



# 2019 TRAIN-the-TRAINER

**Presented by:**

**Judy Suiter, CEO  
Competitive Edge**

**February 5-7, 2019  
8:30 AM to 5:00 PM**

**LIMITED TO A MAXIMUM  
OF 10 PARTICIPANTS**

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## **Program Overview**

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

**Training for Success is a three-day Boot Camp on the DISC Behavioral Model, the Personal Motivation 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 three-day program 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—motivators and the integration of it with behavior.**

**All participants will receive a USB flash drive with over 400 professionally created PowerPoint slides, which can be used by attendees to design and conduct their own training programs.**

**Because our training process is a very interactive and dynamic one, participants must attend all three 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 the behavioral patterns of others.
- 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.
- Comparative information of 22 other four-factor models in the marketplace.
- Learn how the DISC Model correlates to the MBTI, the Four Temperaments, Brain Dominance, the Psycho-Social Model of Development, and the Life Stages Model.
- How to debrief the DISC Behavioral Report.

#### **Materials included:**

- TTI Talent Insights - Management Assessment
- Extra PowerPoint slides on USB flash drive for use with stress, listening skills, team building, and additional behavioral situations.
- Laminated Reference Cards

## **Day Two – Personal Motivation and Engagement**

### **DAY TWO - PROGRAM LEARNING OBJECTIVES**

- **The history of motivators/attitudes.**
- **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 of the six motivators.**
- **Integrating the DISC Behavioral Model with the six Motivators.**
- **How to estimate the cost of a motivator's conflict.**
- **How the Motivators Model can be used to identify corporate cultural biases.**
- **How to debrief the Personal Motivation and Engagement Report.**

### **Materials included:**

- **TTI Talent Insights-Management Assessment**
- **Extra PowerPoint slides on USB flash drive for use with different types of training initiatives**
- **Laminated Reference Cards**

## **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:**

- **Success Insights Work Environment Report**
- **Benchmarking Process**
- **PowerPoint slides for use with The Global Models of Leadership**
- **Competitive Products Review and Extensive Resource List**
- **Suggested program agendas for the DISC and Motivators Models.**
- **PowerPoints for presenting the Global Models of Leadership.**

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

**Professional Trainers, Consultants,  
and other Human Resource Professionals who know that  
learning how to apply these models in multiple types of  
organizations from a person who has done it is invaluable.  
You Can't Find This In Depth Learning In A Book!**



## **JUDY I. SUITER**

**Ms. Suiter is the Founder and CEO of Competitive Edge with over 35 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. As TTI's first distributor, she co-authored *The Universal Language - DISC Reference Manual* and has since 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) and Certified Professional Motivator Analyst (CPMA) by TTI Performance Systems, Inc.; Certified Training Partner with MHS, Inc.; Certified Partner with Everything DiSC, a Wiley Brand; and Certified in Cultural Transformation Tools by Barrett Values Centre.**

### **Judy's awards include:**

**TTI Performance Systems, Ltd - Global Visionary Partner 2017-2019**

**TTI Performance Systems, Ltd - Chairman's Club 2000-2016**

**TTI Performance Systems, Ltd - Community Service Award 2011**

**TTI Lifetime Achievement Award 2004**

**Inscape Publishing - Ruby Award 2003-2007**

**Inscape Publishing - Sapphire Award 2008-2010**

**Inscape Publishing - Opal Award 2011**

**Georgia Top Entrepreneurs BLUEPRINT Award 2004**

**Outstanding Georgia Citizen Award 2004**

**Goodwill Ambassador Corp for Georgia 2004**

**Member of Georgia's Most Powerful & Influential Women 2009**

# TRAIN-the-TRAINER Registration

## February 5-7, 2019

Name:

Title:

Company:

Address:

City/State/Zip:

Phone:

Cell:

Referred By:

Email:

**Registration Fee for All 3 Days - \$1695.00**

Please indicate your method of payment:

Check

Please Invoice

Credit Card #:

Expiration Date:

Security Code:

**Registration/Cancellation Deadline:**

**January 19, 2019**

**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.*

**Competitive Edge**

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**support@CompetitiveEdgeInc.com**

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

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