



# Leadership Courses

*"Training is the  
cornerstone of  
success in any field."*  
– Lisa Raven



**Ready to connect?**

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*“The secret of getting ahead is getting started.”*  
– Mark Twain



*“Agile organizations view change as an opportunity, not a threat.”*  
-Jim Highsmith



*“Anyone can lead when the plan is working. The best lead when the plan falls apart.”*  
- Robin S. Sharma

## Agile Leadership

### COURSE OVERVIEW

It has long been known that for teams and organizations to thrive during challenging times takes a different level of leadership. This workshop focuses on defining and exploring that level of leadership.

The term “VUCA” was coined decades ago. It is a term that stands for Volatility, Uncertainty, Complexity and Ambiguity. It has been popularized by consulting firms and management gurus because these conditions create the challenges that ordinary leaders fail to recognize need extraordinary attention. Identifying these conditions and then bringing a level of agility to leadership is vital. Agility refers to the need to pivot quickly – it is the ability to see an obstacle or a need, make a quick decision and respond to it.

In this course, leaders will assess their ability to be agile as well as define advantages and behaviors of a growth mindset, vulnerability, visibility, transparency, and other crucial aspects of leading during VUCA times. Leaders are frequently faced with challenging times. It’s their ability to bring a different level of leadership during these times that will provide their teams and organizations the ability to go beyond surviving to thriving.

 Customized with your real-world scenarios & designed to meet your desired outcomes.



## LEARNING OUTCOMES

Realize the challenges of volatility, uncertainty, complexity, and ambiguity

Determine impacts on their teams, themselves, and their leadership

Know the characteristics of leaders with a high Agility Quotient (AQ)

Be able to develop the mindset and skills leaders need to thrive in change and challenges

Be equipped to enhance trust

## BUSINESS OUTCOMES



Improved Employee Resiliency



Enhanced Team Morale



Better Team Cohesion



Elevated Leadership Skills

## PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.

**WHO SHOULD ATTEND?**  
*Leaders at all levels - Directors, Managers, and Supervisors.*



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*“Mastering yourself is true power.”*  
- Lau Tzu

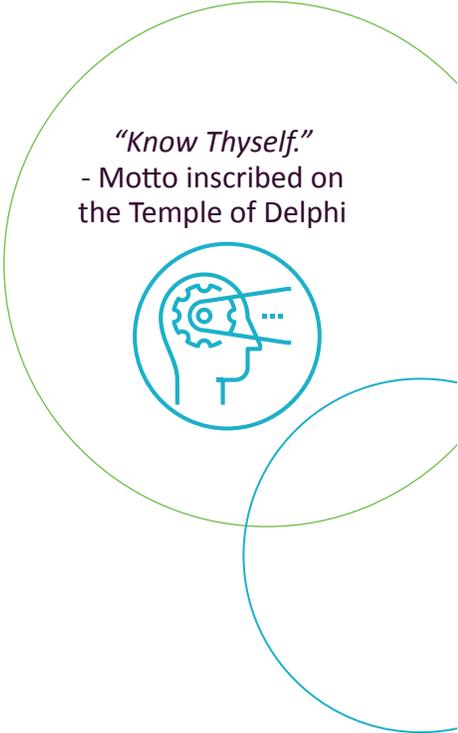
## Better Relationships through DISC

### COURSE OVERVIEW

There are people we “click” with and people we “clank” with. Relationships can be hard, but like air, they are necessary! Each of us has a primary behavior style that can make us click or clank with others. We increase productivity and engagement when we know how to get along with everyone in a way that brings out the best in each other. DISC gives us the roadmap to adapt, so we can create better relationships.

DISC represents the four behavioral styles in the general population and is a universal language for describing a person’s behavior and emotions. In this workshop, we’re going to examine behavioral preferences in ourselves and in others.

After completing a simple assessment, each individual will have their own personal behavioral profile. The result is an easy to understand report that provides a host of details regarding their natural tendencies (how they innately operate) and approach to work (how they respond to the demands of the environment). With this information, we can identify strengths, underlying causes of stress, and other behaviors in ourselves and others that can cause conflict or harmony.



 Customized with your real-world scenarios & designed to meet your desired outcomes.

# LEARNING OUTCOMES

Recognize potential strengths and blind spots

Understand the reasons behind others' behavior

Adapt to their style to create better relationships

Know how to recognize DISC "wiring" in others

Have a better understanding of personal DISC "wiring"

Exhibit personal accountability for their behavior

Utilize DISC language to create mutual understanding

# BUSINESS OUTCOMES



Re-energized and motivated team



Reduced conflict



Improved customer relationships



Improved collaboration and innovation

## WHO SHOULD ATTEND?

*Everyone. If you're a human, you and the people around you will benefit from your participation in this course!*

# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

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*“Coaching is unlocking a person’s potential to maximize their growth.”*  
- John Whitmore



## Leadership Foundations: Coaching and Feedback

### COURSE OVERVIEW

Understanding the role of a leader is the first step to being able to effectively manage your team. Managers are often chosen from high-performing individuals. These highly proficient “doers” quickly become struggling managers, without the methods or skills needed to succeed. This program will help provide a necessary foundation for these managers and help them overcome this challenge by showing them the essential skills to be able to positively influence their team. It will also equip managers to recognize differences between coaching conversations and delivering feedback, including how to use specific techniques that are productive and motivating to team members.

In this workshop, leaders will...

- Compare and contrast the difference between being a “Manager” vs. a “Leader”
- Learn the 8 behaviors of the highest performing managers as identified by Project Oxygen
- Develop effective coaching and feedback skills
- Understand the anatomy of a conversation
- Learn how to determine when to use coaching versus giving feedback in conversations

This workshop pairs nicely with DISC Behavior Style assessment. Together, these two courses will create a higher understanding of different communication styles and how best to incorporate that into coaching and feedback conversations.

*“Feedback is the breakfast of champions.”*  
- Ken Blanchard



*Customized with your real-world scenarios & designed to meet your desired outcomes.*





## LEARNING OUTCOMES

Understand when to be a Manager and when to be a Leader

Know how to structure a coaching conversation

Develop effective feedback skills

Apply the behaviors of a high performing manager

Commit to incorporating a solid coaching model

## BUSINESS OUTCOMES



Stronger Collective Performance



Increased Self-Confidence



Improved Work Performance



More Effective Communication Skills



Links Individual Effectiveness with Organizational Success

## PROGRAM FORMAT

Half-to-One-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.

### WHO SHOULD ATTEND?

*All levels of leaders.*



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*"The highest form of knowledge is empathy."*  
– Bill Bullard



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# Compassion Fatigue

## COURSE OVERVIEW

Research has shown that frequent exposure to the hardships of others can lead one to become detached, apathetic and numb to the feelings of others. This is known as Compassion Fatigue, which is a condition characterized by a gradual lessening of compassion over time.

The two most common reactions amongst workers who begin suffering from Compassion Fatigue are cynicism and emotional exhaustion. Cynicism is characterized by a general distrust of others and their motives. Emotional exhaustion leaves you feeling drained and tired.

This creates employees who are about as caring as a robot. Obviously, having robots interacting with your clients isn't a recipe for customer satisfaction. In this course, we will identify the warning signs of Compassion Fatigue and explore the techniques to rebound and build resiliency.

When pockets of Compassion Fatigue emerge, employee engagement and morale are negatively impacted. By using techniques involving self-care and reflection, expressing compassion is no longer a burden. This paves the way for your employees to demonstrate a genuine understanding and have an empathetic connection with your customers.

48% of US workforce experiences high levels of personal distress that is directly associated to their job duties.



## LEARNING OUTCOMES

Understand the importance of empathy

Recognize the warning signs

Build and maintain resiliency

Realize that everyone has a story

Improve self-care

Use the tools to recover



## BUSINESS OUTCOMES



Improved Employee Morale



Improved Customer Satisfaction



Reduced Employee Absenteeism



Enhanced Company Reputation

### WHO SHOULD ATTEND?

*Any department or team looking to build their empathy muscle and improve customer and team relationships.*

*Bottom line, if you think you have a team of robots, this course is for you!*

## PROGRAM FORMAT

Half-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

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# Conflict Management

*"Conflict is inevitable,  
but combat is  
optional."*  
– Max Lucado

## COURSE OVERVIEW

Managing confrontation is the key to productively engaging in conflict resolution conversations in the workplace. By understanding the influences of conflict and reducing the potential for conflict, conversations will go more smoothly, and moving forward will be more attainable.

In this course, leaders will discover how to get to the real cause of the problem, defuse tense situations, and how to have a productive conversation that leads to resolution. They will also learn “what to say when” tools for difficult situations that arise at work and will be equipped with the right words and approach.

We will examine conflict by covering:

- Basic causes of conflict
- Proven strategies for minimizing causes of conflict to prevent disagreements from occurring in the first place
- How fear of conflict can hold people back personally and professionally
- Why avoidance, power plays, pouting, and manipulation never resolve conflict
- The positive side of conflict

Through experienced-based learning and relevant and applicable examples from your company’s culture and interactions, leaders will have the opportunity to apply new skills to handle even the most challenging of conversations.



*"One good conversation  
can shift the direction  
of change forever."*  
– Linda Lambert



*Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.*

# LEARNING OUTCOMES

Understand the importance of productive conflict

Know how to prepare for and deliver a tough conversation

Discover how to defuse tense team member situations

Create an "emotionally safe" conversation

Craft the conversation to meet behavioral goals

Adapt strategies for minimizing conflict

# BUSINESS OUTCOMES



Improved Team Member Conversations



Elevated Culture of Accountability



Enhanced Leadership Skills



Increased Team Cohesion



Increased Productivity

**WHO SHOULD ATTEND?**

*All levels of leaders.*

# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

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Materials support additional learning reinforcement.



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*“In a high-IQ job pool, soft skills like discipline, drive, and empathy mark those who emerge as outstanding.”*  
 – Daniel Goleman

# Emotional Intelligence

## COURSE OVERVIEW

There’s a lot of hype about Emotional Intelligence (EI) - is there substance behind the hype? In a word...YES! The definition of EI starts the journey to seeing its value.

*Emotional Intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.*

And there it is... the word “relationships”. Energetic, productive relationships fuel collaboration and improve results. Your Emotional Intelligence equips you to create relationships that truly work because it provides a roadmap for how to bring out the best in yourself and in others.

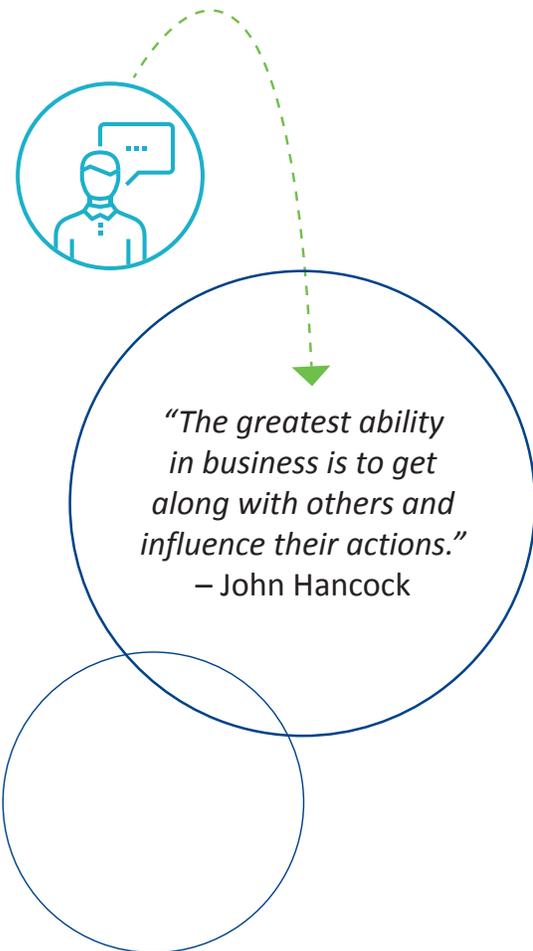
Emotional Intelligence shows up every day. The question is how well is it managed to help you and others work at high performance. For example:

- **Control of thoughts** – when negative emotions are felt, are these visible or are we aware enough to control our thoughts to help manage our outward appearance?
- **Giving and receiving feedback** – emotions are present on both sides. Do these emotions get in the way and block opportunities for improvement?

Using concepts from the book “Emotional Intelligence 2.0” and an online assessment, we focus on key topics and strategies to improve these four areas:

- Self-Awareness
- Self-Management
- Social Awareness
- Relationship Management

Understanding Emotional Intelligence in ourselves and others is a crucial differentiator in a fruitful career and productive relationships. The ability to relate to others and control our own emotions is the clear path to success.



*Customized with your real-world scenarios & designed to meet your desired outcomes.*

# LEARNING OUTCOMES



# BUSINESS OUTCOMES



Increased work performance



Increased employee satisfaction



Increased effective collaboration

**WHO SHOULD ATTEND?**  
*All levels of employees.*

# PROGRAM FORMAT

Half-to-One-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

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*"If you could get all of the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time."*  
– Patrick Lencioni



Customized with your real-world scenarios & designed to meet your desired outcomes.

## The Five Behaviors of a Team

### COURSE OVERVIEW

Teams exist. The question is do they exist as a cohesive, productive team that truly engages with one another and spurs each other on to be better? Odds are that doesn't just happen. Often, we don't get to create our personal dream team, we are assigned to them. And often what we call teams are really just groups. This workshop redefines the word "team."

Based on Patrick Lencioni's work "The Five Dysfunctions of a Team", this course reveals the five critical fundamentals of high performing teams. This workshop promotes different thinking about each of these five dysfunctions.

The Five Dysfunctions are:

- Absence of Trust
- Fear of Conflict
- Lack of Commitment
- Avoidance of Accountability
- Inattention to Results

These fundamentals are presented first as dysfunctions, and throughout the workshop they are transformed into attributes of highly functioning teams. Using powerful exercises, your team will have an in-depth understanding of the model and techniques in order to become a truly cohesive and productive team.



*"It is teamwork that remains the ultimate competitive advantage, both because it is so powerful and so rare."*  
– Patrick Lencioni



# LEARNING OUTCOMES

Truly understand what it means to be a team

Know the expectations of a cohesive team

Practice communications indicative of a true team

Increase clarity of communication

Make substantial progress to become a more cohesive team

Lay the groundwork for continuing progress

# BUSINESS OUTCOMES



Reduce time to achieve results



Get better results



Increased employee engagement



Increased employee satisfaction



Improve innovation

## WHO SHOULD ATTEND?

*Intact teams from C-suite and executive level, middle management and the front line.*

# PROGRAM FORMAT

One-to-Two-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

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# Leadership Academy

*“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”*  
– Ronald Reagan

## COURSE OVERVIEW

The mission of a leader is to bring out the best in others to achieve individual development and organizational goals. Aligning leader expectations and skills with those goals is the key to success. Bonfire is committed to that success and works closely with each client to ensure that leadership levels, competencies, and management development initiatives are all aligned with roles, responsibilities, performance expectations and desired business outcomes. Whether an emerging leader or a C-Suite leader, Bonfire has a program and/or can create the right program to meet the expectations and demands of that position.

The academy length is determined with the client and depends on the training programs, topics and competencies needed. Leadership Academies can vary from 3 month, 6 month, 9 month or 12 month programs.



*Customized with your real-world scenarios & designed to meet your desired outcomes.*



# LEARNING OUTCOMES

Based on the selected content, this Academy will:

- (b) Enhance Communication**  
Improve efficacy, consistency, clarity and delivery of all communication with direct reports, within departments, and to other peers and company leaders. Improves ability to handle tough conversations.
- (b) Develop Self and Others**  
Focus on developing leaders one conversation at a time, while sharing power, putting the needs of others first, and helping others develop and perform as highly as possible.
- (b) Improve Feedback (Delivery, Effectiveness and Consistency)**  
Provide specific, clear and timely feedback that promotes progress as well as team member development and growth.
- (b) Create, Enhance and Maintain Trust**  
Exemplify competence and character for relationship management and set expectations of behavior in teams, which will strengthen trust.
- (b) Motivate for High Performance**  
Engage and inspire individuals to be willing to hit goals and spend discretionary effort to show commitment to the purpose of the organization.
- (b) Manage Self and Others**  
Recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.
- (b) Cultivate Culture and Morale**  
Attentive and focused action on the quality of the work environment and the influences that guide daily behavior and activities.
- (b) Drive Results**  
Focus action on results that are aligned with business goals.



## POPULAR LEADERSHIP ACADEMY CONTENT

Agile Leadership

Better Relationships through DISC

Bias in the Workplace

Coaching and Feedback

Conflict Management

Emotional Intelligence

Presentation Skills

Purposeful Accountability

The Five Behaviors of a Team

Sustain the Training: Customer Service Essentials

Ken Blanchard - Building Trust

Ken Blanchard - Management Essentials

Ken Blanchard - Self Leadership

Ken Blanchard - SLII Concepts

Ken Blanchard - The SLII Experience



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# Leadership Academy Example Agendas

## 3-Month Leadership Academy Plan

Potential Timeline	Learning Activities, Workshop Curriculum, Progress Reports	Curriculum Overview	Leadership Competency Mapped to Learning
August	<b>Emotional Intelligence</b>	Emotional Intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Motivate High Performance</li> </ul>
August	<b>Leadership Foundations</b> (Custom Course Created for Client)	Being a great leader means being a good coach, engaging your employees, being able to think strategically, and much more. This program will define the role of a leader and create foundational skills that can be built upon throughout the rest of the program.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Develop Self &amp; Others</li> <li>• Drive Results</li> <li>• Manage Self &amp; Others</li> </ul>
September	<b>Situational Leadership® II Concepts</b>	Situational Leadership® II is the world's most taught leadership model because works! It sets leaders up to be able to individualize development of their team members. Execution of Situational Leadership II involves the compilation of skills in the previous workshop to diagnose and apply concepts.	<ul style="list-style-type: none"> <li>• Develop Self &amp; Others</li> <li>• Drive Results</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>
September	<b>Employee Engagement &amp; Motivation</b> (Custom Course Created for Client)	Employee Engagement is based on trust, integrity and communication and is about positive attitudes and behaviors that lead to improved business outcomes. Happier employees equal more satisfied customers, with the ultimate results being better business performance.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Drive Results</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>
October	<b>Coaching &amp; Feedback</b>	Equipping leaders to recognize differences between coaching conversations and delivering feedback, as well as how to use productive techniques that motivate team members.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Manage Self &amp; Others</li> </ul>
October	<b>Conflict Management</b>	Conflict Management relies on a leader's ability to be empathetic which is at the heart of emotional intelligence.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Drive Results</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>



# 6-Month Leadership Academy Plan

Potential Timeline	Learning Activities, Workshop Curriculum, Progress Reports	Curriculum Overview	Leadership Competency Mapped to Learning
April	<b>Emotional Intelligence</b>	Emotional Intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Motivate High Performance</li> </ul>
May	<b>ACTION LEARNING</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the previous workshop(s) into the workplace.	Mapped to the competencies in the previous workshop(s).
June	<b>Coaching &amp; Feedback</b>	Equipping leaders to recognize differences between coaching conversations and delivering feedback, as well as how to use techniques that are productive and motivating for team members.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Manage Self &amp; Others</li> </ul>
July	<b>ACTION LEARNING</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the previous workshop(s) into the workplace.	Mapped to the competencies in the previous workshop(s).
August	<b>Agile Leadership</b>	Assessing the ability of leaders to be agile as well as define advantages and behaviors of a growth mindset, vulnerability, visibility, transparency, and other crucial aspects of leading during VUCA times.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Manage Self &amp; Others</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>
September	<b>ACTION LEARNING</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the previous workshop(s) into the workplace.	Mapped to the competencies in the previous workshop(s).

# 9-Month Leadership Academy Plan

Potential Timeline	Learning Activities, Workshop Curriculum, Progress Reports	Curriculum Overview	Leadership Competency Mapped to Learning
February <i>No March Training</i>	<b>Better Relationships through DISC</b>	The self-awareness gained in this workshop provides leaders with insights to build trust.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>
April	<b>The Five Behaviors of a Team</b>	Based on Patrick Lencioni’s work “The Five Dysfunctions of a Team”, this workshop reveals the five critical fundamentals of high performing teams and promotes different thinking about each. Using powerful exercises, your team will have an in-depth understanding of the model and techniques in order to become a truly cohesive and productive team.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>
May <i>No June Training</i>	<b>Bias in the Workplace</b>	Bias is a consuming and sometimes polarizing word that can be a difficult topic to discuss – especially in the workplace. The goal of this training is to begin to open up the conversation, give a common language and allow a safe place to be introspective and understand where we are personally on the path to impartiality.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>
July	<b>Employee Engagement &amp; Motivation (Custom Course Created for Client)</b>	Employee Engagement is based on trust, integrity and communication and is about positive attitudes and behaviors that lead to improved business outcomes. Happier employees equal more satisfied customers, with the ultimate results being better business performance.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Drive Results</li> <li>• Develop Self &amp; Others</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>
August <i>No September Training</i>	<b>Coaching &amp; Feedback</b>	Equipping leaders to recognize differences between coaching conversations and delivering feedback, as well as how to use productive techniques that motivate team members.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Manage Self &amp; Others</li> </ul>
October	<b>Purposeful Accountability</b>	This highly engaging team building course explores how beliefs and mindsets impact behaviors, how they impact internal and external customers and influence business outcomes and performance goals.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Develop Self &amp; Others</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>



# 1-Year Leadership Academy Plan

Potential Timeline	Learning Activities, Workshop Curriculum, Progress Reports	Curriculum Overview	Leadership Competency Mapped to Learning
October	<b>Pre-Program Launch Communications</b>	Communications before the launch are important to set expectations and excite personal interest.	N/A
Part One: October	Part Two: November	<b>Better Relationships through DISC</b>	The self-awareness gained in this workshop provides leaders with insights to build trust.
<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>			
<b>December</b>		<b>Group Coaching Call</b>	<b>Progress report from Managers</b>
<b>Drive Results</b>			
Part One: December	Part Two: January	<b>Building Trust</b>	Trust is a foundation to help others be receptive to coaching.
<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Develop Self &amp; Others</li> <li>• Motivate High Performance</li> </ul>			
February	<b>ACTION LEARNING</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the last two workshops into the workplace.	Mapped to the competencies in the previous workshop(s).
<b>March</b>		<b>Group Coaching Call</b>	<b>Progress report from Managers</b>
<b>Drive Results</b>			
Part One: March	Part Two: April	<b>Coaching and Feedback</b>	The collaborative nature of a coaching conversation is essential to conflict management.
<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Manage Self &amp; Others</li> </ul>			
May	<b>Conflict Management</b>	Conflict Management relies on a leader's ability to be empathetic which is at the heart of emotional intelligence.	<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Drive Results</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>
<b>June</b>		<b>Group Coaching Call</b>	<b>Progress report from Managers</b>
<b>Drive Results</b>			
June	<b>ACTION LEARNING</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the last two workshops into the workplace.	Mapped to the competencies in the previous workshop(s).
Part One: July	Part Two: August	<b>Emotional Intelligence</b>	Emotional Intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.
<ul style="list-style-type: none"> <li>• Create, Enhance &amp; Maintain Trust</li> <li>• Cultivate Culture &amp; Morale</li> <li>• Develop Self &amp; Others</li> <li>• Enhance Communication</li> <li>• Motivate High Performance</li> </ul>			
Part One: September	Part Two: October	<b>Situational Leadership® II Concepts</b>	Execution of Situational Leadership II involves the compilation of skills in the previous workshops to diagnose and apply concepts.
<ul style="list-style-type: none"> <li>• Develop Self &amp; Others</li> <li>• Drive Results</li> <li>• Manage Self &amp; Others</li> <li>• Motivate High Performance</li> <li>• Organizational Change &amp; Process Improvement</li> </ul>			
<b>October</b>		<b>Group Coaching Call</b>	<b>Progress report from Managers</b>
<b>Drive Results</b>			
October	<b>ACTION LEARNING AND GRADUATION</b>	Activities, practices, reflection and personal learning points are used to accelerate transfer of learning from the last two workshops into the workplace.	Mapped to the competencies in the previous workshop(s).





Customized with your real-world scenarios & designed to meet your desired outcomes.

## Presentation Skills

### COURSE OVERVIEW

Many studies have found that public speaking is the number one fear amongst most people, outranking flying, snakes, spiders and even death. Ironically, it is also an important skill to master for personal and professional development. Our Presentation Skills program will give participants the skills they need to make speaking in front of a group less terrifying - and even enjoyable!

During this training program, participants will engage in discussions, activities and practices around these program topics:

- Understand different types of presentations (i.e. informative, persuasive, problem-solving, etc).
- Learn best practices for preparing and delivering successful presentations, from design to delivery.
- Feel capable and confident when presenting to different audiences.
- Know time management tips and techniques to deliver a relevant, applicable and engaging presentation.
- Create and manage presentations by utilizing current technology.
- Understand how to tailor presentations to specific audiences utilizing Adult Learning Principles.

*“Be so good they can’t ignore you.”*  
– Steve Martin



# LEARNING OUTCOMES

Increase the clarity of the presentation to quicken audience engagement

Deliver relevant presentations that generate true interest

Learn to prepare and deliver effective presentations every time

Increase confidence, presence and enjoyment of public speaking

# BUSINESS OUTCOMES



Increased Clarity of Communication



Deliver Presentations that make an Impact



Effectively Provide Information that Generates Trust



Engaged Employees through Purposeful & Productive Presentations

# PROGRAM FORMAT

One-to-Two-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



Contact us to explore how we can meet your training goals!  
info@bonfiretraining.com / 800-888-4893



## WHO SHOULD ATTEND?

*This workshop can be customized to train your salespeople, in-house trainers, leaders and anyone that is tasked with giving a presentation.*



*"Accountability is the glue that ties commitment to the result."*  
– Bob Proctor



*Customized with your real-world scenarios & designed to meet your desired outcomes.*

## Purposeful Accountability

### COURSE OVERVIEW

During times of high volume workloads and competing priorities, service levels and accountability measures can suffer. This can result in missed goals and a lack of commitment. With that in mind, building a culture that promotes purposeful accountability and service excellence is critical to organizational success.

That's where Purposeful Accountability comes in. This highly engaging team building course explores how beliefs and mindsets impact behaviors and how these behaviors impact internal and external customers as well as influence business outcomes and performance goals. Participants will be empowered with a renewed sense of purpose for delivering next level service standards and maintaining a culture of accountability.

#### In this workshop, participants will learn...

- The importance of creating a culture of accountability that elevates the team member and customer experience
- Customer-centric skill sets
- How to have accountability conversations, including:
  - What factors to consider when deciding if an accountability conversation is necessary
  - How to prepare for and initiate the conversation
  - How to address conflict/push back

*"Accountability breeds Response-Ability."*  
– Steven Covey



# LEARNING OUTCOMES

Understand personal impact to the company culture

Increase personal and team accountability skills

Develop new customer-centric skillsets

Know how and when to have an accountability conversation

Experience a renewed sense of purpose

# BUSINESS OUTCOMES



Enhance Company Culture



Elevate Personal and Team Accountability



Enhance Customer Satisfaction & Loyalty



Improve Standards of Service Excellence



Show Positive Impact on Company Metrics



# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids to support additional learning reinforcement.



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info@bonfiretraining.com / 800-888-4893

## WHO SHOULD ATTEND?

*All levels of leadership, including C-Suite, department heads and team leaders.*





# The Art of Persuasion, Negotiation and Conflict

## COURSE OVERVIEW

The Art of Persuasion, Negotiation, and Conflict involves mastering communication and relationship techniques to better assert yourself in the world. At Bonfire, we call this an “art form” because taking everyone’s different needs, wants, aims, and beliefs into account isn’t exactly a walk in the park. It takes some practice (and guidance!).

In any workplace there will always be conflicting demands, differences in opinions, and opposing attitudes when working with clients and internal team members. While this is totally normal and to be expected, it can also pose a rather significant obstacle to progressing relationships. Great news, there are ways to validate each person’s unique experience while also bringing them into agreement.

By completing this workshop, participants will learn the following:

- The difference between manipulation and the science of persuasion
- How to reframe “conflict”. Remember, not all conflict is bad!
- The mindset of this “art” and how it positively impacts communication
- How to stay open-minded and adaptable in order to build trust



*“The quality of our lives depends not on whether or not we have conflicts, but on how we respond to them.”*  
- Thomas Crum



Customized with your real-world scenarios & designed to meet your desired outcomes.



# LEARNING OUTCOMES

Embody the “Compassionate Curiosity” mindset

Enhance persuasion, communication, and relationship skills

Upskill the three competencies of great negotiators

Understand the “Art” with customized case studies relevant to your organization

Recognize conflict stemming from negotiation

Understand the “science” of human behavior pertaining to persuasion and negotiation

*“In business as in life, you don’t get what you deserve, you get what you negotiate.”*  
-Chester L. Karass

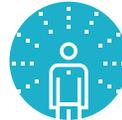
# BUSINESS OUTCOMES



Enhanced Communication & Relationships



Improved Employee Performance



Self-Reliant & Empowered Employees



Increased Company Metrics



Improved Customer Relationships

## WHO SHOULD ATTEND?

*Employees and members of management that are engaging in interactions requiring persuasion, negotiation and conflict management.*

# PROGRAM FORMAT

One-day onsite instructor-led session that can be split into shorter sessions to accommodate schedules.

Live Remote Training options are also available.

Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

Materials and job aids support additional learning reinforcement.



Contact us to explore how we can meet your training goals!  
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THE 6 TYPES OF  
Working Genius



CERTIFIED

## The Working Genius

### OVERVIEW

Still challenged with getting the right team members in the right seats? Have talented team members and still can't understand why there are gaps in performance or results? You are not alone!

**The Working Genius** is Patrick Lencioni's newest teamwork model that helps organizations create a healthy work culture by utilizing talent and placing the right people in the right seats. Unlike other personality assessments, the six types of Working Genius (what Lencioni refers to as WIDGET) focus on the actual talents and stages required in the process of getting work completed, thus showcasing a powerful opportunity for leaders and teams to identify and capitalize on the strengths of their individual team members.

In this program team members will complete a 10-minute assessment that will include a custom report when completed. Once the Working Genius types of your team members are uncovered, your organization can more easily align goals, organize projects, and implement stages of work (Ideation, Activation and Implementation) with team members whose Working Genius strengths are in those identified areas. In addition, this level of knowledge helps team members understand how they can leverage one another's strengths and contribute to work most effectively to achieve their full potential.



Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.



# THE SIX TYPES



**The Genius of Wonder:** the natural gift of pondering the possibility of greater potential and opportunity in a given situation.



**The Genius Inventions:** the natural gift of creating original and novel ideas and solutions.



**The Genius of Discernment:** the natural gift of intuitively and instinctively evaluating ideas and situations.



**The Genius of Galvanizing:** the natural gift of rallying, inspiring and organizing others to take action.



**The Genius of Enablement:** the natural gift of providing encouragement and assistance for an idea or project.



**The Genius of Tenacity:** the natural gift of pushing projects or tasks to completion to achieve results.

The first two Working Genius types help you develop new ideas, the second two help you activate your ideas, and the last two help you implement your ideas. In this training program, team members will learn that everyone has:

- Two areas of **Working Genius** – Two of the six types that come naturally to you, meaning that you are good at them and they give you energy and joy.
- Two areas of **Working Competencies** – You can do these fairly well, maybe even very well, but you don't derive great joy or energy from them.
- Two areas of **Working Frustrations** – These areas are neither natural nor energizing for you, and most likely, you aren't particularly good at doing them.

Patrick Lencioni's The Working Genius model can be utilized in a variety of ways to bring greater success and fulfillment in areas such as:

- Leadership development/coaching
- Job alignment/adjustments
- Team cohesion and productivity
- Creating a common language
- Clarity around stages of work



Contact us to explore how we can meet your training goals!  
info@bonfiretraining.com / 800-888-4893

*"If you want to be successful and fulfilled in your work, you must tap into your gifts. That can't happen if you don't know what those gifts are."*

*- Patrick Lencioni*



Great Leadership  
Begins with Trust



# BUILDING TRUST

Trust can be hard to earn and easy to lose.

Successful and healthy workplaces are built on a foundation of trust. When work relationships are rooted in trust, companies see effective communication, greater innovation, and increased revenue overall.

But when trust is broken, the work environment becomes toxic. People become stressed and work in silos, there's low collaboration, and morale and productivity drop. If employees don't trust who they work with or their leader, they won't perform to their potential. This can result in costly turnover for your company.

Everyone deserves to work in a safe environment where they can flourish. So what do you do when trust becomes fractured? How do you identify the problem and provide a solution?

At Blanchard®, we know it can be challenging to discern and address trust issues within your organization. That's why our award-winning trust experts created a four-step model that is easy to learn, easy to remember, and easy to use on the job. Our Building Trust program teaches leaders and their team members how to build trust to increase engagement, creativity, and commitment to the organization.

## BUILD A FOUNDATION OF TRUST



Increase  
Performance



Retain Your  
Talent



Drive Creativity  
& Innovation



Create  
Collaboration

**Blanchard®** | Channel  
Partner Network | **Partner**



## Elements of Trust Model



### WHO SHOULD ATTEND?

Senior Executives  
Managers  
Team Leaders  
Individual Contributors

## PROVEN FORMULA TO BUILD TRUST IN YOUR ORGANIZATION

Implement Building Trust training in your organization as a live in-person workshop, live virtual workshop, or online course. All designs include engaging participant materials, videos, and learning activities that teach participants the following key concepts:

- Learn the Building Trust framework
- Develop an action plan to engage in more trustyworthy behaviors
- Learn a three-step process for restoring trust
- Plan and practice two trustworthy conversations

After the workshop, participants will understand the impact of their behavior on building or eroding trust with others. Your organization will gain a common language to talk about trust and people will be more comfortable asking for help, leading to quicker problem solving.

With Building Trust, an increased sense of partnership is gained and a positive workplace is restored so your people and your organization can thrive. Don't allow trust issues to poison your company culture or hinder your people's growth. Help create a trusting work environment where your people feel safe, empowered, and motivated.

### READY TO GET STARTED?

Here's how to implement a successful training initiative, in three easy steps:

1. Decide – we'll help you decide who gets the training and why
2. Prepare – we'll help you order materials and prepare the facilitator
3. Deliver – we'll help you deliver impeccable training at your company

Give Managers  
the Training  
They Deserve



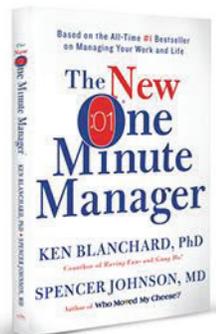
# BLANCHARD MANAGEMENT ESSENTIALS

from *The New One Minute Manager*®

You want your managers to be effective leaders who run productive, motivated teams and improve business performance overall. But most of the time we find managers struggling to figure things out on their own, relying on behaviors and instincts that actually erode morale and limit productivity.

We know how frustrating it can be when poor management skills affect morale and productivity in the organization. For nearly 40 years we've been training the best managers in the world, so we created a program to give managers the fundamental training they need and deserve.

The only one of its kind, Blanchard Management Essentials builds on the secrets of the best-selling business book, *The New One Minute Manager*®. Managers who receive the necessary tools and training are set up to become leaders who create engaged, productive teams and drive greater results for your organization.



SET YOUR MANAGERS  
UP FOR SUCCESS



Build Early  
Momentum



Create  
High-Performing  
Teams



Develop Future  
Leaders



## PROVEN FORMULA TO BUILD SUCCESSFUL MANAGERS

Implement Blanchard Management Essentials in your organization as a 6-hour face-to-face workshop (including lunch and breaks) or as three 2-hour virtual sessions. Both designs include pre-workshop activities, engaging participant materials, videos, and learning activities that teach participants the following key concepts:

- Manager Mindset – the mindset required to be effective at managing
- Four Conversations Model – a highly effective framework for understanding the conversations needed to manage people and performance
- Four Essential Skills – purposeful conversations that create positive, productive relationships

After the workshop, participants have access to the Blanchard Management Essentials Challenge, which guides them through a set of tasks to practice new skills back on the job. They also have access to workshop videos and worksheets for a full year through the learner portal.

When your managers have the skills they need, they will form better relationships and bring out the best in their people. Don't let ineffective management skills cost your organization time, people, and money. Help your managers reach their full potential sooner.

### WHO SHOULD ATTEND?

New and established managers  
and those considering a  
transition into management

New managers eager to increase  
their effectiveness

Mid-level or new managers  
and supervisors

### READY TO GET STARTED?

Here's how to implement a successful training initiative in three easy steps:

1. Decide – we'll help you decide who gets the training and why
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Create a Workforce of  
Self Leaders to Power  
Your Organization



## SELF LEADERSHIP

**If your people don't reach their full potential, neither will your organization.**

Imagine how resilient your organization could be if it were filled with people who have the skills and self-confidence to get what they need without unnecessary guidance or wasted time.

Organizations don't execute well when individual contributors aren't taking initiative or being as effective as they could be. Performance is often stalled because employees don't know how to ask for what they need when they need it. The truth is, people want to be engaged, to make meaningful contributions, and to be appreciated.

We know how important it is to the success of your organization that every person be empowered and committed to achieving results. Our Self Leadership training program is designed by experts in employee motivation and engagement to ensure your team members develop the self-starting mindset they need to move the organization forward.

When you arm your individual contributors with the self leadership mindset and skillset, you build an empowered workforce that is productive, innovative, and passionate about their work.

Invest in Self Leaders and build an empowered workforce that results in:



Accelerated Development



Higher Performance



Personal Accountability



Increased Innovation

**Blanchard**<sup>®</sup>  
Partner Network



## Mindset of a Self Leader



## Skillset of a Self Leader

**1 Goal Setting**  
Aligning on what needs to be done, when

**2 Diagnosing**  
Assessing your competence and commitment on a specific goal or task

**3 Matching**  
Getting the leadership style that provides you with what you need

### WHO SHOULD ATTEND?

Individual contributors, managers, and senior leaders seeking to be more productive and satisfied at work.

Anyone who reports to managers trained in SLII®.

## THE PROVEN FORMULA TO BUILD SELF LEADERS

Implement Self Leadership training in your organization as a live in-person workshop, live virtual workshop, or online course. All designs include engaging participant materials, videos, and learning activities that teach participants the following key concepts:

- Learn the Building Trust framework
- SLII®—learn the world’s most popular leadership model, taught from the perspective of the self leader rather than the manager
- Assumed Constraints—learn to recognize those perceived barriers that can be transcended or avoided
- Points of Power—learn the five sources of power at work and how each can be activated to help achieve goals and experience greater autonomy and competence
- Proactive Conversations—learn how to seek the direction and support they need; learn how to proactively conduct One on One Conversations with their manager, in which they prepare the agenda

Tools also included are:

- The SLII App—a mobile app that helps learners master SLII® and decide what they need most in each situation
- One on One Worksheet—a tool that guides self leaders through regular, well-planned One on One Conversations with their manager
- Perceptions of Self Leadership Questionnaire—a tool that compares participants’ perceptions with those of their manager in seven key areas of self leadership

## READY TO GET STARTED

Here’s how to implement a successful training initiative, in three easy steps:

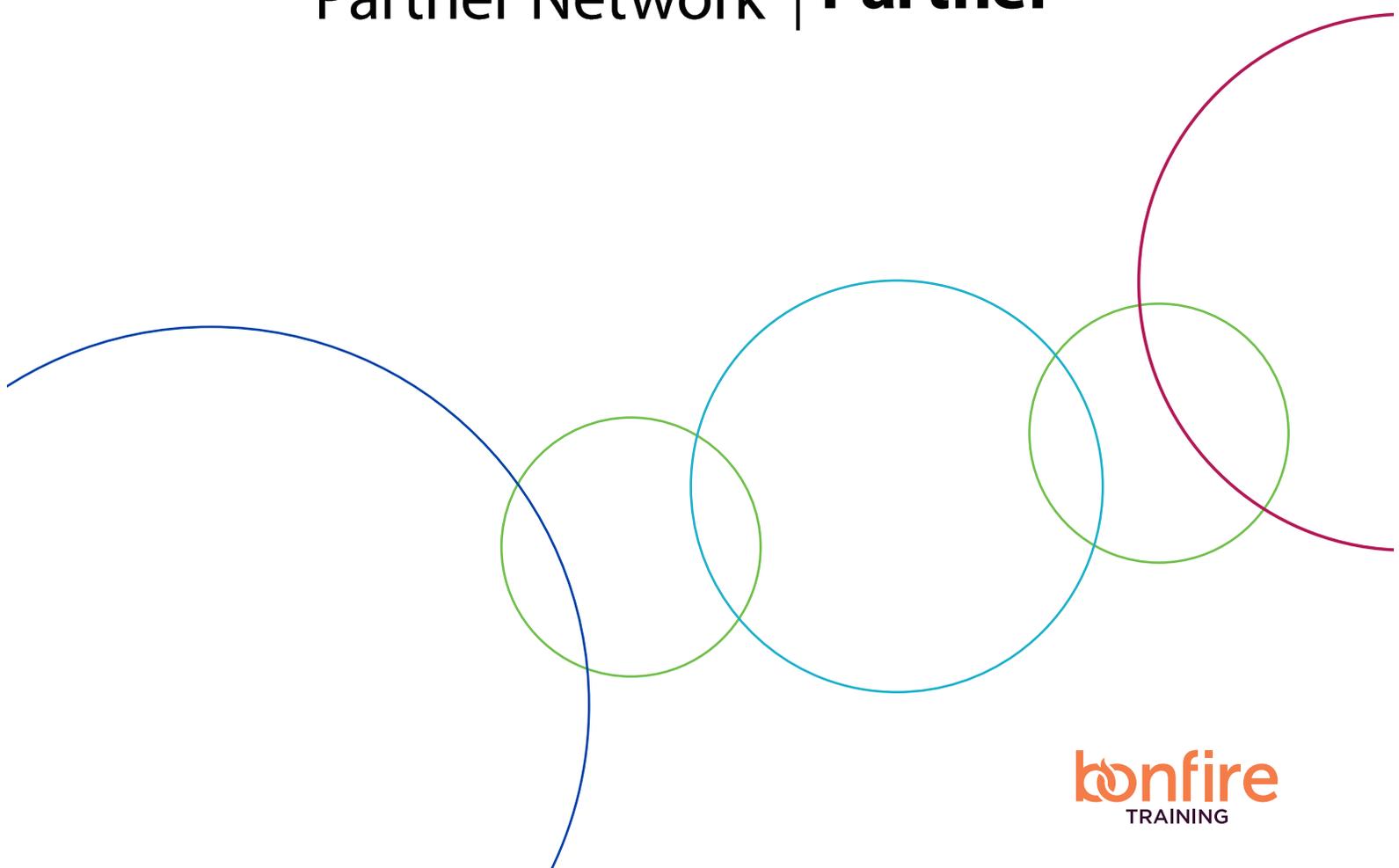
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3. Deliver – we’ll help you deliver impeccable training at your company

**Blanchard®**  
Partner Network

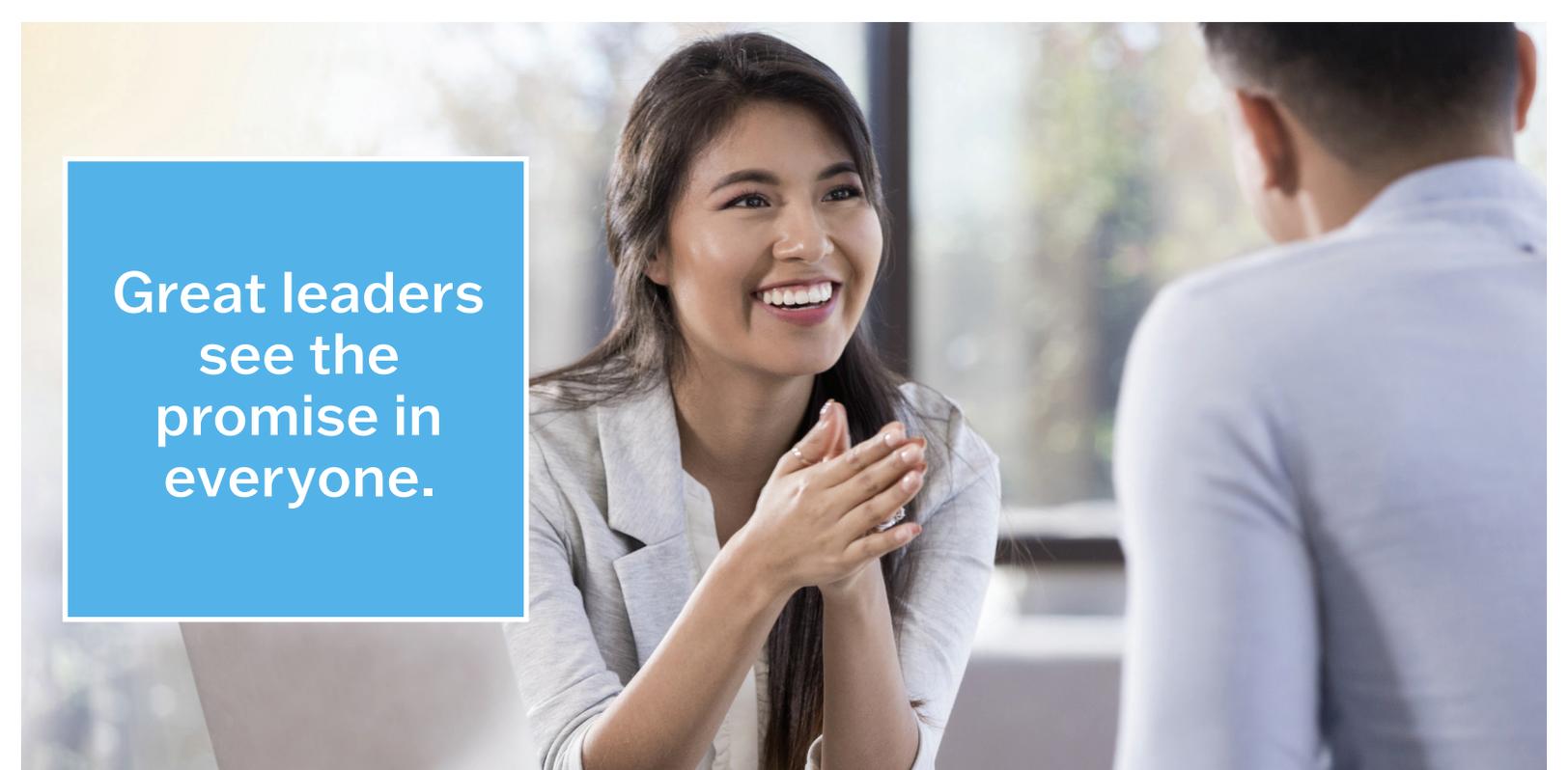


**Bonfire Training is proud to  
be a Channel Partner with  
The Ken Blanchard Network.**

**Blanchard**<sup>®</sup> | **Channel  
Partner Network** | **Partner**



**bonfire**  
TRAINING



Great leaders  
see the  
promise in  
everyone.

### Learning Design of SLII Concepts

- Explanation of the three key skills of SLII (Goal Setting, Diagnosing, and Matching)
- Reinforcement of learning with a video case study and videos on SMART goals and other essential skills

### Snapshot of SLII

- The world's most widely taught leadership program
- More than five million managers trained
- Used by 10,000+ enterprises

**Ken** THE **Blanchard**  
COMPANIES

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[kenblanchard.com](http://kenblanchard.com)

## PRODUCT OVERVIEW

# SLII<sup>®</sup> CONCEPTS

The blistering pace of change demands a different kind of leadership model.

SLII<sup>®</sup> Concepts teaches what it means to lead situationally. That means giving people the right support or direction at the right time. Having authentic conversations that empower. Caring about their growth. Being their champion. Seeing their promise.

SLII Concepts introduces the art of diagnosing an individual's or team's development level and then using the appropriate leadership style in response. Fast-paced content-rich SLII Concepts is an immersive solution that can be used to introduce or reinforce SLII.

### PROGRAM FORMAT

SLII Concepts can be delivered live face-to-face or virtually, with or without the SLII Leader Behavior Analysis II<sup>®</sup> (LBAII<sup>®</sup>). The face-to-face learning solution is three hours with the options to be modified to a two-hour condensed or a four-hour expanded design based on your need. The virtual design consists of two 90-minute sessions without the LBAII.

For organizations wanting to make SLII their common language of leadership and speed the adoption of its use, we recommend The SLII Experience<sup>™</sup>.

**konfire**  
TRAINING



# SLII.®

Powering  
Inspired  
Leaders™



## PRODUCT OVERVIEW

# The SLII Experience™

With business moving at a blistering pace, there's more pressure than ever for leaders to be effective at leading successful teams. But often, they don't have the skills to be the agile, adaptive leaders they need to be and struggle building meaningful connections with their people to drive results.

It's not for lack of trying or wanting to be great leaders. Research has shown that most leaders use one leadership style—so they don't know how to unleash the potential of their people.

They need to learn how to lead situationally.

Blanchard's SLII® empowers leaders to become adaptive—a requirement for our uncertain times. Backed by 40 years of research and an unmatched track record of results, The SLII Experience™ teaches your leaders how to lead situationally by giving their people the right support or direction at the right time.

SLII enables leaders to build deeper relationships—with their work, their company, and their colleagues—making every day more inspiring, motivating, and meaningful.

Training your managers to be situational leaders will result in:



Accelerated Development



A Common Leadership Language



Increased Retention and Morale



Proactive Problem Solvers

**Blanchard**® | Channel Partner Network | **Channel Partner**



## WHO SHOULD ATTEND?

Individuals in leadership roles who want to increase their effectiveness

Executives and senior-level managers

Mid-level or new managers or supervisors

## FLEXIBLE DELIVERY METHODS. CONSISTENT RESULTS.

Organizations can choose the delivery method for The SLII Experience: face-to-face, live virtual, or asynchronous. All delivery formats use a four-part learning path to ensure your managers master the content and become situational leaders.

- **LAUNCH**—Engaging assignments that explain key concepts
- **LEARN**—Activities that teach leaders the skills and language to lead situationally
- **PRACTICE**—Activities based on personal work challenges that develop new skills
- **MASTER**—Strategies that reinforce the learning and make it second nature to set SMART goals, diagnose development level, and use the matching leadership style

When you work with Blanchard to improve the skills of your leaders, you can be confident that you'll help your organization. We partner with you to teach you proven best practices that will result in the greatest return on your investment. Leaders deserve to be equipped with the right framework and tools to be successful. With more inspired leaders, morale and engagement will improve, team members will feel supported, employees will become more creative problem solvers, and company productivity will increase.





## Delivery Methods

### In-Person Training

Whether you're looking for a one-day workshop, a major training initiative or something in between, Bonfire has your solution. From your initial conversation to post-training, implementation and sustainability, we collaborate and partner with you to ensure your long term success.

Our in-person training is:

- Tailored for you
- Engaging for your staff
- A source of continued support



*Customized with your real-world scenarios & designed to meet your desired outcomes.*

One-to-Multiple-day onsite instructor-led sessions that can be split into shorter sessions to accommodate schedules. Presented in a multi-media, fun, interactive manner with group exercises to engage participants.

### Live Remote Training

Bonfire Training's Live Remote Training provides your team with customized courses delivered virtually by a Bonfire Trainer. Whether your team is together or participating individually, these live sessions can be accessed from anywhere in the world, allowing you to easily train multiple time zones and schedules.

Every training program and topic is highly customized to your company's goals, culture and unique interactions. Training is also formatted to 60, 90, or 120 minute segments and includes time to practice the techniques on-the-job, making them a perfect fit for complicated schedules and busy team members.

Our Live Remote sessions provide your employees with real time, reproducible skills that can be used throughout your organization and ignite a buzz! Regardless of where your team members are located or how busy workloads have become, it's always the right time to catch the SPARK that a motivated, empowered team can provide your company.

### OnDemand Online Training

Need the flexibility of OnDemand training? Our OnDemand Online Training brings Bonfire's exceptional courses to groups of any size, in any time zone, and in a format that fits into demanding schedules.

Each course consists of interactive modules that will engage the learner while delivering some of Bonfire's best techniques and applicable skills. Learners will receive printable reference and support materials to help them transfer their new skills to the real world.

There are two ways to access our online training:

- **OnDemand:** Learners can sign up, pay, and complete the course through our website.
- **LMS:** The course files are available for purchase and deployment through your own Learning Management System.



# Partner Services

## Customized eLearning

Great training isn't "one-size-fits-all." We will partner with your team to understand your needs and work collaboratively through the development process to create a successful and engaging eLearning solution that supports your unique business environment.

Bonfire's experienced team of Instructional Designers and eLearning Developers will work with you to develop fully customized eLearning courses that will enhance your team members' skillsets and help drive business results.

This is learning convenience at its best! eLearning is accessible 24/7 to meet your scheduling parameters. Whether loaded on your Learning Management System or hosted on our platform, your customized learning experience will speak directly to your team, your client needs and your goals.

## Instructional Design

Creating a relevant learning experience is Bonfire's fundamental focus when designing and developing effective training programs and materials.

Whether we take your existing training content and enhance/elevate the training experience or design and create an experience from the ground up, Bonfire will create the right course for your desired learning and business outcomes. From analysis of your training needs to the creation and implementation of sustainability activities, we are committed to providing relevant and innovative learning experiences that engage learners and makes a difference.

Bonfire's Instructional Design team has decades of experience as well as credentials in Instructional Design with the Association for Talent Development's Master Instructional Design designation. What does this mean to you? It means that we have the expertise, resources and passion for creating a course that achieves your vision and training goals. No matter the training delivery method - classroom workshops, eLearning, live remote or blended learning - we will package the training, materials and job aids to best fit your culture and team environment.



*"One of the most important areas we can develop as professionals is competence in accessing and sharing knowledge."*  
– Connie Malamed



Contact us to explore how we can meet your training goals!  
[info@bonfiretraining.com](mailto:info@bonfiretraining.com) / 800-888-4893



**Bonfire's Mission**  
*To improve lives and transform relationships through positive communication and helping people be their best, on purpose, every time.*



## ABOUT BONFIRE TRAINING

### Igniting Real Change

**We believe in people...and in their unlimited potential after great training.**

We have been building on this belief for nearly 35 years, focusing on the human element of communication while incorporating business functions and technology. We bring this focus and this belief to all of our courses, and our clients see the difference that our training makes in their people, their culture and their customers.

#### So...Why "Bonfire"?

After decades of success as PhonePRO, we rebranded to Bonfire Training.

We decided on the name because a bonfire is a bright, inviting circle where people gather to communicate, have fun and where they feel comfortable sharing ideas. Around a bonfire, the sparks draw your gaze upward, the heat and light are welcoming and the circle keeps everyone connected. It's a positive, relatable image that makes everyone feel included. And that's how we feel about our training – it's for everyone and the skills light up their potential.

Though our name and logos have changed, our mission and values remain the same – **we are here to help people be their best, on purpose, every time.** And because we offer programs that are about Real Learning, Real Fun, and Real Results, we have clients all around the world that return to us year after year for continued education and training. For those of you who have stayed with us through the years, Thank You! And to our new clients, **Welcome to Bonfire Training!**

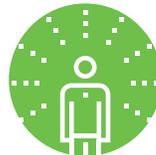
## OUR CORE VALUES



**Consider Team  
Before Self**



**Be Easy to  
Work with**



**Create Positive  
Energy**



**Practice What  
We Teach**



# REAL LEARNING

*Exceptional, enlightened training sets us apart.  
And it will set you apart too.*

# REAL FUN

*Truly effective training is enjoyable and fun;  
your team will be fired up in no time!*

# REAL RESULTS

*Our holistic approach produces long-term results  
that keep the fire burning.*



## WHAT MAKES US DIFFERENT?



Customization is one of the things that sets us apart. After an onsite observation day at your location, we incorporate your real-life scenarios and examples throughout the training. This paves the way for your team to more easily relate to and learn from the training. This deep dive approach to your company's challenges and strengths is why our trainers are often asked at the end of a workshop, "How long have you worked here?"



Bonfire's course design and delivery techniques are based on the principle that adults "learn by doing" and what they learn and retain is also related to the amount of fun they are having in the process! Based on that idea, our courses incorporate humor and fun along with solid, professional techniques.



Quite simply, our trainers are the best in the business! They facilitate our courses using an interactive and hands-on approach that incorporates the best interests of both the client and the individual team members they are working with. They have a passion for helping companies deliver the best possible training and to help create an overall "service culture" that will remain long after the training has been completed.



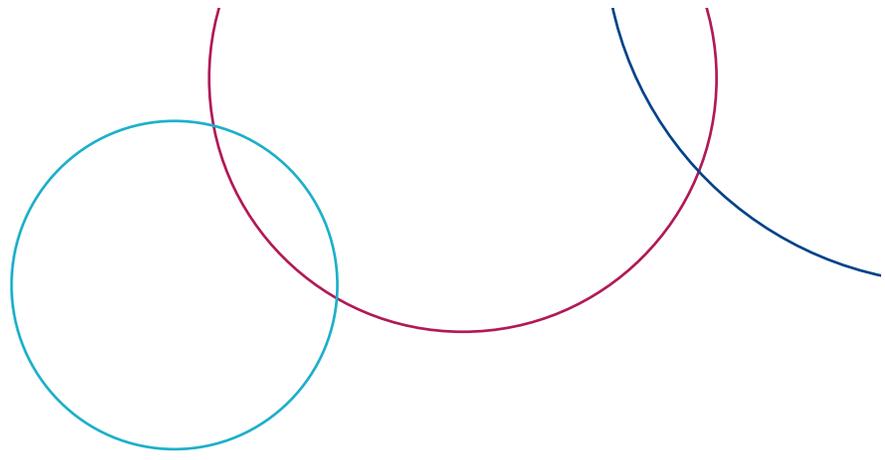
With our Sustain the Training: CSE workshop, your managers and supervisors will learn to reinforce what was learned in the classroom to make sure the training techniques become a daily habit. We believe that "Training is an Event" and "Learning is a Process", so this leadership program will go a long way in setting your company up for long-term success!



*Customized with your  
real-world scenarios &  
designed to meet your  
desired outcomes.*

## ACCREDITATIONS





**Come join us around the bonfire!**

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**bonfire**  
**TRAINING**

