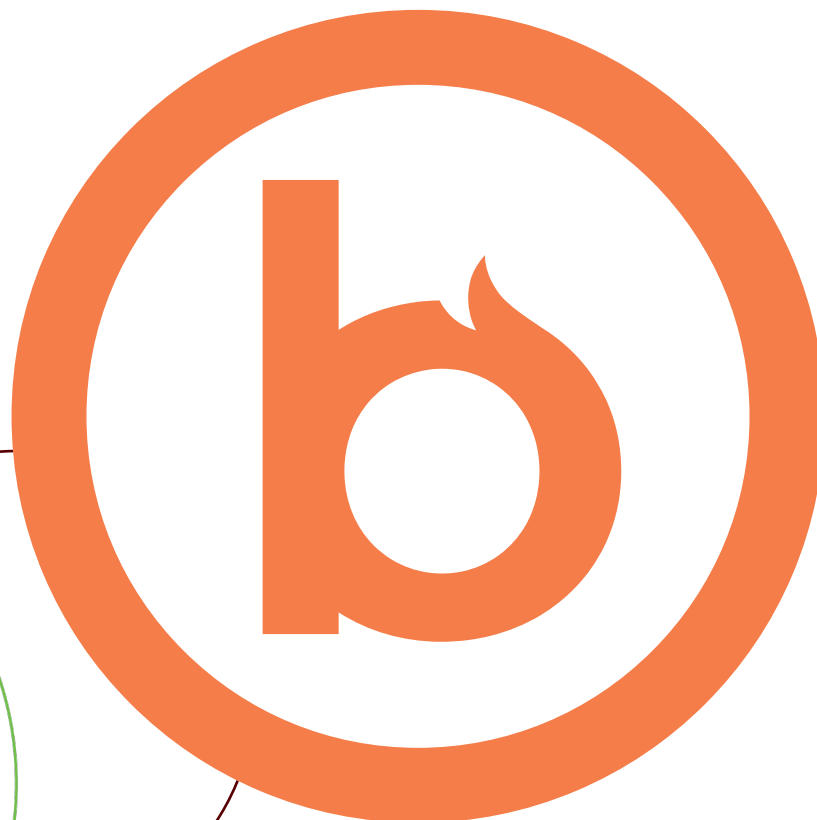




# Leadership Courses

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



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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

## 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.



*"Anyone can lead when the plan is working. The best lead when the plan falls apart."*

- Robin S. Sharma



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# LEARNING OUTCOMES



# 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

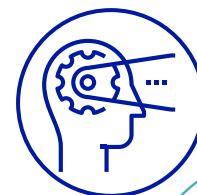
### COURSE OVERVIEW

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.

*"Know Thyself."*  
- Motto inscribed on  
the Temple of Delphi



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





# LEARNING OUTCOMES

Build awareness of the different biases we all have

Recognize how our bias impacts our thoughts, decisions, and actions

Realize why it's a challenge to break free of bias

Determine ways to overcome built-in bias to limit its effect

# BUSINESS OUTCOMES



Improved Collaboration



Enhanced Team Morale



Increased Productivity



Increased Innovation



Team Unity

*"We don't see things as they are, we see things as we are."*  
- Anonymous

## WHO SHOULD ATTEND?

*Any member of the organization especially members of projects teams.*

# PROGRAM FORMAT

Half-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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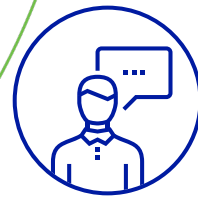
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*"Coaching is unlocking a person's potential to maximize their growth."*  
- John Whitmore



## 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

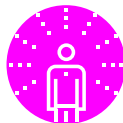
Apply the behaviors  
of a high performing  
manager

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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your training goals!  
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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

Improve self-care

Build and maintain resiliency

Realize that everyone has a story

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.

Live Remote Training options are also available.

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# Conflict Management

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

## COURSE OVERVIEW

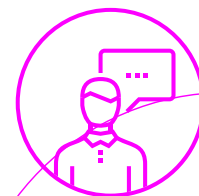
Managing confrontation is the key to productively engaging in conflict resolution conversations in the workplace. By understanding the influences of conflict and reducing the potential for conflict, conversations will go more smoothly, and moving forward will be more attainable.

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.

Live Remote Training options are also available.

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

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-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.



*"The greatest ability in business is to get along with others and influence their actions."*  
- John Hancock



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

## LEARNING OUTCOMES

Recognize the importance of EI as a key skill for success

Gain a perspective on personal EI abilities

Select strategies to help Social Awareness and Relationship Management

Take the next step to improve emotional intelligence

Select strategies to help Self-Awareness & Self-Management

## 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



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# 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

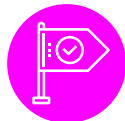
Make substantial  
progress to  
become a more  
cohesive team

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.

Live Remote Training options are also available.

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

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# Leadership Academy

## 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.

*"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



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

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 it 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 No March Training	<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>
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 No September Training	<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: Part Two: October 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: Part Two: December 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: Part Two: March 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: Part Two: July 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: Part Two: September 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.



### 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.*



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



*"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



Improve Standards of Service Excellence



Show Positive Impact on Company Metrics



Enhance Customer Satisfaction & Loyalty



## 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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### 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.



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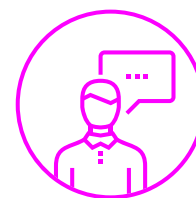


# Communication Essentials for Leaders

## COURSE OVERVIEW

In today's fast-paced and interconnected world, effective communication is a vital skill for successful leadership. This engaging and interactive course is designed to empower leaders with the tools and techniques needed to communicate with clarity and purpose.

Participants will explore three intentional questions that serve as the foundation for impactful leadership communication. Through group discussions and practical exercises, participants will also learn the art of mindful listening, enabling them to grasp both facts and emotions in conversations. Additionally, attendees will assess the characteristics of great communicators and glean valuable tips to enhance their own communication style.



*"The single biggest problem in communication is the illusion that it has taken place."*

– George Bernard Shaw



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



## LEARNING OUTCOMES

Examine the  
Three Intentional  
Questions

Evaluate  
Timing and  
Communication  
Methods

Explore Mindful  
Listening  
Techniques

Assess Strategies  
of Effective  
Communicators

## BUSINESS OUTCOMES



Improved  
Clarity in  
Messaging



Strategic Timing  
and Methods



Mindful  
Listening  
Skills



Enhanced  
Audience  
Awareness



Effective communication  
among team members  
and clients/customers



Adoption  
of Best  
Practices

**WHO SHOULD ATTEND?**

*All levels of leaders.*



## PROGRAM FORMAT

Half-day onsite instructor-led session.

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

Materials support additional learning reinforcement.



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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.



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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



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*"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



## 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



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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



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## 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?

### Program Customization

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?"

### Interactive Training Style

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.

### Our People

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.

### Ongoing Support & Follow up

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!



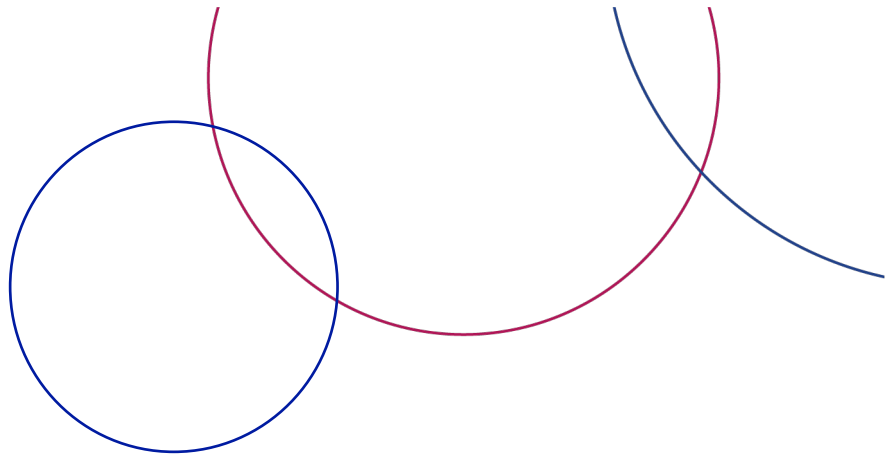
*Customized with your  
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desired outcomes.*

## ACCREDITATIONS



ACCREDITED  
BUSINESS





# Come join us around the bonfire!

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