

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**

**February 21-23, 2012
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, use and legal issues 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:

- * **Success Insights 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:

- **Success Insights 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 Success Insights**
- **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**
- * **Success Insights 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 30 years of marketing and sales experience. She has over 760 hours of advanced education and training in managerial sciences and organizational development. Ms. Suiter has designed and conducted training programs for over 525 organizations and for more than 70,000 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., Certified in EQi (Emotional Intelligence) by MHS Assessments and Cultural Transformation Tools by Barrett Values Centre.

Judy's awards include:

TTI Performance Systems, Ltd - Chairman's Club—2000-2010
Inscape Publishing - Ruby Award 2003-2007
Inscape Publishing - Sapphire Award 2008-2010
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 February 21-23, 2012

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: _____ Security Code: _____

Signature: _____

Registration/Cancellation Deadline:

February 7, 2012

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 30+ 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.***