



Leading Concepts, Inc.

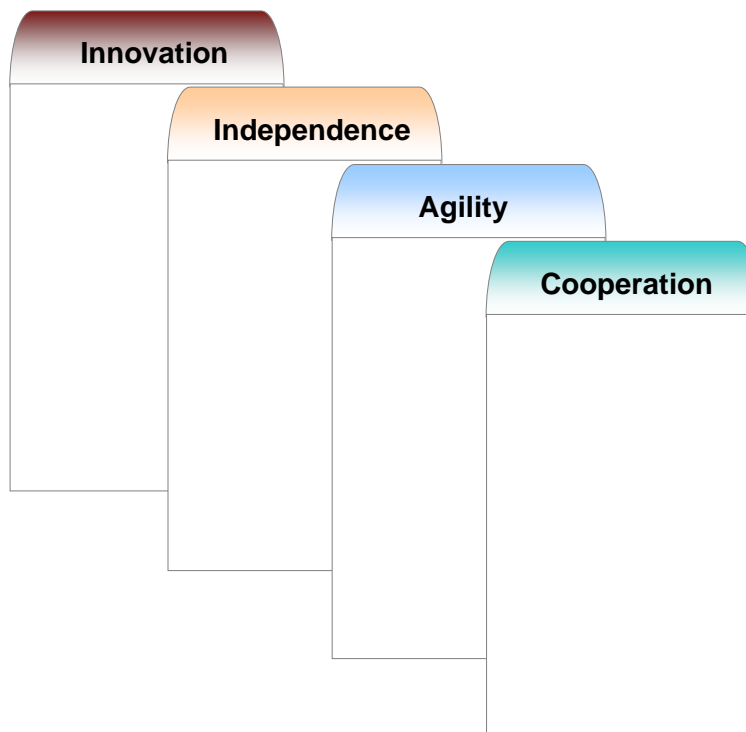
Immersion Leadership Development -Experiential Training without Distraction-

Immersion

Rapid Team Cohesion

Individual Competencies

- Increase:



Presented By:

Dean Hohl, Founder of Leading Concepts and Author of *Rangers Lead the Way*, *The Army Ranger's Guide to Leading Your Organization Through Chaos*.



Leading Concepts, Inc. P.O. Box 1389; Shelbyville, KY 40066 – 502-829-9412



Subject: Immersion Team Building and Leadership Training

Table of Contents

In this packet you will find:

1. Bottom Line in the First Minute. Pg. 2
2. Experience. Pg. 3
3. Specific objectives met. Pg. 4
4. Empirical evidence for immersion training success. Pg. 5
5. Course Description
 - a. Ranger Teams / TLC Experience (Immersion) Pg. 6
 - b. Ranger Communication / Compass Course. Pg. 7
 - c. Ranger Seminars / in-house seminars. Pg. 8
6. Clients. Pg 10
7. Testimonials. Pg. 11
8. In The News. Pg. 12

There are many more subjects covered on our website, along with [radio and TV interviews](#) that create a comprehensive picture of our services.

At www.leadingconcepts.com you can see:

- [Major University Thought](#)
- [Articles from major circulations about Leading Concepts.](#)
- [About us](#)
- [Updated schedules](#)

Lead the Way,

Dean Hohl
Leading Concepts, Inc.



Leading Concepts, Inc. P.O. Box 1389; Shelbyville, KY 40066 – 502-829-9412

Subject: The Bottom Line in the First Minute

You need to know two things about Leading Concepts, Inc.

First, our immersion training compresses the on-the-job learning cycle from months and years down to only four days. In this short time we take diverse individuals and produce cohesive, bonded and effective teams that work together with an advanced operating-maturity level. At the same time, we take individuals at all levels and instill in them effective leadership behaviors.

Second, Leading Concepts, Inc. is the only Company in the soft-skill training industry that uses immersion training. It's different, it's intense, and it produces results that have been confirmed by university research. For eleven years and for hundreds of clients we have actually changed the behaviors of their people in order to enhance their ability to work together, institute strategic initiatives and grow quickly.

Note: Immersion Training is experiential training without distraction. We don't allow pagers, cell phones, laptops or PDA's at our course. In four days, the participants can expect about 80 hours of on-the-ground training. For every waking hour of the day, students are focused on the education and practical application of teamwork, leadership and communication.

*If you want the standard team building and leadership training, you have hundreds of choices. However, if you want to rapidly produce highly cohesive teams with strong leaders, with training facilitated by those who have lead the most elite of teams, **U.S. Army Rangers, you only have one choice.***

*If you want unique **immersion** team building and leadership training; **you only have one choice.***

If you want;

- + eleven years experience*
- + hundreds of successful clients*
- + a conclusive university study*
- + top psychologist endorsement*
- + rapid behavior change*

*+ and more.....**you only have one choice.***



Welcome to Leading Concepts, Inc. Home of the Ranger Teams / TLC Experience™

Subject: Experience for Rapid Behavior Change

You will only increase the leadership competency of your people by allowing them more opportunity for experience – **Leadership Experience**. Leadership principles are nearly universal. The same principles that are used to successfully lead a project team are used to lead a sales organization or a tech staff. The better those principles are incorporated into the operating habits of your people, the more advantage you will have. The challenge of corporate team building and leadership development is how to find and provide a leadership experience that is swift, effective and which provides a high return on investment.

Since 1993, Leading Concepts, Inc. (LC) has provided a proven, *immersion* team building and leadership training experience that uniquely meets all of those criteria. Granted, our courses look different, but that is because we have fully incorporated the foremost psychology on adult experiential learning and combined it with extensive training and business experience. We have trained thousands of professionals in our Teams / TLC Experience™ and Communication / Compass courses with demonstrable results.

Dean Hohl, a former U. S. Army Ranger, author, speaker and entrepreneur, guides Leading Concepts, Inc. and has developed a program that accomplishes its objective with overwhelming consistency. Dean has brought together a **positive training program** that utilizes the methods we instinctively and empirically know are most effective in adult education. People learn by doing. **LC gets leaders leading; making mistakes, evaluating decisions, and doing it again in rapid succession.**

The Ranger Teams / TLC Experience™ is a positive, adult experiential training program. The Leading Concepts model is an empirically proven leadership development program using immersion methodology.

Our use of the Army Ranger framework is not only in keeping with the experiential aspect so necessary in adult learning, it is actually the ultimate evolution of all experiential training. Accepting the need for the student's active involvement in their learning, and recognizing that the activities must be leadership (team) focused, any advancement of experiential training will eventually come to some sort of team-based, competitive activity. Then the activity must meet several important criteria in order to make it viable for the diversity of people in corporate America. Both women and men must be able to participate equally. People at every point on the spectrum of physical fitness, from every technical expertise, job title and level of education must be able to learn in the same environment.

The pursuit of a less *military* alternative naturally leads to some sort of sporting event, ropes course, or outdoor adventure course. You can brainstorm, scratch notes on the wall, and really think out of the box, and you will not find a suitable alternative to the immersion training found through Leading Concepts. The Ranger Teams / TLC Experience™ fully engages the senses and attention of its participants so as to internalize for them enhanced skills in teamwork, leadership and communication. The military aspect is the fully functional attendant to the primary purpose, an aspect that no other construction can match. **Not only is it overwhelmingly proven, it naturally allows for the variables in people's gender, skills, education and physical fitness.**

The ranger mission framework allows for the frequent repetition of leading. It allows for the planning, execution, and analysis of a team task. It allows for the complete involvement of each of the participants at every step, whether a leader or follower. It allows for the immediate illumination of the relationship between actions and consequences. It provides the ability to learn how to do things better through educated analysis and experimentation. It allows the consequences of mistakes to be experienced in a training environment and not in the office environment, where they would be much more costly. *It compresses the on-the-job learning cycle from months and years down to four days.* It is an experience that aids in the internalization of positive practices of teamwork, leadership and communication.

There is **no substitute** for repeated opportunities to lead and learn and succeed!

How the Ranger Teams / TLC experience meets your objectives:

Individual leadership development for every level of your business: No matter the size or structure of your business, the rubber meets the road at your small teams of task executors. And these small teams have leaders, who in large part drive their success. All of the strategic plans, sales initiatives, and employee programs that are created at the top are dependent on the ability of these small teams for implementation. The difference between having 10 or 10,000 employees is the number of these small teams that exist. It is important to have effective teamwork, leadership and communication at the first-line level and from the top down. The Ranger Teams / TLC Experience is excellent for not only the front-line leaders, but also for the more advanced leaders who have a small team of VP's reporting to them.

Team cohesion, cooperation and communication: Teams come in all shapes and sizes. It does not matter if your team has an existing composition and is operating *just fine*, or if it is a one-time team composed of diverse, unfamiliar people brought together for a unique purpose, the Ranger TLC Experience will congeal them like no other experience can. We are designed to force them to experience challenges together, to count on each other, to get to know each other, and to learn to operate effectively in difficult circumstances together. In four days and eighty hours of training that is completely dedicated to teaching and reinforcing lessons of interdependence, teams become teams. They acquire in that short amount of time the team maturity that would otherwise take many months or years to develop.

Pre-promotion skill enhancement: Promotion often brings added responsibility for other people. The Ranger TLC Experience can be used to build on the leadership skills of people moving into these positions in order to shorten the time to effectiveness. In those cases where someone has outstanding technical skills, but has little or no experience in leading people, the Ranger Teams / TLC Experience is irreplaceable for getting them a base of leadership knowledge and decision making context. It can also be used for team development, whereby the new leader and the team members are sent at the same time. Cohesion, cooperation and communication are all accelerated, which means that the normal production slow down associated with transition is reduced to a matter of days. The team experience also means that future production is improved due to the shared experiences and understanding of the members of the team.

New or pre-hire validation: Excellent interviewing skills don't always foreshadow excellent leadership skills. The Ranger Teams / TLC Experience is a cost-effective way to either build leadership skills as explained above, or identify people, who may not live up to your expectations or their interview explanations. It is a good idea to do both before you give them the responsibility for people, projects and resources worth tens of thousands or hundreds of thousands of dollars. Just the savings from avoided mistakes due to proper training is worth many multiples of the cost of the course. Because of this training, you may end up paying only a \$60,000 salary for a \$90,000 employee.

Your objective: Anticipating every leadership need that exists is impossible. Where can you use a leader? What conglomeration of teams can you identify? Do you have vendors, suppliers, customers or other departments with whom you would like to work closer? Do you have vertical teams of Presidents, VP's, managers and sub-managers that you would like to align? Do you have horizontal teams of project managers, sales representatives, or assembly line employees that need to be a tighter team? How would you affect your team if you were a better at teamwork, leadership and communication? **Due to some of those varied needs** and the unique aspect to leadership development within different groups, we offer three exclusive training venues:

- C-Level course only for CEO, COO, CFO level positions.
- Emerging entrepreneur course.
- Former military leadership course.

Empirical Evidence in support of the Ranger Teamwork, Leadership and Communication Experience.

Study conducted by University of Wisconsin-Whitewater, College of Business and Economics. Richard J. Wagner, Ph.D. Assistant Professor of Management.¹

The students were surveyed both before and after their training. **The Results chart for Total programs studied showed significant improvement in every behavior.** The primary behaviors measured were:

1. Attitude Towards Program. Measure of a person's reaction to the training program.
2. Trust in Peers. In an organization is defined as the extent to which one is willing to ascribe good intentions to and to have confidence in the words and actions of others. (Cook & Wall, 1980). Zand (1972) found that groups with higher levels of trust were better able to solve problems and could deal with conflict in a more open and constructive manner.
3. Group Awareness. Is the feeling among group members that each member of the group is aware of the common goal of the group (clarity), and is committed to achieving that goal (cohesive).
4. Group Effectiveness. Is a measure of the overall functioning of the work group, and includes such critical areas as the level of co-operation within the group, group competence and the task motivation of the group. As with any training program, **Management's major goal was for the skills learned in the program to effectively transfer to the work setting. Group effectiveness is seen as the key behavioral link in producing this transfer of training skills to the work setting.**
5. Group Bonding. Measures the cohesiveness of the work group.
6. Interpersonal Communications. This included issues such as feeling free to speak about any topic, being friendly with group members, and feeling free to propose new ideas to the group. The results of earlier studies indicated that more positive outcomes had resulted from these programs than had been identified by the empirical research.

This study included 96 students over 13 Learning Concepts, Inc. Ranger TLC Experience classes.

Age range of students (yrs)	19-58
Age spread per class between youngest and oldest.	20-25
Average Work Experience (yrs)	13

Gender	Male	65%
	Female	35%
Education	HS Grad	11%
	Some College	45%
	College Grad	34%
	Graduate Degree	10%

In addition to the above evidence, a doctoral thesis is being produced based on the Ranger Teams / TLC Experience. The author is a graduate of the program as are the following endorsers:

Michael Boyle, Ph.D., Assistant Professor of Leadership, Foundations and Human Resource Education University of Louisville. "Leading Concepts has something I have never seen before. They have successfully transcended that leadership barrier where you cannot only walk away understanding it theoretically, but you have very practical hands-on experience of how to do it. It is the best training program I've ever seen period."

Peter Pearson, Ph.D., Consulting Associate Professor, Stanford University "The truly effective team of the future will have 2 critical qualities: character and competencies. Training's that include both must be experiential. Classroom instruction can only target a few competencies. Leading Concepts may offer the only civilian training in the free world that can deliver on both counts. Miss it and you squander your precious team building opportunities. Take it and you harvest personal and work rewards for years to come."

1. Complete study available upon request.

Training Courses:

1. The Ranger Teams / TLC Experience

Our core Teamwork, Leadership, and Communication workshop is the Ranger Teams / TLC Experience. The course is conducted in an outdoor training area. The 300-acre classroom is beautiful, and intentionally remote – no cell phones, pagers, or voice mail. Simulated Ranger missions are used during this four-day, eighty-six hour training exercise to remove learning barriers, ensure retention, and accelerate application.

Throughout the four days, participants repeat the following learning cycle:

- Assume New Leader/Team Role
- Receive Teamwork, Leadership, and Communication instruction.
- Apply this instruction by planning and executing a Ranger Team mission.
- Review and evaluate lessons learned.
- Apply experiences and skills to their business/personal situation.

The Ranger Teams / TLC Experience is unlike any other teaming experience. It is not basic training, a survival school, hug-fest, or war game. It is a comprehensive, one-of-a-kind discovery process teaching combat-forged principles & techniques, connecting them to your business or personal situation, and improving your bottom line. You will see results. Each class consists of 5 to 13 participants.

Each group has a Business Instructor, who will lead them through Teamwork, Leadership, and Communication development, and a Ranger Instructor who will guide them through the application and learning exercises. Both will insure all learning is linked directly to the participant's workplace.

Students leave with The Learning Experience of a Lifetime – charged, focused, and equipped to immediately improve your bottom line.

Purposes:

- Individual leadership development for every level of your business.
- Team cohesion, cooperation and communication.
- Pre-promotion skill enhancement.
- New or pre-hire validation.
- Your purpose.

Custom Courses:

- C-Level course only for CEO, COO, CFO level positions.
- Emerging entrepreneur course.
- Former military leadership course.

Included LC Audio Follow-up Series

After TLC, the mission is to build on this foundation. After the workshop you will know what works and what doesn't work because you will have experimented with both. You must now do what is right, not what is easy, as the Ranger Handbook challenges. You will need to actively apply your new skills and perspective.

To facilitate this evolution, the LC Guides have designed a follow up program. As a graduate, you are automatically a member of the LC Headcount and will receive six months of benefits. Included in this system are The LC Ranger Handbook, the LC Audio Follow-up Series, and monthly goal accomplishment reminders based on what you learned and identified during your leadership training. Graduates leave The Ranger Teams / TLC Experience with their Handbook, an autographed copy of Rangers Lead The Way, and the two disc Audio Follow-up Series.

This system will draw you back into your LC experience each month. It will help you realign and refocus. It will better arm you to combat the obstacles and excuses that prevent most people from attaining their goals.

2. The Ranger Communication / COMPASS Program - Team Building

This 1- or 2-day customized workshop is designed to improve human interaction behaviors of key leaders and teams. During the Communication / COMPASS program, participants work together utilizing interdependent skill sets to "navigate" their way to success. The Ranger Communication / COMPASS program is a very flexible, experiential training vehicle. Using compasses, maps, and a pre-plotted course, participants must join interdependent skill sets together to find a solution to the navigation problem they've been dealt.

This program uses orienteering as the main experiential activity and specific teamwork, leadership, and communication classes/lectures are weaved in between orienteering events. This is a low-impact, low-risk program in which people of all ages and physical condition can participate. The format is generally half classroom and half outdoors and can be customized to meet specific human development needs. Participants will complete the workshop not only with the knowledge but more importantly the experience needed to succeed in today's business-team environment.

Purposes:

- Follow through and reinforcement for TLC graduates.
- Local and shorter duration teambuilding for developmental candidates, cross-functional teams, key leaders
- Convenient for lower level employees.

In-House Seminars

These seminars are designed as indoor sessions and though interactive, do not include outdoor experiential activities as a standard practice. Understanding our preeminence in the field of experiential training, we can add those activities to any course at your request. The In-house seminars include:

- **Lead, Manage, and Change**
- **The Four Factors of Leadership and The Decision Making Continuum**
- **Leadership and Delegation**
- **Sensory Based Communication**
- **Giving and Receiving Feedback**
- **Beliefs, Values, Norms, and Dealing with Conflict**
- **Planning and Time Management**
- **Effective Meeting Management**

Lead, Manage, and Change

This course is designed to distinguish the differences between leadership and management. It will identify specific leadership and management behaviors and illustrate when each is appropriate. On that foundation, the emotional cycle of change is discussed and participants learn to apply certain leadership behaviors to help move people effectively through change. Finally, teams are defined and the only real competitive advantage is understood, the People.

Optimal Class size: 12 to 25 participants

Time: 2 hrs

The Four Factors of Leadership and The Decision Making Continuum

Leading effectively requires a complete analysis and understanding of the four factors of leadership: the led, the leader, the situation, and communication. Participants learn to identify those four factors of leadership and how they affect each other and mission or task accomplishment. With the foundation of the four factors of leadership, the decision-making continuum is analyzed and six decision making styles are discussed. Participants learn when and how to employ all six styles in order to be effective.

Optimal Class size: 12 to 25 participants

Time: 1.5 hrs

Leadership and Delegation

Leadership is the process of influencing other to accomplish a task by providing purpose, direction, and motivation. By definition a great leader is one who is able to influence others to accomplish a task. The personal style the leader adopts will determine the extent to which influence is accepted and acted upon. This workshop identifies the different styles available for leaders in any given situation. Once again, we learn that one style is not always correct. Understanding which style to apply when and how is the key to unlocking the participant's leadership potential.

Optimal Class size: 12 to 25 participants

Time: 1.5 hrs

Sensory Based Communication

Participants learn to identify effective communication from ineffective communication and acquire specific active listening skills. Each participant learns the three communication channels, which channel is their preference, how to identify the channel preferences of others, and how best to communicate with each preference channel. An in depth analysis of sorting styles is also conducted which identifies sixteen different ways in which people process information. Understanding the communication channels and sorting styles is linked back to ensure effective communication.

Optimal Class size: 12 to 25 participants

Time: 2 hrs

Performance Feedback: Giving and Receiving Feedback

How often do we think, feel, or know something that we do not share with those with whom we work because we are afraid that the exchange of information will damage the relationship? The real question is.... How effective could we become if we learn to constructively give and receive reinforcing and re-directive feedback in a way that allows us to work better together? This workshop properly defines feedback, provides the model to give and receive feedback, and allows participants to practice using the model.

Optimal Class size: 12 to 25 participants

Time: 2 hrs

Beliefs, Values, Norms, and Managing Conflict

Dealing with conflict begins with an understanding of its origin. An interactive discussion is held with participants on beliefs, values, & norms. The connection to conflict is established and participants begin to build the foundation for dealing effectively with conflict. Through a video tape demonstration and an experiential scenario, participants learn and apply successful strategies and techniques for dealing with conflict. This workshop goes beyond compromise to the ultimate level of collaboration. Optimal Class size: 12 to 25 participants

Time: 2.5 hrs

Planning and Time Management

The success or failure of a mission or task is often dependent on the quality of the plan. In the Ranger world, success or failure means the difference between life and death. Planning and time management are not optional. This workshop delivers the tips, techniques, and procedures used by today's US Rangers to develop an operations plan and manage the available time. Upon completion of this workshop participants will have the tools necessary to develop a detailed and realistic plan - complete with contingencies and alternatives. Whether the project is big or small, this time tested and battlefield proven methodology will enhance your chances for dramatic success.

Optimal Class size: 12 to 25 participants

Time: 3.5 hrs

Effective Meeting Management

Meetings, meetings, meetings!!! What would it be worth to have fewer, more effective meetings that always end in action and behavior that are meaningfully different than before the meeting? This workshop engages the participants in a series of discussions that uncovers specific tips and techniques for having successful meetings including the roles of meeting participants and the agenda among other points. Through a video tape presentation and in depth discussion, participants leave with the tools necessary to have highly effective meetings.

Optimal Class size: 12 to 25 participants

Time: 2.5 hrs

Clients:

Most recent classes (2005) have included employees from:

- FedEx
- Chicago Mercantile Exchange
- Fidelity Investments

Our Clients Have Included Such Fine Companies as:



See more clients on our website, www.leadingconcepts.com

Testimonials:



Michael Boyle, PhD,
Assistant Professor of Leadership
Foundations and Human Resource Education
University of Louisville

"Leading Concepts has something I have never seen before. They have successfully transcended that leadership barrier where you cannot only walk away understanding it theoretically, but you have very practical hands-on experience of how to do it. It is the best training program I've ever seen period."



Peter Pearson, PhD,
Consulting Associate Professor, Stanford University

"The truly effective team of the future will have 2 critical qualities: character and competencies. Training's that include both must be experiential. Classroom instruction can only target a few competencies. Leading Concepts may offer the only civilian training in the free world that can deliver on both counts. Miss it and you squander your precious team building opportunities. Take it and you harvest personal and work rewards for years to come."



Robert Craig
Director of Training and Communication
The Krystal Company

After 20 plus years attending and teaching leadership and management development programs, I found my LC Ranger Training experience to be one of the most engaging learning experiences of my career. The learning methods are highly effective taking classroom material and applying it directly to action oriented real life experiences. This makes the lessons immediately transferable to real business and leadership issues.



Jim Goodman
President
DJ/Nypro

We have become better listeners, more patient, and there's a willingness to be held accountable as a team instead of as individuals. We've learned to build pride through our accomplishments. We get more done and feel good about it.



Paul Zarb
National Director of Corporate Training
Domino's Pizza

I credit this to the way the **LC** team blends the course curriculum with the intense hands-on practice. Coupled with the tenacity the **LC** instructors apply in helping participants tie their learning back to their work environment, you have a winning combination. As a veteran food service chain operator and trainer, I truly appreciate the personal interest the **LC** team takes in the success of our business and people.

See more testimonials on our website, www.leadingconcepts.com

In The News:

- **New York Times** - Earning It. I want to be a Chairborne Ranger - by Abby Ellin
- **Fortune Magazine** - War Games to Make you Better at Business - by Ed Brown
- **Fast Company Magazine** - Leadership Is Hell. How to Grow Smart - by Curtis Sittenfeld
- **Associated Press** - Virtual Military 'in' for now - by Ravi Nessman
- **The Houston Chronicle** - Atten-Hut! Military style business books storm shelves - By L.M.Sixel
- **Executive Leadership (a NIBM Publication)** - Match leadership style to situation
- **Business First** - Leading The Way, By Linda Morris
- **Nations Restaurant News** - Managers Sharpen leadership skills while 'in the trenches' - By Dina Berta

Read Full Stories on our website, www.leadingconcepts.com

Back Cover (facing out)



Leading Concepts, Inc.

Immersion Team Building Development
-Experiential Training without Distraction-

Dean Hohl
Leading Concepts, Inc.
502-829-9412
info@leadingconcepts.com
www.leadingconcepts.com

Back Cover