

# Train the Trainer

**Presented by:**



**Competitive Edge, Inc.**

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**Hampton Inn  
Located on GA Hwy. 74  
Peachtree City, Georgia  
(770) 486-8800**

**November 15-17, 2010  
8:30 AM to 5:00 PM**

**LIMITED TO A MAXIMUM OF  
10 PARTICIPANTS**



## Program Overview

**Train-the-Trainer program for professional trainers, human resource professionals and internal/external consultants who are committed to providing world-class services. This program is updated on a quarterly basis in order to give participants insights into the newest research studies available.**

**Train-the-Trainer is a 3-day Boot Camp on the DISC Behavior Model, the Values Model, the Global Models of Leadership and using a benchmarking process for improved selection, retention, and development purposes. Other topics that are woven throughout the 3-day process are:**

- \* How to build a high-performance team.**
- \* How to measure results of training initiatives.**
- \* Understanding how to identify potential stress problems and provide proactive solution strategies.**
- \* Why behavior alone only gives you half the insight you need.**
- \* Recognizing the missing link—values and the integration of it with behavior.**

**All Participants will receive a CD with over 300 professionally created Powerpoint slides that they can use to design and conduct their own training programs.**

**Because our training process is a very interactive and dynamic one, participants must attend all 3 days.**



## Day One—Behaviors

### DAY ONE—PROGRAM LEARNING OBJECTIVES

- \* **The history and use of behavioral models in selection, retention and development and results achieved.**
- \* **Understand your own behavioral design.**
- \* **Recognize, understand and appreciate others behavioral designs.**
- \* **Adapt for enhanced communication, understanding and relationships.**
- \* **Learn the People-Reading Process.**
- \* **How DISC Behavioral reports can identify current or future stress problems.**
- \* **Implications for team building using the DISC Behavioral Model.**
- \* **How the DISC Behavioral Model compares to other models available.**
- \* **How to lead the *Dynamic Communication Seminar*.**

#### **Materials included:**

- \* **Management Staff Report**
- \* ***Dynamic Communication* Facilitator Seminar CD**
- \* ***Dynamic Communications* Workbook**
- \* **Extra powerpoint slides on CD for use with stress, listening skills, team building, and additional behavioral situations.**

**Purchase Value of Materials: \$429.00**



## Day Two — Values

### **DAY TWO—PROGRAM LEARNING OBJECTIVES**

- \* **The history of values and the values model.**
- \* **Why people do what they do – the hidden motivator.**
- \* **The six basic hidden motivators and understanding the drive behind each one.**
- \* **The passion, overextension and stressors for each values cluster.**
- \* **Integrating the DISC Behavioral Model with the Six Values Clusters.**
- \* **How to estimate the cost of values conflict.**
- \* **How to lead the *Your Attitude is Showing* Seminar and integrate it into an existing Leadership Program.**

#### **Materials included:**

- \* **Personal Interests, Attitudes & Values Report**
- \* ***Your Attitude is Showing Facilitator* Seminar CD**
- \* ***Your Attitude is Showing* Workbook**
- \* **Extra powerpoint slides on CD for use with different types of training initiatives**

**Purchase Value of Materials: \$429.00**



## Day Three — Leadership & Benchmarking

### **DAY THREE—PROGRAM LEARNING OBJECTIVES**

- \* **The Global Models of Leadership - endorsement, energy and change.**
- \* **How to create a job benchmark using Work Environment for candidate selection.**
- \* **Creative Learning Tools and where to find them.**
- \* **How to measure “bottom-line” benefits of training, coaching or consulting initiatives.**

#### **Materials included:**

- \* **“Survival Run” Team Effectiveness Measurement Process**
- \* **Work Environment Report**
- \* **Benchmarking Process**
- \* **Powerpoint slides for use with The Global Models of Leadership**
- \* **Competitive Products Review and Extensive Resource List**

**Purchase Value of Materials: \$339.00**

### **WHO COMES TO TRAINING FOR SUCCESS?**

***Professional Trainers, Consultants,  
Human Resource Professionals,  
And Other Smart People Who Know  
From Experience That They Can't Find  
This Stuff In A Book!***



## INSTRUCTOR: JUDY SUITER

**Ms. Suiter is the Founder and CEO of Competitive Edge, Inc. with over 27 years of marketing and sales experience. She has over 640 hours of advanced education and training in managerial sciences and organizational development. Ms. Suiter has designed and conducted training programs for over 480 organizations and for more than 60,000 people. She is the co-author of *The Universal Language - DISC Reference Manual* and authored *Energizing People: Unleashing The Power of DISC*, *Exploring Values: Releasing The Power of Attitudes*, *The Ripple Effect: The Global Model of Endorsement*, *The Journey—Quotes To Keep Your Boat Afloat* and *The Sea of Change: Solutions for Navigating Disconnects in the Workplace*, in addition to authoring seven facilitator kits for training professionals. Judy is designated as a Certified Management Consultant (CMC) by the Institute of Management Consultants USA, as well as a Certified Professional Behavior Analyst (CPBA), Certified Professional Values Analyst (CPVA), Certified TriMetrix™ Analyst (CTA) by TTI Performance Systems, Inc.**

**Judy's awards include:**

***TTI Performance Systems, Ltd - Chairman's Club—2000-2008***  
***Inscape Publishing - Ruby Award 2003-2007***  
***Inscape Publishing - Sapphire Award 2008***  
***TTI Lifetime Achievement Award—2004***  
***Georgia Top Entrepreneurs BLUEPRINT Award—2004***  
***Outstanding Georgia Citizen Award—2004***  
***Goodwill Ambassador Corp for Georgia—2004***  
***Member of Atlanta's Most Powerful & Influential Women—2009***

# Train-the-Trainer Registration November 15-17, 2010

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Ext. \_\_\_\_\_  
Fax #: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please indicate your method of payment:

All 3 Days—\$1495.00

Please invoice  Check Enclosed  Charge

Visa  MasterCard  American Express

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

Signature: \_\_\_\_\_

## Registration/Cancellation Deadline:

**November 1, 2010**

**Cancellations received after this date will not be eligible for a refund, but the registrant may attend any future session.**

If for any reason a participant does not believe he/she received the benefit expected or stated in our brochure, a full refund will be issued immediately.

Our business has been built on satisfied clients for the past 27+ years.

### ***Mail or fax registration to:***

Competitive Edge, Inc.  
PO Box 2418  
Peachtree City, GA 30269  
(770) 487-6460  
Fax: (770) 487-2919

***Special room rates available at  
the Hampton Inn.***

***Call (770) 486-8800 and identify  
yourself as being with the  
Competitive Edge, Inc. Group.***