

# BRAD WORTHLEY INTERNATIONAL & NATIVE NATION EVENTS PRESENT “LEADERSHIP DEVELOPMENT CERTIFICATE PROGRAM”

Being a great employee does not make you a great leader of people – they are two completely different skills. 85% of the people in leadership roles are trying to “manage” their employees instead of “lead” them and they don’t fully understand the huge differences or consequences. Learn the simple steps to increasing employee productivity and improving morale by learning how to communicate and “lead” people properly. This two-day program is a must for CEOs, Presidents, Administrators, General Managers, Directors, Managers, Supervisors, Trainers or anyone aspiring to be a great leader.

## You will come away from this amazing two-day event:

- With an assessment of your strengths and weaknesses as a leader
- Feeling more powerful, engaged, energized, productive and stress-free
- Understanding the huge differences between “managing” and “leading” people
- Getting your employees to solve their own problems by self-discovering their own answers
- Increasing employee productivity by as much as 300% and gaining their respect in the process
- Learning how to manage your priorities, time, stress, emotion, behavior, relationships and fear
- Gaining the respect of your peers, employees, community and family with your new communication skills

**Dates and Times:** January 28<sup>th</sup> and 29<sup>th</sup>, 2020 from 8:00 a.m. to 5:00 p.m. each day

**Location:** Tulalip Resort Casino  
10200 Quil Ceda Blvd, Tulalip, WA 98271  
(866) 716-7162

**Cost:** \$795 per person or \$695 per person for four or more (for our special on-site full classroom rate, please contact us)

**Includes:** A Leadership Developmental Assessment with 17-page report  
One-hour of group coaching call on the assessment results with Brad  
Three-ring binder with workbooks  
Email and telephone access to Brad for 12 months  
Framed Certificate of Completion  
Executive “Choose Extraordinary” pen set upon completion

**Not included:** Meals, transportation or lodging (call the Tulalip Resort at (866) 716-7162 for the special \$149 rate - ask for the “Brad Worthley International” rate)

**To Register:** You may either register on-line at [www.BradWorthley.com/enroll](http://www.BradWorthley.com/enroll) with a credit card **or** complete the form below and mail it, along with a check, to Brad Worthley International, 12819 SE 38<sup>th</sup> ST #375, Bellevue, WA 98006. If you mail your registration form in with a check, please email us at [Brad@BradWorthley.com](mailto:Brad@BradWorthley.com) and let us know that you have done so, so we can reserve seats for you. This class will fill up fast and there are limited seats (first come, first serve).

**Organization Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Contact Phone:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Attendee Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Cancellation Policy:** Cancellations two weeks prior to the event are 100% refundable. Cancellations after that period are non-refundable. No-shows are not refunded. All cancellations must be emailed to [Brad@BradWorthley.com](mailto:Brad@BradWorthley.com) and acknowledged to be valid. Substitutions are completely fine, with no additional fees, and encouraged if someone cannot attend who was registered – just let us know!

## TESTIMONIALS FROM PREVIOUS CLASSES

***“Extraordinary and Enlightening!*** Not only does Brad bring professional development to the table but personal as well. If you are an executive looking for focused leadership training for your team this one is for you. We look forward to working with Brad in the near future.”

**Melanie Chase - General Manager  
Indigo Sky Casino**

***“Best training I have ever attended on leadership!*** I learned a lot about myself and how to understand others. I cannot wait to share this information with all of our employees to increase and improve self-growth and communication. Thank you!”

**Jalene Wells – Gaming Commissioner  
Eastern Shawnee Tribe Gaming Commission**

***“Amazing!*** Brad put so many ideas into perspective, was super engaging, open to questions, and patient. I feel that he knows, believes and has proven that his methods not only work, but are correct. I feel his use of group work helps you to learn to retain the information and methods. I will definitely attend future seminars of Brad’s.”

**Josh Siler – Table Games Manager  
Downstream Casino**

***“Totally life changing!*** Brad has given me the tools to not only succeed in my career, but also in my personal life as well. I will be able to take the knowledge to my employees and help them on the betterment of their careers. Brad has non-stop energy and is full of life! The group coaching work is something that you can apply right away! I cannot wait to attend future seminars of Brad’s”

**Josh Paschke – Poker Shift Manager  
Downstream Casino and Resort**

***Amazing experience!*** Every person in a management position should take this program. I has changed the way I look at how I coach my employees and how to communicate with them. You will walk away a much better leader.”

**Jose Miquel Gomez – Steak House manager  
Downstream Casino and Resort**

***“This training has been a phenomenal training for me.*** I am fairly new to my leadership role and the thorough explanation of the coaching process has been a huge asset to me. It has provided a foundation for exceptional leadership in my department and in all my future career. I hope that I get another chance to attend a training from Brad Worthley again in the future.”

**Stacie Frieze – Early Childhood Learning Center Coordinator  
Eastern Shawnee Tribe**

***“I am very fortunate that you took the time to travel to this area for such an extensive training seminar. I have learned a lot in the last two days. It is much needed information for me to excel not only in my professional career, but in my everyday life with family and friends. Thanks for being not only a good, okay, GREAT speaker, but also a huge mentor to excellence. May God bless you and your family, and thanks again for a great seminar!”***

**Greg Bolton – Executive Sous Chef  
Downstream Casino**

***“I have been a manager in the casino resort industry for over 9 years. After attending this seminar for the last two days I have learned so many new skills and tools to use on a daily basis. These tools can not only be used at work, but also in your home life. The seminars are focused, enlightening and very intuitive. Brad adds humor and fun to all seminars. I would highly recommend attending if given the opportunity.”***

**Kathy VanStavern – Hotel Services Manager  
Downstream Casino**

***“This is the third time I have been in a development session/training with Brad Worthley. I find myself more developed and seasoned in my career due to utilizing the techniques that were given. The message is always clear and very informative. Brad has a very calm, yet attentive way of connecting to each individual in the training. I also admire Melanie and the story that was shared. The training and the professionalism is outstanding! I love the gifts! Thank you! I look forward to the next time!”***

**Lena McQuary – Tribal Development Officer  
Downstream Casino**

***“To make a two-day leadership program enjoyable, informative and engaging is no small task: Brad rocked it!”***

**Richard Turner – Entertainment Manager  
Indigo Sky Casino**

# LEADERSHIP DEVELOPMENT CERTIFICATE PROGRAM

## TWO-DAY AGENDA

**PRE-EVENT:** Each person will be sent a username and password a few weeks prior to the event, so you can login on-line and take a **“Leadership Developmental Assessment”** that will help evaluate your strengths and weaknesses as a leader. You will answer 157 questions, which takes about 20 minutes, then you will receive a 17-page report via email within 24 hours. Brad will arrange a 60-minute group conference call with everyone prior to the two-day event, to review the results of the assessment and provide everyone with personal tips on how to improve as a leader. This is not a test: there is no pass or fail, it simply assesses your leadership skills and provides developmental recommendations.

### **DAY ONE - 8:00 a.m. to 12:00 p.m.: “Simple Steps to an Extraordinary Career & Life”**

- 12 areas of life that can lead to an extraordinary career and life
- The three levels of desire and how they trigger success
- The two motivators that influence our decisions and success
- Defining the emotional motivators and how they impact us
- Understanding F.E.A.R. and why it kills dreams
- Your primal fears and how they impact your decision making
- The inner saboteur that tries to keep you small
- Eliminating energy givers and vampires from your life
- Setting S.M.A.R.T. goals so they become actionable
- Learning to “Idea Map” your goals, so they become a reality
- Disempowering language that sabotages success
- Why we confuse “symptoms” with “problems”
- How our past can influence our future
- Why we take ourselves wherever we go
- Rebranding yourself into a more powerful new you

### **LUNCH ON YOUR OWN - 12:00 p.m. to 1:00 p.m.**

### **DAY ONE - 1:00 p.m. to 5:00 p.m.: “Turning Managers into Leaders”**

- The four emotional intelligence competencies and self-management
- The 22 characteristics of a great leader – how do you score?
- All eyes are on the leader – walk the talk!
- Rethinking your role as a manager
- Reactive vs. proactive leadership
- Habits are hard to break
- Why no thought lives rent free in your head
- Proper and poor delegating
- Creating clearly defined boundaries for your employees
- Tools to help your employees change their behavior
- Guidelines for motivating your employees
- Utilizing “Personal Action Plans” to increase productivity
- The power of mentoring and how it influences behavior
- Creating “Weekly Praise Lists” to help monitor your praise

### **DINNER ON YOUR OWN**

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## DAY TWO - 8:00 a.m. to 12:00 p.m.: “How to Coach Your Employees, Peers & Supervisor”

- The differences between “coaching” and “teaching”
- What coaching is and is not
- The differences between “coaching” and “counseling”
- Six common pitfalls to the coaching process for the person being coached
- Coaching will not work in at least four scenarios
- What to do if the person you are coaching fails
- Using “Coaching up” dialogue to influence your boss
- The four options available when requesting action
- Why truth and confidentiality are so important to the coaching process
- Top nine coaching tips to make you more effective
- The intake session and its purpose
- The strategy of planning your coaching sessions
- Five roles of a coach
- Different types of coaching questions that may be used

## LUNCH ON YOUR OWN: 12:00 p.m. to 1:00 p.m.

## DAY TWO - 1:00 p.m. to 5:00 p.m.: “Conversational Charisma: Mastering Communication & Relationships”

- The three learning styles and why they matter
- Five primary conversational behaviors
- Five primary causes of upsets
- How voice inflection and timing influence communication
- Why some people do not want to let go of conflict
- Ten ways to give constructive feedback
- Dealing with a supervisor who is unwilling to change
- Dealing with an employee who is unwilling to change
- To reduce miscommunication, seek clarity
- Silence is not always golden
- How to eliminating office politics and employee drama
- How to retain what you hear
- Dialogue vs. monologue
- Asking permission before offering advice

## FINAL QUESTIONS AND ANSWERS

## PRESENTATION OF “CERTIFICATES OF COMPLETION,” EXECUTIVE PEN SETS AND A SURPRISE GIFT

## END OF EVENT