

**This workshop gives you the opportunity to evaluate probable outcomes determined by decisions you are making *right now*.**

**You will learn how to:**

- Build long-term relationships.
- Develop a vision for your team.
- Instill passion in your team.
- Mentor others with leadership potential.
- Understand values-based leadership and the power of leading others according to their values.
- Privately assess your current level of leadership.
- Create a Maximum Action Plan (MAP) to ensure behavioral change (starting the very next day you will know how to implement what you learned).

**About the training:**

- True hands-on workshop where kinesthetic activities and group problem solving help solidify theoretical concepts.
- Peer interaction is encouraged through engaging discussions designed to help you make practical applications for your unique work environment.
- Capture and retain the most important “concept kernels” through purposeful facilitator-led exercises.

**NEXT BUS LEAVES**

*(Seating is on a first come, first served basis!)*

**For pricing information  
& to register  
CALL 515.987.1169  
www.atwtraining.com**

## Seeing Results

ATW Training & Consulting's **Next Stop: Maximum Leadership** will help you and your leaders implement a culture and specific behaviors that will produce immediate improvement in many of the leading indicators of your organization's health.

BEFORE		AFTER
<b>Turnover</b>	TO	<b>Retention</b> Employees realize their potential and desire tenure as managers.
<b>Routine</b> (aka "rut")	TO	<b>Focus</b> People rally themselves to meet personal goals and the long-term vision of the company.
<b>Inefficiency</b>	TO	<b>Productivity</b> Successful leaders cast vision and delegate responsibility well.
<b>Nearsightedness</b>	TO	<b>Perspective</b> Leaders help weigh priorities that affect the reality of the present while managing expectations of the future.
<b>Politics</b>	TO	<b>Transparency</b> Leadership promotes open communication and readiness to accept criticism, especially from the bottom up.
<b>"Self" Service</b> ("I just work here" mentality)	TO	<b>Better Customer Service</b> Company-wide attentiveness to client needs and a desire to provide consistently better products and services.

**Register NOW**  
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## Next Stop: MAXIMUM Leadership

For High-Potential Leaders



A ONE-DAY leadership workshop and live-guided bus tour with stops at the Iowa Historical Society, the Iowa Hall of Pride and the YMCA of Greater Des Moines.

- Learn how to build long-term relationships with those you are leading
- Develop a vision and instill passion in your team
- Mentor future leaders

**NEXT BUS LEAVES**

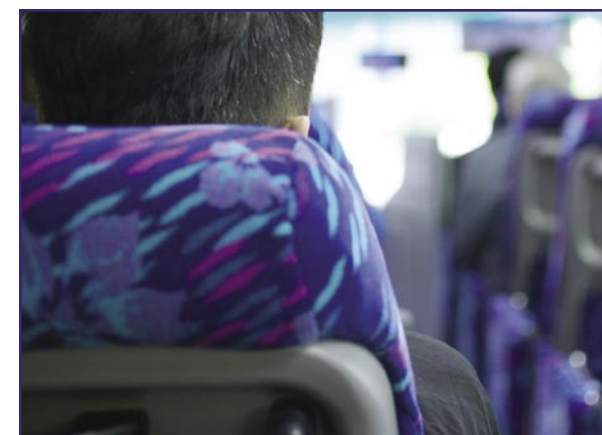
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## Leadership can be learned...

What you and your leaders do on a daily basis determines your success and whether others are willing to trust you and follow your lead. At ATW Training & Consulting we believe that leadership is a skill that can be learned. We also believe that leadership is influence. Through the behaviors taught during our one-day workshop **Next Stop: Maximum Leadership**, you will learn how to increase your influence and leadership effectiveness.

... on a BUS no less!

The venue for this intensive leadership development workshop is a little different. Rather than sitting in the usual classroom or conference room, you and other peer leaders will be escorted on a chartered bus to three important Des Moines attractions, each representing a foundation of successful leadership: **the Iowa Historical Society, the Iowa Hall of Pride and the YMCA of Greater Des Moines.** In our guided “workshop on wheels” you will learn how to build long-term relationships, develop a vision for your team and instill passion in those who follow you, and learn the secrets of effectively mentoring others into leadership roles. This is a true hands-on workshop designed to promote peer interaction through facilitator-led discussions and group problem solving.



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**Next Stop:**  
**MAXIMUM**  
**Leadership**  
For High-Potential Leaders

**1** **The State Historical Society of Iowa**

To help Iowans comprehend who they are and what they can become, the State Historical Society of Iowa serves as a trustee of Iowa's historical legacy and an advocate for understanding Iowa's past. Throughout history people were appointed to positions and led by position power. Today leaders lead based on the positions and roles they hold. However, where today and history differ is the understanding by today's leaders that you begin with position power but in order to gain trust must learn how to lead by personal power based on relationships. **Learn how to build long-term relationships with those you are leading.**

**2** **The Iowa Hall of Pride**

Successful leaders always have a vision that fuels their passion for results. The Iowa Hall of Pride is a prime example of leaders who had a vision and made it happen through passion and perseverance. This attraction showcases the achievements of all Iowans, from student athletes to sports legends, movie stars to scientists. Interactive, hands-on exhibits tell the stories of Iowa heroes while teaching about the state and its history. **Learn how to develop a vision for your team and instill your leadership passion in those who follow you.**

**A lunch time meal stop is included.**

**3** **The YMCA of Greater Des Moines**

True leaders understand the importance of seeking out potential leaders and mentoring them. The mission of the YMCA is to build strong kids, families and communities. Through its many programs the YMCA teaches and models the core values of caring, honesty, respect and responsibility. **We will talk with YMCA leaders about mentoring future leaders & learn the 5-Step Equipping Process.**



**Meet Your Tour Guide**

This one-day workshop and bus tour will be led by **Todd McDonald**, president of ATW Training & Consulting. With over 20 years of experience in human resources and corporate training, Todd has developed over 500 off-the-shelf training programs and authored two books. He develops and delivers training programs and speeches to audiences on a national and international basis. He has worked directly with some of the most well-respected thought leaders, including Ken Blanchard, John Maxwell and Joel Barker.

Todd is results-oriented and will bring exceptional focus and creative exercises while guiding you through valuable discussions that ensure the real-life issues are integrated into the workshop.

