!

BE EASY...

Dear Fellow Team Leader:

Nobody has to tell you that leadership is a tough, tough job. If you're like most leaders, you could probably write volumes on the challenges and problems and unexpected issues that arise day-to-day.

As the Executive Director of National Seminars, I've been there. In fact, I am there. Every day I face the same challenges you face ...

- How do you get people to embrace the changes that are critical to your organization's on-going success?
- How do you get people to work cooperatively and collaboratively with one another?
- How do you eliminate office politics and get down to building real results?
- How do you introduce new members to the team without causing friction and fear?
- How do you get team members more involved? More enthused? More proactive?
- How do you get your team to share your vision for what could be?

The list goes on. As a leader, the success of your team rests squarely on your shoulders. It's your job to forge a high-functioning, effective group that's capable of making things happen. You must play the role of mentor and cheerleader and disciplinarian and project leader. You're responsible for raising the bar ... for getting your team to the next level.

It's a lot for one person to shoulder. **In fact, it has been my experience that without the proper tools and insights you need, it's nearly impossible to achieve your leadership potential.** That's why I'm so pleased to announce our new intensive 2-day workshop, *How to Be a Highly Successful Team Leader*.

You see, we've explored what makes truly great leaders so great. We know that different situations call for different solutions. We understand that things are seldom black and white. And no one has more experience than us at training professionals on the critical people and communication skills that ultimately make or break a team.

This workshop is unlike any other you've attended. For starters, it's very practical and very hands-on – filled with exercises and role plays and “what if” scenarios that challenge you to create innovative solutions to real-world problems. Rigorous and stimulating at the same time, this workshop will undoubtedly instill in you a new level of inspiration, dedication and commitment to leadership excellence.

I personally guarantee this workshop will make you work hard ... think hard ... and prepare you to be an infinitely better leader when you return to your team.

But don't just take my word for it. Please accept my risk-free challenge: Attend this workshop and if at anytime during or after the workshop you feel it's not for you – no problem. Let me know and I'll refund every dime of your tuition.

I want to let you in on a secret: I stand behind this workshop with such tremendous confidence because I have personally experienced the value of the tools, techniques and insights shared within it. It's led to incredible results for me – and I'm confident it'll do the same for you.

See you at the workshop!



Mark R. Truitt, Executive Director
National Seminars Group

P.S. In business, a risk-free offer of this magnitude is rare, so I urge you to act on it now while there's still space available. Give one of my best team members a call at 1-800-258-7246 and enroll in *How to Be a Highly Successful Team Leader* today.

Unleash your strengths as a motivating leader who infuses energy, excitement and a positive “together we can do anything” spirit into your team!

17 key ways you'll benefit from attending ...

1. Capitalize on the strengths of your unique leadership style
2. Make team meetings more time-efficient, productive experiences
3. Turn your visions into concrete action plans directed at achieving specific goals
4. Develop communication skills that help you “connect” with team members
5. Maintain personal and professional balance so you remain a leader while still being part of the team
6. Develop proactive followers who are empowered to work for the long-term success of your team and your organization
7. Understand what characteristics separate the leadership “greats” from leadership “flops”
8. Reflect on your personal strengths and weaknesses and understand where your energies must be focused for maximum effectiveness
9. Understand how to overcome the hidden agendas, self-protecting egos and internal politics that can undermine your authority and sabotage your success
10. Learn how to deal with problem team members ... and recognize when you're better off cutting some people from the team
11. Master highly effective techniques for gaining full buy-in to team objectives and goals
12. Discover innovative ways to get your team to think outside the box
13. Identify and overcome your biggest obstacles to making giant leaps in team performance
14. Understand the important role you play in resolving conflicts within your team
15. Ignite enthusiasm and create an environment where everyone feels challenged to excel
16. Understand the drivers of good and unwanted team behavior, and why you'll often find personality style differences at the root of your messiest problems
17. Learn how to introduce important changes more smoothly and with greater success than ever before!

This intensive workshop is for you if ...

- ◆ **You** need solid direction and creative ideas to address and overcome specific challenges facing your team
- ◆ **You** realize you're ready to move beyond mere supervision to true leadership
- ◆ **You** want to be a highly respected leader with skills strong enough to take you anywhere ... even to the very top!
- ◆ **You're** looking for an opportunity to step back, reflect on where you and your team are at present, and make solid plans for getting where you want to be tomorrow
- ◆ **You're** ready to hear some good ideas and practical ways to improve your leadership effectiveness
- ◆ **You're** a new team leader and you want to get an edge-up by learning important skills that translate into real results
- ◆ **You** haven't participated in a leadership training program in more than a year – because growing skill development is critical to on-going leadership success!

Satisfaction Guaranteed ... Or Your Money Back!

At National Seminars, we're positive that this innovative leadership training course is the best program around. In fact, we're so sure that you'll see **IMMEDIATE** results that we offer a no-questions-asked, money-back guarantee. If you're not completely satisfied, we'll refund your enrollment fee in full. **GUARANTEED!**

A Quick Self-Quiz ...

Do Any of These Situations Sound Familiar?

- Yes
- You sometimes have trouble getting others to follow your lead
 - Some team members consistently don't pull their own weight
 - Your team is composed of people from diverse backgrounds (age, gender, race, etc.) and you sometimes have trouble relating to them
 - Some of the team members don't get along – and it's impacting the team's effectiveness
 - You're dealing with a hard-headed team member who thinks his/her way is the only way
 - Team meetings are arduous, time-draining experiences in which little gets accomplished
 - You've tried to implement changes, but usually find yourself in an uphill battle
 - You're responsible for leading a team, but you don't have any supervisory authority
 - Not all team members understand the role they play on the team
 - Some individuals want to be "solo stars" instead of team players

The more times you answered "YES," the more this workshop will help you!

Your Comprehensive Workshop Agenda

Workshop hours 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.

The Fundamentals: Steps to Strengthening Your Leadership Skills

- ◆ How your leadership style can work "for" or "against" your team
- ◆ The 10 ingredients that MUST be present in successful teams
- ◆ Developing your credibility and earning respect
- ◆ The critical differences between managers and leaders
- ◆ The Leadership Style Analysis Survey – how do your skills measure up?
- ◆ People, projects and proficiency: managing the "3 P's" of successful leaders

Habits and Traits of Highly Successful Leaders

- ◆ What traits set highly successful leaders apart from the rest?
- ◆ Understanding the critical role you play in driving your team's success
- ◆ Setting standards and goals and measuring progress
- ◆ Profile of a strong leader: lessons from the masters

Creating Your Vision and Planning the Path to Your Goals

- ◆ Where do you want to be tomorrow? Identifying what's really important
- ◆ How are you going to get there? The important steps you need to make on your way to your goals
- ◆ Answering the key questions: Does your team know WHO it is and WHY it exists?
- ◆ Establishing team wide buy-in to goals
- ◆ What are the keys to results? Focusing your efforts on that which makes the greatest impact
- ◆ Setting priorities and keeping your team members on track

Valuing the Individual – Strengthening the Team

- ◆ How to develop talented followers who are empowered to work for team success
- ◆ How to ignite enthusiasm for accomplishing goals
- ◆ Ways to build relationships that enhance cooperation
- ◆ Keys to making every team member feel important
- ◆ Nurturing the strengths and celebrating the uniqueness of team members
- ◆ Qualities that team members have in common – and differences that may set them apart
- ◆ How to keep your team motivated – even if you don't have an extra nickel to spend
- ◆ Why your "people" skills will be the No. 1 driver of your success as a leader

Enhancing Team Communication Skills

- ◆ Communication skills that help you "connect" with your team
- ◆ The critical differences between productive and destructive feedback
- ◆ Your role in making sure team communication lines are open
- ◆ Creating an environment where everyone feels free to express themselves
- ◆ How to encourage good ideas ... and get more of them
- ◆ Tips for encouraging creativity from team members

Conflict Management Skills for Leaders

- ◆ What you should do when team members aren't getting along

- ◆ Steps you should take when individual goals conflict with team goals
- ◆ When it's best to confront a problem, and when it's best to let it blow over
- ◆ The "how to's" of professional, productive confrontation
- ◆ Why team growth often arises from team conflict
- ◆ Identifying the underlying reasons and circumstances behind a conflict

Your Role in Making Change Happen

- ◆ Understanding why people oftentimes instinctively resist change
- ◆ Getting team members out of their comfort zone
- ◆ Top reasons why change in organizations often fails
- ◆ Covering your bases: What considerations should you make before introducing a change?
- ◆ Coping with the stress and frustrations that often accompany significant changes
- ◆ What you must do as a leader when team members won't embrace critical changes
- ◆ How to project the confidence that inspires your team during change and adversity

Career Mapping Strategies for Team Leaders

- ◆ Fine-tuning your skills – why continuous learning is critical to on-going success
- ◆ Where do you want to be in a year? In five years? Establishing a plan
- ◆ Why some leaders rise to the top while others flounder
- ◆ What's most important to you? Incorporating core values and beliefs into your career



Introducing ...

The STAR12 Training & Rewards Program

There's Never Been Anything Like It!

If you're looking for the most cost-effective, flexible way to keep your skills razor-sharp, look no further.

The STAR12 membership program is the **ONLY PLACE** where for one low annual membership fee, you get **UNLIMITED** access to the most amazing collection of training and learning resources in North America.

As a member, you'll receive unlimited, **FREE** access to all our seminars for an entire year. No exceptions, really ... attend as many as you want! Plus, you'll also get **24/7** access to the exclusive STAR12 Online Learning Library. And that's just for starters!

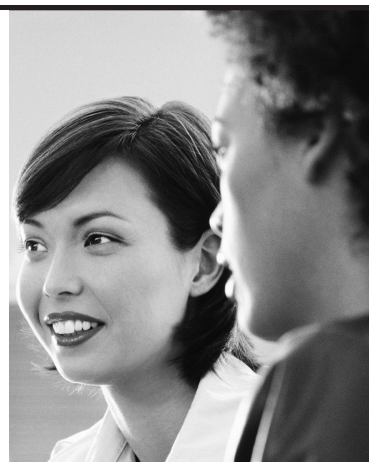
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www.natsem.com/STAR12

Become a STAR12 member today for only \$599*, which allows you to attend **How to Be a Highly Successful Team Leader** – or any other seminar in the STAR12 learning collection – for **FREE!** Call 1-800-258-7246.

*\$599 entitles you to a Gold-level individual STAR12 membership.

BRING THIS TRAINING TO YOUR ORGANIZATION



ON-SITE TRAINING SERVICES: WORLD CLASS TRAINING. GUARANTEED RESULTS.

Our On-Site Training Department can deliver this seminar – or more than 100 other cutting-edge training programs – directly to you for private, in-house training. With the help of our training specialists, you determine the location, date, time and delivery format for your training. We also assist you in selecting just the right trainer and tailor the program to your organization's unique needs.

Just imagine how more efficient your workplace would be if all your managers, supervisors and company executives possessed the powerful leadership skills taught in this workshop.

Top organizations use our cost-effective on-site training to close skill gaps and achieve new levels of performance excellence, and you can too. It's affordable, and it works.

To find out more, call **1-800-344-4613**, e-mail us at onsite@ruceci.com or visit us on the web at www.NationalSeminarsTraining.com.

Recommended Resources From Our Training Experts ...

The Team Leadership Collection – Nationally Recognized Resources for Making You a Successful Leader

If you want to be successful as a leader, you don't have the time to learn by trial and error. Do what top leaders across the country have done – take advantage of this incredible resource package. It's full of real-world strategies, tips, and techniques for improving key leadership skills. What's more, these resources are backed by our 100% guarantee of satisfaction. You simply have nothing to lose. Order yours today!

Your collection includes:

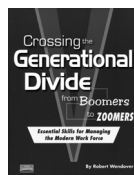
- *The Secrets of Building Team-Player Thinking* (Audio CD)
- *How to Effectively Lead Interdepartmental Work Teams* (Audio CD)
- *The First-Time Managers Guide to Team Building* (Audio CD)
- *Coaching for Performance* (DVD)

Plus, get the book *Crossing the Generational Divide* for FREE! (a \$26.95 value)

Item No. YTLD21009 ... Retail Price: \$806

Your Price Only: \$249 (You Save \$557!)

To order, call 1-800-258-7246 or see order form on page 7.



To Enroll ...



Register online at
www.NationalSeminarsTraining.com



Call toll-free 1-800-258-7246



Fax the completed registration form to 1-913-432-0824



or Mail the registration form to:
National Seminars Group
P.O. Box 419107
Kansas City, MO 64141-6107

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE! **Check-in** begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

Cancellation: If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

CNE: Rockhurst University Continuing Education Center, Inc. is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Tax Deduction. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

REGISTRATION FORM

1. Enrollment Fees

Group Discount: When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.

- Join STAR12 – Gold Membership*: \$599**
STAR12 Members Attend This Event for FREE!

*\$599 qualifies you for a Gold-level STAR12 membership, and entitles you to a full year of unlimited FREE access to every seminar in the STAR12 learning collection. Your membership will be activated upon receipt of your membership dues. For more information, visit www.natsem.com/STAR12.

2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____
2. Mr./Ms. _____ Title _____
E-Mail Address _____
City/Event #: _____

- Please send me _____ copies of *Team Leadership Collection* (Item No. YTLD21009) at \$249 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 4.

3. Company Information (Please Print) *Phone required in case of last-minute changes.

Organization _____
Address _____ Mail Stop _____
City _____ State _____ ZIP _____

Approving Supervisor: Mr./Ms. _____

E-Mail Address _____

*Phone _____

**Fax _____

Sign here _____

***This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.*

4. Method of Payment

- If you have registered by phone, please record your confirmation number here:

- Check payable to National Seminars Group is enclosed
- Charge to: MasterCard VISA American Express Discover Diners Club
Card No. _____ Exp. Date _____
Signature _____
- Bill my organization; Attn: _____
(Note: Full registration fee due and payable prior to start of workshop)
- Our purchase order is attached (government, educational, and health-care organizations only)

5. Important: Your VIP Customer Number

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Fill in your VIP Customer Number as it appears above the name on the mailing label. (Record the number even if the label is addressed to another individual.)

SD, CT and WV residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

Workshop Schedule



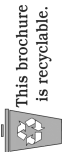
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This intensive workshop delves into the tough challenges you face today as well as those around the corner as we move into the next millennium.

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TEAM LEADER

An intensive two-day workshop where you'll explore the many dimensions of effective leadership and develop the critical skills you need to lead your team to peak performance

Introducing a comprehensive two-day workshop that delivers the high-impact tools and essential insights you need to become a truly exceptional leader ...

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