

RESPECT INFORMATION ESTEEM SKILLS DISCIPLINE  
 DELEGATING APPRECIATION POWER MEMBER  
 INSPIRING NEEDS  
 SUCCESS  
 SOCIAL TOOLS  
 DIRECTING  
 COMMITMENT  
 COLLABORATING  
 MOTIVATION  
**LEADERSHIP** **LEADER**  
 SELF-RELIANT ATTITUDE **MANAGER** **TEAM** **COACHING**  
 STYLE TRUST FEEDBACK

TRAINING CATALOG



## LEADERSHIP WORKSHOPS

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## EXPERIENTIAL EXERCISES

Each workshop includes experiential exercises to dramatically increase the level of engagement and learning during the workshop.

## LEADERSHIP ASSESSMENTS

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Welcome!

Start Smart's leadership development workshops are designed to help new, emerging and experienced leaders alike make real, transformational and sustained changes in their day-to-day leadership behaviors.

Based on proven methodologies and the latest research on adult education and learning styles, our interactive, thought-provoking workshops can have an immediate and lasting impact on employee performance, accountability and workplace engagement.

Working with *BluePoint Leadership Development* and using a holistic, blended learning approach, our main objective is to educate and coach learners to become better team members, managers and leaders.

If, after reviewing our catalog, you have any questions or would like to discuss your organization's leadership, management or soft skills training needs in detail, email me at [NDRoussell@startsmartllc.com](mailto:NDRoussell@startsmartllc.com).

Our team looks forward to helping you build a more competitive and higher-performing organization through training.

Sincerely,

A handwritten signature in black ink that reads 'Norman D. Roussell'. The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Norman D. Roussell, CEO  
Start Smart, LLC



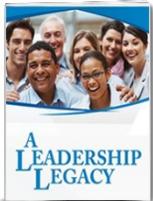
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### A Leadership Legacy

When you look back over your career, what will you remember most? Will it be the sales you made? The new products you helped develop? The markets you reached? Or, most importantly, will it be the people you influenced?



As a leader, the impact you have on other people is the most significant way you can measure your success. If you're ready to develop long-term leadership skills that can stand the test of time, as well as influence others in the most positive way possible, look no further than our Leadership Legacy workshop.

### EQ: Understanding Myself & Connecting With Others

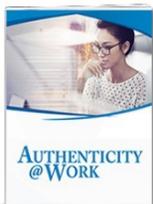
Emotional Intelligence is the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically. Having a high emotional intelligence IQ is becoming a more sought-after trait when employers are looking for new hires. Those with high emotional intelligence have been found to foster better communication in the workplace, increase collaboration, and lessen the likelihood of workplace stress.



This workshop has been designed to help participants examine their level of emotional intelligence and how it impacts their effectiveness at work. Participants will learn how to tap the power of emotions to significantly increase their personal effectiveness and discover how they can become a greater influence in their organization through the ongoing expression of empathy, service and optimism.

### Authenticity @ Work

Emotional Intelligence is the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically. Having a high emotional intelligence IQ is becoming a more sought-after trait when employers are looking for new hires. Those with high emotional intelligence have been found to foster better communication in the workplace, increase collaboration, and lessen the likelihood of workplace stress.

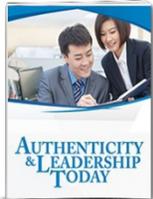


This workshop has been designed to help participants examine their level of emotional intelligence and how it impacts their effectiveness at work. Participants will learn how to tap the power of emotions, both their own and those of others, to significantly increase their personal effectiveness and discover how they can become a greater influence in their organization through the ongoing expression of empathy, service and optimism.



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### Authenticity & Leadership Today

As a leader, one of the most important traits you can have is authenticity. In order to make the biggest organizational impact and maintain a powerful personal brand, authenticity is a must, no matter what your position may be. Through daily interactions with other people, your authenticity can grow or diminish in an instant.

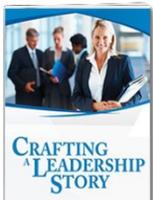
The Authenticity and Leadership Today workshops are designed to help participants navigate the demands of the modern workplace in order to become authentic, effective leaders.



### Building Leadership Connections

Ronald Reagan said, "The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things." Great leaders seem to have the amazing ability to not only get things done but also have a large network available to provide resources, finance projects, and help make decisions effectively. These great leaders understand that their real power comes not from their position but from their ability to build strong, lasting connections with others in the organization.

In this workshop, participants will use a four-step process to help aid them in making strong connections with people both inside and outside of their organizations.



### Crafting a Leadership Story

Since time began, human beings have been communicating with others through stories. What started out as scratches on cave walls has evolved into graphics in PowerPoint® presentations. Even though time has passed, the use of stories has not because that is how the human brain thinks. Anthropologists, psychologists, and neurologists agree that we construct our thought patterns according to stories in order to make sense of the world around us.

In this practical workshop, you will experiment with powerful tools and techniques as you prepare and deliver a story related to an important business opportunity or challenge.



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### Creating a Distinctive Leadership Brand

Creating a strong, recognized leadership brand is a very important factor in your success as a leader. While it is easy to see this as an egocentric and self-promoting process, it is not. It is simply being intentional about presenting your unique beliefs, values and aspirations to others in ways that advance your effectiveness as a leader.

For example, if you value creativity, are you seen as a leader who promotes innovation? If you believe in the development of others, are you seen as a coach? If you have the ability to see a great future for your team or organization, do others see you as visionary?

In the course of this workshop, you will have opportunities to study and reflect upon your leadership brand and identify ways that you can enhance this brand.



### Leadership Impact & Influence

This practical, hands-on workshop provides participants with the opportunity to explore ways in which they can substantially increase their interpersonal effectiveness at all organizational levels.

Through brief lectureries, individual and group exercises, and intense dialogues, participants will gain a stronger sense of self-awareness, gain clarity on what matters most to them in work and life and increase their ability to make profound, influential connections with others.



### Leading Change

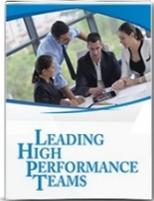
In this intense study of how leaders can accelerate and sustain planned change, participants will be introduced to the powerful Leading Change Model and its three major leadership practices: Create Direction, Accelerate Mastery and Coach Others.

They will gain a deeper appreciation for the change process and the leader's critical role in making the process an ultimately positive experience for themselves and the members of their team.



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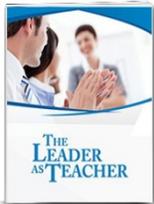
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### Leading High Performance Teams

Workgroups have been the near-universal building blocks of organizations since the beginning of industrialization in the mid-18th century. Today, with information readily dispersed throughout organizations, most workgroups can function adequately with little or no formal leadership. It does, however, take exceptional leadership skills to transform these workgroups into high performance teams.

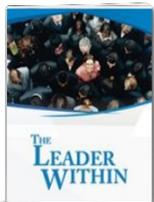
In this skills-based workshop, managers and supervisors will be introduced to The Three Core Drivers of Extraordinary Teams, (1) Collaborate to create a compelling story (2) Provide a starring and several support roles for everyone (3) Readily make and faithfully keep promises, and learn how they can make a dramatic shift in their approach to leadership and, in doing so, create teams known for exceptional productivity, innovation and execution.



### Leader as Teacher

This workshop helps leaders make the big shift from being their team's content experts to being adept teachers and creators of pervasive learning cultures. Participants will be introduced to a highly-effective process they can use to identify the core skills needed to make the biggest improvements in business performance and to equip the members of their team with these skills.

They will explore ways in which they can help others develop a sustained passion for acquiring new knowledge and capabilities so that they can spend a large amount of their leadership role facilitating both formal and informal learning experiences.



### Developing the Leader Within You

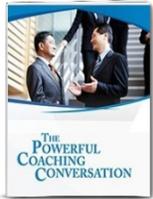
Emotions! We all have them, and they are a powerful force in our lives. In 1994 after extensive research with brain-damaged patients, Antonio Damasio published his breakthrough findings that rational decision-making is impossible when devoid of emotion. He found that our brains are hard-wired to engage a pre-determined emotional response for every reaction we experience, thought we have and decision we make. In short, emotions are what makes us distinctively human.

The good news is that we can have a major influence on how we respond to our emotions and, in doing so, enhance our ability to work effectively with others, teams and organizations.



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### The Powerful Coaching Conversation

#### *Part One*

Most great leadership doesn't happen during boardroom presentations or at annual meetings. It happens in hallways and on telephone calls. It happens in cubicles and over lunch. It happens in project status meetings and in routine one-on-one discussions. In fact several authors assert that "most leadership happens one conversation at a time."

This highly-experiential workshop is designed to help the participants enhance the quality of their day-to-day conversations by equipping them to be coach-like in all of their interactions with others. They will learn potent, practical skills they can use immediately to make all of their conversations more impactful.

This is a hands-on, practical development experience during which participants will be introduced to the key principles upon which all great coaching conversations are based, learn The Three Coaching Power Tools and be provided an opportunity to experiment with these tools in a real-time Coaching Experiential.

#### *Part Two*

This workshop has been designed to help participants increase their ability to engage in coaching conversations that have a significant, positive impact on others. An important theme of this workshop is that leaders need to move beyond simply giving counsel, advice and direction in their conversations if they want to help others perform at their best and accelerate their career development. Participants will study the three key phases of a great coaching conversation (Discovery, Creation and Commitment) as well as to learn and practice The Three Core Coaching Skills necessary to excel in these conversations:

- ✓ Listen like a Coach
- ✓ Think like a Coach
- ✓ Speak like a Coach

The Coaching Experiential and the Coach-Like Conversation are key learning elements in the workshop. These elements provide the participants opportunities to experiment with and practice the skills approaches and concepts that are introduced in the workshop. This workshop can serve as a continuation of The Powerful Coaching Conversation I or can be delivered as a stand-alone learning event.



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### Introduction to Leadership and Influence

Getting buy-in on the vision of the organization, getting the best out of team members and challenging them to improve outcomes requires leadership and influence. Our Leadership and Influence workshop focuses on developing the management, interpersonal and leadership skills required for frontline employees, senior-level managers and everyone in between to inspire, empower, face challenges and make decisions that contribute to building a more competitive and higher-performing organization.

### LEADERSHIP INFLUENCE

The impact:

- Team members become energized to lead by example;
- Team members learn to influence others to improve performance and accountability; and
- Your organization gets a more engaged team with greater influence throughout the organization.

### The Irrefutable Laws of Leadership

You can become a better leader. You can help your team members become better leaders. The result is more motivated, better equipped, more productive, and more efficient players within your organization. Developing leaders is the main component for long-term success and growth in business today. Only with capable leadership do organizations achieve their potential. With Learning the Irrefutable Laws of Leadership, participants learn how to become better, more productive leaders.



In this workshop, participants will discover the proven laws that make leadership work successfully and learn valuable techniques that will help them improve their leadership abilities.



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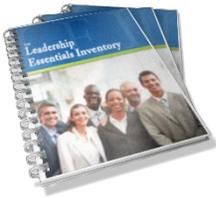


### **Leadership Emotional Intelligence Assessment**

The Leadership Emotional Intelligence Assessment (LEQ) was created to provide leaders with anonymous, confidential feedback on their interpersonal effectiveness, leadership impact and development opportunities. Leadership emotional intelligence is the primary determinant of a leader's ability to effectively influence others.

It involves recognizing one's own emotions in a wide variety of interpersonal circumstances, responding to these emotions in ways that vitalize one's leadership, understanding and relating to the emotions of others, and being a positive, energizing force within the organization. In short, individuals with a high LEQ are adept at embracing the power of emotions (theirs and those of others) and using this power to fuel their personal leadership effectiveness.

The good news is that LEQ can be readily developed when leaders are aware of their current level of emotional intelligence and related competencies. This process is best started by measuring one's level of leadership emotional competency through objective self-assessment and feedback from others. This is the purpose of the LEQ Report.



### **Leadership Essentials Inventory Assessment**

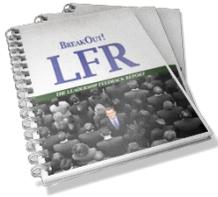
Leaders develop best when they have an opportunity to receive candid feedback on their performance, and The Leadership Essentials Inventory (LEI) is designed to do just that. The LEI report contains detailed, summary and comparative information on how others perceive the leader in question.

The major component of this assessment is a series of 40 key behaviors that are closely associated with leadership success. Essentially, those selected as observers will indicate how frequently they see the leader engaging in these behaviors. They will also provide commentary on how the leader has positively influenced them and others, as well as how the leader can increase their leadership effectiveness in the future.

This is invaluable information to help stimulate a leader's ongoing learning and to provide guidance on specific development opportunities.



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### **Leadership Feedback Report Assessment**

The Leadership Feedback Report (LFR) provides you with invaluable feedback on your current performance as a leader and advice on the most significant changes you can make to increase your effectiveness in the future.

This report contains detailed, summary and comparative information on how others perceive you as a leader. The core component of this assessment is a series of 40 behaviors that are closely associated with leadership success. Essentially, those that you selected as observers have indicated how frequently they see you engaging in these behaviors. They have also provided commentary on what they most appreciate about you as well as advice on the changes they would most like to see in your behaviors in the future.

This will be very helpful information as you consider how you can develop the perspectives, competencies and approaches necessary to excel as a leader as you move into the next chapter of your career.



### **Leader as Coach Inventory Assessment**

Leader As Coach Inventory all others with whom they work and consistently demonstrate the three dimensions of Character, Connection and Conversation in their interactions with others.

#### *Character*

They earn the right to coach others by being clear on their personal values and acting in ways that are consistent with these values, exhibiting a unique blend of confidence and humility gained from a high level of awareness of their personal strengths, and managing their interpersonal needs to ensure that all coaching is done in the service of the person being coached.

#### *Connection*

They establish unique relationships in which others are appreciated for their very best attributes, confronted with their current situation and possibilities, and held accountable to perform at their very best.

#### *Conversation*

They engage in conversations that focus on exploring aspirations, values and the current situation, generating new possibilities and opportunities, and forging new action plans and accountabilities.



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