

## Course Description Guide

**Training Pro # (Curt's courses ID):** 1130742

**1. Course name:** How to become a leader of your organization

**Course ID:** C-2209

**Outcome:** The student will learn how to lead an organization by creating a clear vision (The Why), how to empower and lead the organization (The Who) to implement the strategy and hold them accountable.

**Course description:** This course focuses on how a leader impacts the performance of the company, how leaders who empower their organization create accelerated growth, through alignment on a common vision (goal), the strategies and tactics a leader should use to achieve a high-performance organization.

**Learning objectives:** Understand the difference between a visionary leader (working on the business) and a tactical leader (working in the business), how empowering an organization has a multiplying effect on results.

**Topics covered:** Visionary vs Tactical Leadership (focused on the why not the how), How to empower an organization, creating a learning organization that works together to continue improve outcomes.

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Visionary Leaders who empower their organizations grow revenue 2.5x faster

**2. Course name:** Culture by Design

**Outcome:** A culture that is aligned with the leadership team and company mission and objectives

**Course description:** Teaching concept of behaviors aligned with core values, how to implement cultural changes in an organization

**Learning objectives:** How to create a business culture you want

**Topics covered:** How to: Define Core Values, Create Behaviors that represent core values, implementing a behavioral change process that is repeatable

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** CEO's, Business Owners and Key Executives

**3. Course name:** Vision, Traction & Organize

**Outcome:** Setting the course, navigate and make the mid course corrections (Created from the 10-Step Plan, 5 Year Strategic and 1 Yr Tactical Plan “Winning Market Leadership)

**Course description:** Teaching Vision vs Strategy vs tactics, starting with market segmentation analysis; Unique offering product or service value proposition, Core competencies, profit dynamics in the 3 Horizon model, 10 yr vision, 5 yr strategy and 1 year plan to execute the strategy

**Learning objectives:** How to establish a clear vision, strategy and tactical plan for the company

**Topics covered:** How to create 10 Year Vision

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Provides a clear vision for the organization that creates alignment

**4. Course name:** Organizational Accountability

**Outcome:** Understand the work that needs to get done and who is responsible

**Course description:** Teaching ERAA, how to create clear expectations, defining roles and authority and how to generate SMART goals for accountability

**Learning objectives:** How to set clear expectations and hold people accountable

**Topics covered:** Expectations, Responsibility, Authority and Accountability methods

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Alignment on expectations creates accountability

**5. Course name:** People Analyzer

**Outcome:** Alignment with your culture, Get it, Want it and have the Capacity to do it.

**Course description:** Teaching how to determine if a person is a good fit for their role, GWC, Get it, Want it and have the Capacity to excel in the role. EQ vs IQ assessment and alignment with the role; Defining Leadership vs Management vs Supervising.

**Learning objectives:** People assessment and role alignment in the organization

**Topics covered:** How to evaluate people and determine if they are a good fit and the best role for them in the company

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Have the right people in the right seats creates a high-performance organization

## 6. **Course name:** Rocks/ Level 10

**Outcome:** Set Clear Expectations for each crew members role and give them the tools to be successful

**Course description:** Teaching how to create SMART 90 day goals at each level of the organization and how to cascade, track and insure the highest priority strategic initiatives are defined, implemented and tracked on a weekly based to achieve the 90 day goals

**Learning objectives:** How to establish and track clear goals that are aligned with company short term objectives

**Topics covered:** How to establish clear quarterly goals, and create alignment with cascaded goals down into the organization

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Defining and tracking quarterly goals creates accountability

## 7. **Course name:** Workflow

**Outcome:** Document your critical processes

**Course description:** Teaching documentation control best practices, methods, people, tools and resources to develop, implement and use documentation to clearly define the workflows, procedures and processes needed in an organization.

**Learning objectives:** How to create a documentation control system that all employees can access and use

**Topics covered:** How to document the what (needs to be done), not the how it needs to be done with a systemic solution

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Standardized processes create high quality outcomes and a continuous learning organization

## **8. Course name:** AAR

**Outcome:** Create and Build a Learning Organization for all that you do

**Course description:** Teaching the after-action review process, cold wash (short term) and hot wash (long term) methods for determine the cause of a failure, identifying the objective, what actually happened, what needs to be done different, who needs to know and process documentation.

**Learning objectives:** How to identify and solve problems in a learning environment

**Topics covered:** How to identify problems and create solutions in a blameless team environment

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** A learning organization will result in accelerated growth

## **9. Course name:** Knowledge Management System

**Outcome:** Leverage the learning and make it easily accessible

**Course description:** Teaching how to capture and reuse the lessons Learned from using the AAR, After Action Review Process. Systems, processes and methods to easily search and use best practices on the fly.

**Learning objectives:** How to create a systemic solution for capturing best practices in a learning organization

**Topics covered:** Data gathering and analysis that is easily accessible by the organization

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Accessing the knowledge and best practices of a company provides all employees an ability to learn faster

**10. Course name:** Cadence of Communications (daily, weekly, mthly, qtly, Annual, 121's)

**Outcome:** Attitude (i.e. motivation) comes from clarity of the mission and task at hand and their desire to provide value

**Course description:** Teaching how to develop, implement and use a Process to track goals on a weekly, monthly, quarterly and annual bases.

**Learning objectives:** How to communicate on a consistent bases to aligns resource and focus on company priorities

**Topics covered:** Best practices on holding team meetings, how to focus on the priorities and create accountability

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Consistency is key to driving performance improvements

**11. Course name:** Scorecard

**Outcome:** Visibility creates accountability

**Course description:** Teaching how to develop and create a scorecard to tracking the 5-7 most critical parameters in a business to achieve accelerated growth, defining, developing and creating the most critical parameters to track at each level of the organization and cascading them to a corporate scorecard.

**Learning objectives:** How to determine the critical parameters to monitor on a weekly bases to track the performance of the company

**Topics covered:** How to create a system to track company performance, brings focus to the priorities and accountability to owners

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Provides a way to keep a pulse on the performance of the company in a systemic way

## **12. Course name:** Strategy Statement

**Outcome:** Understanding your Why (Company and team members, GWC)

**Course description:** Teaching how to define your “WHY” for the company and everyone in the company to establish a common purpose, developing a 1 sentence Strategy Statement that clearly articulate a common purpose.

**Learning objectives:** How to create a noble cause, the unique why for the owners and employees

**Topics covered:** How to create your unique why that is motivational and aligned with the vision of the company

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Clearly defines what drives every action in the company, from the fundamental WHY

## **13. Course name:** Fly Wheel

**Outcome:** What are the 5 things we need to keep putting energy into to create momentum and achieve accelerate results

**Course description:** Teaching how to create a Fly Wheel that defines the 5 things that a company and/ or department needs to focus on, continue to put energy in to drive the organization.

**Learning objectives:** How to establish the 5 critical forces that drive company success

**Topics covered:** Identifying the key drivers of the company and how to get the organization to focus consistently on these drivers

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Clearly identifies the drivers and provides focus for the organization

#### **14. Course name:** Whole Product

**Outcome:** Define the Product and Services: Know what you are promoting

**Course description:** Teaching how to create the whole product diagram, which defines all aspects of the product or service being sold, a single diagram that captures the companies value proposition for better organizational alignment with a clear picture of the product or service being sold

**Learning objectives:** How to identify and represent the products and/ or services provided by a company from a wholistic perspective

**Topics covered:** How to identify and differentiate the products and services of a company and how they align to create value to customers

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Clearly identifies the products and/ or services of a company

#### **15. Course name:** Ideal Customer

**Outcome:** Know who needs it, wants it and why; don't waste time with non-ideal customers. Understand the Impact to their business (strategic fit), what is your extra.

**Course description:** Teaching how to align your product or service offering with customers who actual need and want your products now, including the product adoption model and how to differentiate; enthusiasts, early adopters, majority and laggards, to better align your marketing and sales process and people.

**Learning objectives:** How to identify the customers that are aligned with the value proposition the company provides

**Topics covered:** How to segment the markets and the customers to determine which are the most align with the company offering

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Prioritizing marketing and sales efforts on those customers most aligned with the company offerings

#### **16. Course name:** Profit Dynamics

**Outcome:** Focus on the business of business; understand how you make money and the impact on top line and bottom-line growth

**Course description:** Teaching how to understand the customers' needs vs wants and how these needs represent an Opportunity to focus sales and marketing efforts on those customers who will see the maximum value of your product or services and be willing to pay more and therefore maximize profits

**Learning objectives:** How to segment the products and customers from a profit perspective, which ones are getting the most value and therefore generating the most profit for the company

**Topics covered:** Identifying the value drivers of the company and those customers who benefit and therefore will pay for the value

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** Focusing on the most profitable products and customers provides the best return on marketing and sales investments

#### **17. Course name:** 10 Step Plan: Winning Market Leadership

**Outcome:** Create the 5 Year Strategy and the 1 Year Implementation Plan, Quarterly Rocks this is the process to understand the who, what, where and how to generate the VT/O and the Rocks

**Course description:** Teaching how to use the 10-Step Strategic Planning process to establish a clear 5 year strategy and 1 year implementation plan. Learning how to integrate all the learning from the above training session into a clear and concise, living and breathing plan for accelerated growth.

**Learning objectives:** How to create a living and breathing long term and short-term strategy and implementation plan for the company

**Topics covered:** How to identify which markets and customers to focus on that are aligning your core competencies, resource requirements to implement the strategy, profit dynamics and financial alignment

**Ideal audience:** CEO's, Business Owners and Key Executives

**Why important:** N/A