

LEADERS COURSE®



**BECAUSE EVERYONE
IS AN AMBASSADOR**

LEADERS ARE

- ✓ Great communicators, who get more done with more people on their side.
- ✓ Good with customers because they can think on their feet, gain rapport and build long-term relationships.
- ✓ Able to attract people to their ideas and build a sense of teamwork.
- ✓ Efficient with time, especially in meetings.
- ✓ Great coaches who know how to bring out the best in others.

LEARN TO

- ✓ Overcome speaking anxiety
- ✓ Speak with confidence
- ✓ Remember names of people you just met
- ✓ Apply 40 leadership skills
- ✓ Dramatically increase listening ability
- ✓ Reduce conflicts – lower stress
- ✓ Build teamwork and cooperation
- ✓ Organize thoughts under pressure
- ✓ Motivate yourself and others
- ✓ Develop even more confidence

March 15-April 5, 2010
12:30 pm–4:30 pm

4 consecutive Mondays

TEXO Conference Center, 11111 N. Stemmons Freeway, Dallas, Texas 75229

"Great course for new and seasoned professionals." – Ron Hamby, Fluor

The LEADERS *Course*

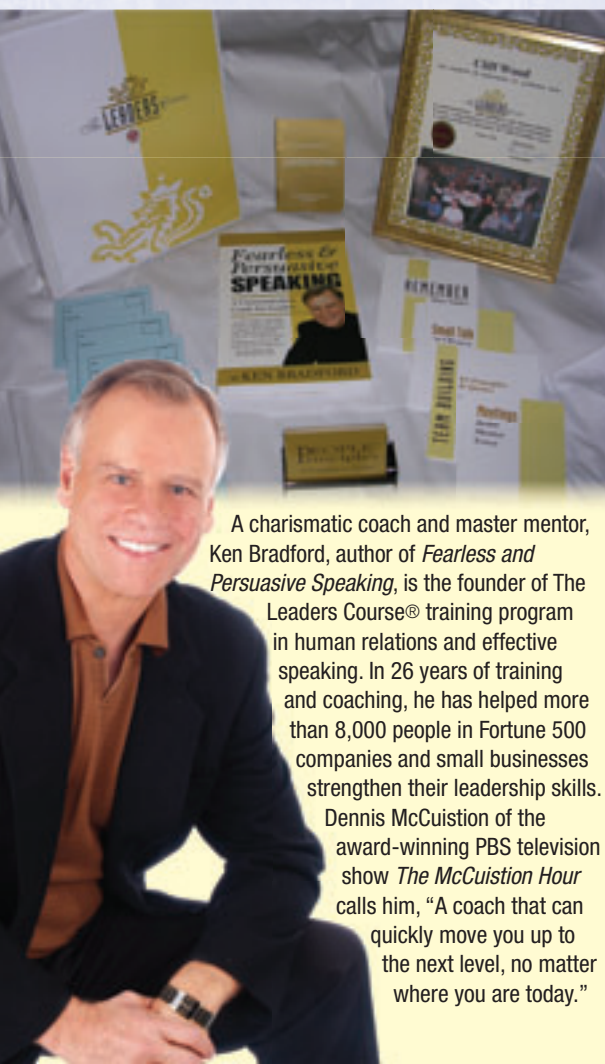
This is not a typical class where you check your brain at the door when you sit down to take notes. The Leaders Course® is a hands-on training program in human relations and effective speaking that will teach you to become an effective, charismatic leader in any situation. It's about learning-to-do-by-doing, participating, taking risks, and applying what you learn in and outside the classroom.

"I loved the positive aspect of the class. I learned how to organize my thoughts and speak comfortably to a group. I can survive now. Thanks!"

Desiree Ast, Verizon

Discover how to mine the gold you already own—your experience, background and personality—to become your “best self” during any leadership role. Use proven techniques to channel the nervous energy of old fears into exceptional presentation skills.

In four entertaining, interactive sessions, you’ll take home the real-world, practical tools you need to effectively speak, listen, conduct a meeting, manage a team, lead and motivate.



A charismatic coach and master mentor, Ken Bradford, author of *Fearless and Persuasive Speaking*, is the founder of The Leaders Course® training program in human relations and effective speaking. In 26 years of training and coaching, he has helped more than 8,000 people in Fortune 500 companies and small businesses strengthen their leadership skills. Dennis McCuiston of the award-winning PBS television show *The McCuiston Hour* calls him, “A coach that can quickly move you up to the next level, no matter where you are today.”

ENROLL NOW

- ✓ Four classroom sessions; one per week, 4 hours each
- ✓ Participants manual
- ✓ The book *Fearless & Persuasive Speaking*
- ✓ Desktop reference: 40 People Principles
- ✓ Make-up sessions without penalty
- ✓ Pocket reminder booklets:
Remember More Names
Becoming an Excellent Listener
Small talk is a BIG DEAL
Meetings: Better, Shorter, Fewer
50 Teambuilding Principles
- ✓ Class photo and framed diploma

"The instructor makes the difference. Ken has a way of creating the perfect learning environment."

John Mau, AMR, Inc.

CLASS LIMITED TO 24 ATTENDEES

Complete form and mail back to **Ken Bradford, 5741 Remington Park Square, Dallas, Texas 75252** or call Ken Bradford at 972-814-5758.

Investment

\$1,150/per person; \$1,105/per person for 3 or more

Money-Back Guarantee: Full refund if you attend the four sessions and believe the experience was not worth your investment.

Name(s) _____

Company _____

Contact Person _____

Phone _____ Email _____

"Skills for the real world! Wish I could have taken this class in college."

Amanda Johnson, Northwestern Mutual