



What is one thing all businesses strive to do? That is essential for their success? Which few are able to do?

A: DIFFERENTIATION

- Are your services perceived by your clients and prospects as a commodity?
- Are you facing fierce competitors?
- Could you benefit from stronger relationships with key clients and prospects?

If you answered "yes" to any of these questions, then differentiation is a "must" and hosting a Leading With CourageSM Workshop is a unique way to separate your business from all the others.



Objective

Show your clients and prospects how much you care about them.

We draw our inspiration from President Theodore Roosevelt who said: "They don't care care about how much you know until they know how much you care."

What if you could offer your clients and prospects a tangible demonstration of how you put their interests above your own? That shows them you really care about their organizations and their future?



The ROI

What's in it for your organization?

- ✓ Growth & profitability
- ✓ Improved client retention
- ✓ Stronger client relationships
- ✓ Clients who use more of your services
- ✓ Increased "win rate" on bids
- ✓ More referrals



The How

Sponsor or subsidize a Leading With CourageSM Workshop for your best clients and prospects.

- Host a two-hour or one-half day Workshop as a client appreciation event or a "meet and greet" for 20-30 attendees
- Invite the leaders from your best or better clients, prospects, and Centers of Influence ("COI") to the Workshop
- Also invite to the Workshop the people from your organization who work most closely with the attendees
- The message to the invitees is you believe in their businesses and want to make an investment that will facilitate their growth and development



Take Aways

What you and the participants receive...

- ✓ Interactive program that keeps attendees engaged and increases the self-awareness of their leadership strengths and blind spots
- ✓ Content not taught in school or only learned on the job after it's too late
- ✓ Tools, and processes that can applied the next day
- ✓ Leadership self-assessment and individual, personal report
- ✓ Copy of the Amazon best-seller "Being A Leader With Courage" and a playbook



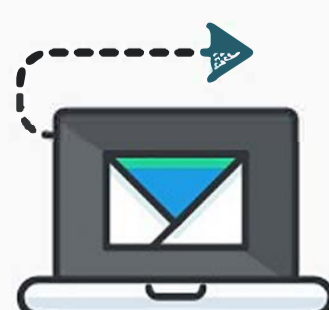
Get Started

Learn more about the Leading With CourageSM Workshop.



Speak with one of our Co-Founders:

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