

A photograph of a white lighthouse with a black lantern room, situated on a rocky coastline. A small red-roofed building is next to the lighthouse. The sea is blue with a few sailboats in the distance under a cloudy sky. The text "PROFESSIONAL RESOURCES" is overlaid in large, white, outlined letters.

# PROFESSIONAL RESOURCES

STRENGTHEN COMMUNITIES BY IMPROVING BUSINESSES WITHIN THEM






FocalPoint coaches have helped millions of individuals and businesses maximize performance and dramatically increase results. Clients include organizations of all sizes, from solopreneurs through Fortune 500 multi-nationals, educational establishments, financial institutions, and government branches.

We offer an extensive selection of professional training and business coaching programs which can be customized or combined to suit the needs of business owners, managers, sales teams, and staff members. These programs serve as the foundation for excellence in leadership development, goal setting, time management, team building, communication, sales training and many other strategic and organizational initiatives.

Designed for engagement, FocalPoint programs are presented either in-person or virtually through individual/small group coaching sessions or in dynamic, multimedia workshops. Their modular format provides flexibility in meeting client requirements and timetables. Blended learning tools and resources include take-away audio components and follow-up online learning to sustain behavioral change.

FocalPoint programs have a proven track record. As coaches, we become your partners in achieving professional and personal goals and are committed to significant return on your investment. Many training programs advertise a quick fix. We provide you with both immediate improvements and long-term, measurable results.



*"Take heed in your manner of speaking  
That the language ye use may be sound,  
In the list of the words of your choosing  
"Impossible" may not be found."  
Admiral R.A. Hopwood, R.N.*

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## 4 About Mission FocalPoint

## 5 Business Performance Coaching

Time – Team – Profit – Strategy

## 6 LEADERSHIP

Individual focus versus the company at large

- Behavioral Assessments - 6
- CEO Assessment - 6
- In-Focus Career Transition - 6
- Executive Coaching Program - 7

## 8 STRUCTURE

A family of programs focused on business foundations. Content and delivery are tailored to provide value for companies ranging from emerging start-up through exit.

- Entrepreneurial Growth Program - 8
- Clarity Boot Camp - 9
- Business Plan Intensive - 10

## 12 CULTURE

Highly interactive attitude and leadership workshops designed to improve organizational health, promoting engagement, retention, and long-term success.

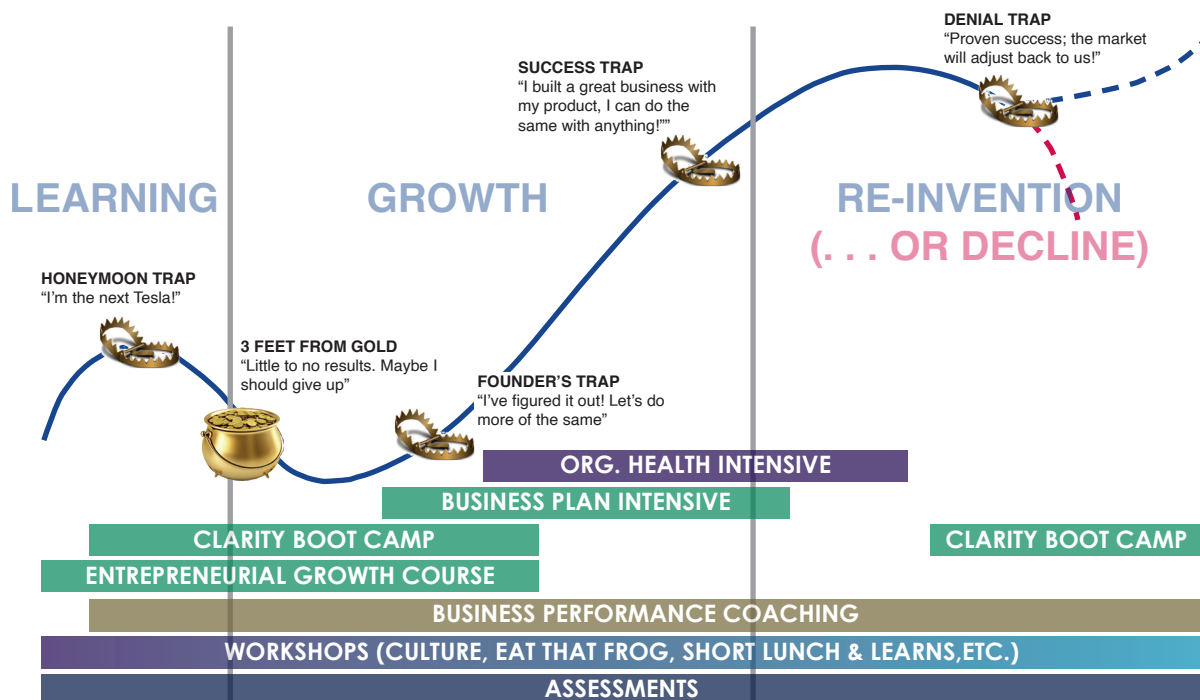
- Half-day to Two-day Workshops - 12
  - Communication Breakthrough
  - Activating Emotional Intelligence
  - Personal Success
  - Navigational Conversations
- Organization Health Intensive - 13
  - Attract and retain excellence

## 14 Other Workshops

- Eat That Frog - Time Management
- Short (≤ 1 hour) Workshops

## 15 About FocalPoint International

## THE LIFECYCLE OF A BUSINESS



Based at the foothills of the Blue Ridge Mountains in Greenville, SC, Mission FocalPoint is part of the international FocalPoint coaching family. With engagements conducted both in person and virtually, clients are nation-wide.

## PURPOSE

Strengthen communities by improving businesses within them.

## MISSION

Partner with owners and executives to develop business leadership, structure, and culture.

## RESOURCES

Tailored assessments, coaching, and training for business owners and executives.

Experienced, multi-disciplined network of coaches.

Proprietary FocalPoint content validated by thousands of businesses.



## MEET JERRY PILEWSKI

A passion for service underscores my life, evidenced in early days as an Eagle Scout and later through over two decades as a Naval Officer. As a FocalPoint Business and Executive Coach, that foundation remains strong.



Through myriad assignments while in uniform, I partnered with leadership from over 45 nations spanning six continents. Throughout the journey, I led teams which clarified strategic vision and drove organizational improvement. With positions ranging from shipboard leadership to senior advisory roles at the highest levels of command, I matured through operations, innovation, strategic planning, organizational efficiency, financial management, logistics, human resources, and process development assignments.

Forged in combat training and operations, my experience is well suited for complex environments. Proactive, sound decision-making and risk management are vital to successful strategic planning and tactical execution.

Armed with vast professional experience, a network of exceptional coaches, and world-class content, I partner with owners and executives to bring passion to life through the medium of successful business. That creates a ripple effect, improving the lives of employees, families, their communities and beyond.

### Executive and Business Coaching

Akin to a sports coach, my job is to push business leaders past what they could achieve on their own and hold them accountable through the process. The methods used provide both immediate impact and lasting results. The leadership, structural, and cultural development programs detailed herein transcend industry or product.

### Area Representative

Specifically responsible for coaches in South Carolina, I am privileged to help vet, train, and mentor other FocalPoint coaches. Just as our coaches are highly collaborative, so are Area Representatives. Passionate about FocalPoint, we work to attract the right experts to join. Our success is demonstrated by the positive impact we have on our clients.

# BUSINESS PERFORMANCE COACHING

Is your business heading in the **right direction**?

Would you like to generate more **profit**?

Do you have the **right team** in place?

Are you really in **control of your time**?

Do you have a viable **strategy**?

## THIS IS WHERE A CERTIFIED FOCALPOINT COACH COMES IN



Benefit from one-on-one or small group coaching for business owners. Learn and implement proven business concepts, strategies, and tactics to accelerate success. Validated across nearly every industry with businesses ranging from start-up through exit, Business Performance Coaching is the foundation of all FocalPoint programs. It is structured within five core modules to achieve proactive, fast, measurable results:

### CLARITY

To establish a foundation, a business owner must clarify where the business is today and where it's going. Among other things, the business itself, the customer, and the competition require definition; goals, actions and critical constraints need to be identified; benchmarks for measuring progress and unique selling propositions must be established. These are important components of a strategic plan.

### EFFECTIVENESS

To optimize business effectiveness, learn methods to increase productivity by following 11 key steps; leverage strengths, abilities, and resources; focus time; delegate by following 10 principles and adjusting style; position the business to borrow before needing to; simplify by consolidating complex processes and maximize resources. Effectiveness paves the path for growth.

### GROWTH

Learn effective ways to increase revenue; turbo-charge the marketing plan; build fierce brand loyalty; reduce selling costs; shorten the sales cycle; optimize pricing and reposition products. Proactively tackle the challenges of scaling.

### SALES

Mastering the sales process is critical to a successful business. Focus on the components which lead to closing more sales. Clearly define your ideal prospect; expand prospect sources; apply strategies and tactics to establish rapport; identify your prospects' problems and present the solution; ask good questions and identify buying signals. Position yourself to overcome objections and obstacles to close sales.

### LEADERSHIP

Finally, all great businesses require leadership. Learn to lead as an effective business owner by taking full responsibility. Articulate and communicate vision, mission, strategic values and purpose; establish and implement clear strategies and tactics; identify and manage stress; blend strategy with current reality; align people with goals; execute and never cease inner exploration. Circle back to the beginning: "Know Thyself."

*"The credit belongs to the man who is actually in the arena."*

*Theodore Roosevelt*



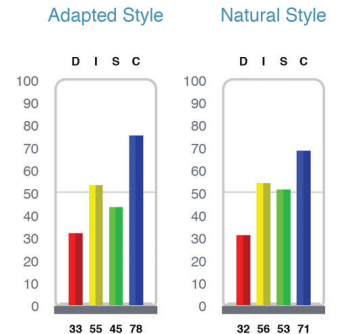
# ASSESSMENTS

Assessments are critical to identify your starting point. Valuable as a stand-alone tool, all coaching clients begin with at least one of the assessments below. We utilize industry-leading measures backed by extensive research.

## TALENT INSIGHTS

Combining both behaviors (DISC) and 12 Driving Forces (motivators) into one integrated report, Talent Insights explains the how and why behind a person's actions. Understand behaviors and motivators individuals bring to a team. Get to know individual employees or capture a team snapshot with this innovative report.

**Common uses:** Engage employees, develop leaders, build better communication and select the right team members for the right positions.



## TRIMETRIX DNA

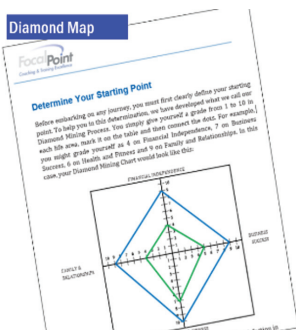
TriMetrix DNA describes how people behave, why they behave that way, and what the process is behind their decision-making. It also reveals soft skills they've mastered. TTI TriMetrix DNA augments the two sciences of Talent Insights with an assessment of the competencies required by the job.

**Common uses:** Develop effective talent for leadership and high potential team members; also for job fit evaluation.

## TRIMETRIX EQ

TTI TriMetrix® EQ examines the behaviors individuals bring to the job, the driving forces that drive them, and an understanding of their Emotional Intelligence Quotient (EQ). Adding EQ to the Talent Insights report, three sciences are integrated. This offers one of the most accurate snapshots of attitude as well as how well that attitude will fit within a given environment. Coupling the report with a personal debrief results in immediate improvement in communication effectiveness, the ability to align personal style with workplace environment, and a deeper understanding of EQ.

**Common uses:** Assist in executive coaching, selection and development of high potential employees.



## CEO ASSESSMENT

Companies reflect their founders/owners; this is especially true for entrepreneurial businesses. CEO Assessment combines industry-leading scientifically backed evaluations of behaviors, driving forces, and competencies with an exploration of individual motivations. This understanding is foundational for building and growing a company.

**Recommended for:** CEOs/Founders; Serves as an exceptional resource for Venture Capital and Investment Groups, providing necessary insight on business owners applying to their portfolios.

## IN-FOCUS EXECUTIVE CAREER TRANSITION

Executives often feel defeated, unfulfilled and misaligned with their job or company. Many ask themselves, "How did I end up here?" Others transitioned roles thinking they knew exactly what they wanted, only to repeat the experience. They end up frustrated and begin to doubt themselves. This program takes a different, thoughtful approach. Take the time to understand:

- Who you are
- What you want in life
- Where you want to be in the next 3-5 years.

Includes behavioral assessment, diamond mapping, and personal strategic plan.



# EXECUTIVE COACHING PROGRAM

The Executive Coaching Program is a collaborative process that inspires executives to maximize personal and professional potential. Behavioral assessments as well as 360 degree feedback are utilized. Designed for executives and aspiring executives within medium to large companies who are adapting to a new role, positioning for future opportunities, or striving for increased performance.

Customized programs are created from the modules below to best address executives' objectives. Weekly engagements range from 3 months to 2 years.

## Module 1: FOUNDATION

Gain clarity on executive themes including personality and behavior assessments, values, strengths, analyze and mitigate potential career limiting factors, utilize gap analysis tools, and set achievable goals.

- Complete your Personal Assessment / Know Thyself
- Identify Your Values
- Identify Your Starting Point
- State Your Purpose
- Identify Your Areas of Excellence
- Identify Your Career Limiting Factors
- Create your Personal Strategic Plan
- Gap Analysis as a Solutions Tool



## Module 2: ORGANIZATIONAL SKILLS

Understand and improve organizational skills, learn the art of focusing energy, improve communication, delegate effectively, and deliver powerful presentations.

- The Art of Focus - Part I
- The Art of Focus - Part II
- The Art of Focus - Part III
- Delegation and Engagement Skills Part I
- Delegation and Engagement Skills Part II
- Simplification Part I: Process and Activities
- Simplification Part II: GOSPA
- Communication Breakthrough
- Time Management & Productivity
- Presentation Effectiveness
- Omni-Directional Relationship Building (360)

## Module 3: EXECUTIVE LEADERSHIP

Develop crucial leadership skills. Master conflict resolution, manage change, understand culture, and think strategically.

- Understand the Critical Nature of Culture
- Manage Change
- Clarify Your Vision
- Think Strategically
- Perform a Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
- Apply Your Driving Forces
- Analyze the Competition
- Master Conflict Resolution
- Problem Solving

## Module 4: BALANCE

Analyze four key work-life integration factors, unlock potential, improve meaningful relationships, and make a difference within your community.

- Review Your Diamond Map
- Unlock Your Full Potential
- Tap Into Your Most Precious Resource
- Supercharge your Business, Life and Career
- Family Relationships Part I: Dynamics
- Family Relationships Part II: Communication
- Achieve Financial Independence
- Enjoy Superb Health and Fitness
- Make a Difference In Your Community
- Master Spiritual Development and Inner Peace

# ENTREPRENEURIAL GROWTH PROGRAM

## BUILD A BETTER BUSINESS

Gain the tools required to create a business model that grows customer base, increases bottom-line, reduces stress and provides a path for the future.

### THE GOAL

The **ENTREPRENEURIAL GROWTH COURSE** is designed to equip business owners and self-employed professionals with powerful business tools, methods, skills & knowledge that will enable them to dramatically grow their business at an accelerated pace. Based on proven strategies and tactics derived from thousands of successful businesses, this 8-session course creates clarity, competence, and an entrepreneurial mindset to achieve success.

This program is tailored to entrepreneurs working to grow their business past the initial stages. It takes the best of our coaching and training material and packs it into an affordable, viable alternative to business owners for whom ongoing business coaching is not yet appropriate.



## THE PROGRAM

Behavior: Styles, Self, Others

Mindset: Cycles, Roles, Goals

Strategic Plan: Strategy, Tactics, Plan

Metrics: Formulas, Financials,  
Dashboard

Customers: Scope, Ideals, Cares

Marketing: Messaging, Positioning,  
Branding

Sales: Qualify, Present, Convert

Constraints: Concept, Current,  
Construct

### WHO

Ideal for start-ups or companies that will remain local in scope and size (<~15 employees)

### HOW

- Conducted in cohorts; ideal class size 12-24
- Program model is structured as educational and skills building versus in-depth personal coaching
- Pre-work conducted individually
- (8) 90-120 minute sessions spaced over 10-12 weeks
- Includes individual Talent Insights assessments, all class materials, and access to follow-on small group coaching



# CLARITY BOOT CAMP

## TURN A GREAT PRODUCT INTO A GREAT *BUSINESS*

Avoid the entrepreneurial myth, defined by Michael Gerber as, “The flawed assumption that people who are experts at a certain technical skill will therefore be successful running a business that does that technical work.” Establish definitions for the business itself, the customer, and the competition; identify goals, actions, and critical constraints; create benchmarks to measure progress; establish a unique selling proposition. These serve as foundational components to business and strategic plans.

### THE GOAL

**CLARITY BOOT CAMP** helps owners clarify their purpose, validate market need, establish metrics, identify key staff, develop initial customers, and create a plan for growth. Graduates will be prepared to earn follow-on investment or revenue and will be eligible to complete an advanced version of Business Plan Intensive (BPI). BPI prepares companies for Series-A investment or equivalent and beyond.



### WHO

Companies with a product or service intended to be marketed beyond a single community. Their product has been validated by outside resources and they are ready to or have just received their first externally sourced investment. For example, they have secured grant funding for product and business development.

### HOW

- Conducted one-on-one: personalized coaching
- (12) 60-75 minute sessions over three months
- Includes individual TriMetrix DNA assessments, all class materials, and access to follow-on small group coaching

## THE PROGRAM

Strategic Business Review

Know Thyself

Business Plan Overview:  
Get the Chart

Know Thy Business: Metrics

Identify Your Starting Point:  
Motivations & Balance

Create Your Personal / Strategic Plan:  
Purpose

Define Your Business: Direction

Study Your Competition: Differentiation

Know Your Customer: Value

Identify Your Areas of Excellence:  
Activities

Remove Your Critical Constraints:  
Priorities

Mindstorming: Innovation

Business Plan/Pitch Deck:  
Check Your Course

# BUSINESS PLAN INTENSIVE

## GROW GLOBAL

**BUSINESS PLAN INTENSIVE** will dive deep into your organization, resulting in a business plan tailored to serve as the foundation for continuous improvement and the ability to attract capital. Through this six-month program, Mission FocalPoint serves as a quality improvement company for your business. In completing the program, a living document will be created as the guide for your sustained growth.

### CLARITY

What is your why and how? The disciplines, skills, and activities you require to fulfill your mission will be identified. Strong values and a clear mission statement provide guidance and confidence to every business decision. Clarity of purpose will be achieved and communicated to your company and clients.

### MARKET UNDERSTANDING

Through these sessions, you will gain a comprehensive view of your place in the market. Results will include a clear validation of and path to market for new businesses/product lines and a marketing plan for continued growth. Practical tools for understanding the customer base, maintaining product differentiation, and staying ahead of competitors will be gained.



## BUSINESS PLAN

1. Purpose & Mission
2. Abstract
3. Key Staff
4. Product Analysis
5. Target Customer
6. Client Analysis
7. Marketing Plan
8. Competitive Profile
9. Operations
10. Strategic Partners
11. Branding/Goodwill
12. Budget/Accounting
13. Projections
14. Funding/Investment Analysis
15. Appendix/Footnotes

### EFFECTIVE RESOURCE ALLOCATION

People, facilities, money, goodwill, strategic alliances, and time are all resources to be carefully developed and leveraged. **Business Plan Intensive** will guide you through the process of proactively choosing the right resources as well as implementing procedures to ensure their best use.

### SUSTAINED GROWTH

**Business Plan Intensive** is purpose-built to provide a framework for systemic growth. Aspects of the plan include leadership, operations, efficient logistics, supplier and distribution relations, and maintaining a sales funnel. Detailed budgets will be developed as well as fact-based logical projections. A deeper understanding of financial statements and a comprehensive plan for revenue will serve as a catalyst for greater earning and the ability to attract outside investment.

***“A CLEAR VISION BACKED BY DEFINITE PLANS  
GIVES YOU A TREMENDOUS FEELING OF  
CONFIDENCE AND PERSONAL POWER.”***

**BRIAN TRACY**

# BUSINESS PLAN INTENSIVE

## THE PROGRAM

*Italicized sessions included in Business Plan Intensive-Advanced*

### 1. Purpose & Mission Statements

Identify Your Starting Point  
State Your Purpose  
Identify Your Values  
Define Your Mission  
Clarify Your Vision

### 2. Abstract

Define your business  
*Think Strategically*

### 3. Key Staff

Know Thyself/DNA Assessment  
Carnegie Triangle (Internal Customers)  
Fielding a Winning Team  
10 Key Principles of Delegation

### 4. Product Analysis

Define Your Business  
Four Levels of Customer Satisfaction  
*Determine Your Strategy; SWOT*

### 5. Target Customer

Know your Customers  
*Identify Your Key Prospect Part I*  
*Identify Your Key Prospect Part II*

### 6. Client Analysis

Review: Know your customers  
Interview ≥ 5 Potential Customers; Confirm market  
*Strategic Business Units*

### 7. Marketing Plan

Seven P's of Marketing Part I  
Seven P's of Marketing Part II

### 8. Competitive Profile

Study your competition  
Gleicher's formula for change  
*Ricardo's Law of Competitive Advantage*

### 9. Operations

Know Thy Business  
SMART goals, Way to Wealth  
Identify Areas of Excellence  
Remove your critical constraints  
The Sigmoid Curve  
*Simplification Part I: Reengineer Your Business*  
*Simplification Part II: Occam's Razor / GOSPA*

### 10. Strategic Partners

The Power of Leverage  
*Getting Referrals*

### 11. Branding & Goodwill

The Power of Corporate Branding

### 12. Budget/Accounting

What your CFO wants you to know about your Financial Statements

### 13. Projections

Identify Your Starting Point  
The 10 Goal Method  
1, 3, 5 Year Projections  
(timeframe business dependent)

### 14. Funding Analysis: Operational Finance

Key ratios (Dupont, cash conversion, etc.)  
"VC Math": i.e. Projecting free cash flow, time value of money

### 15. Appendix/Footnotes

Review completed business plan and "pitch deck"

## WHO

**BUSINESS PLAN INTENSIVE (BPI)** is designed for companies planning for significant growth and/or investment within 7-18 months. For example, preparation for Series A investment or exit.

Prerequisite: Two-week CEO-Assessment for regular BPI.

**BPI-ADVANCED** is available for those who complete Clarity Boot Camp. The advanced course includes additional effectiveness, growth, sales, and leadership sessions.

## HOW

- Conducted one-on-one or as a 4-6 owner cohort
- Meet weekly for 24 sessions via webinar

Small cohort design provides both individual focus and leverages the experience of fellow owners. It blends the best aspects of traditional entrepreneur mentor programs with the proven, proactive approach of FocalPoint Business Performance Coaching.



# CULTURE WORKSHOPS

The secrets of success are not really secrets at all. They are timeless truths and practices followed by high achievers throughout the ages. As you learn and apply these ideas, you will begin to enjoy the same results as the most successful people in our society. Ideal for staff/team development, these four highly interactive workshops provide an excellent opportunity to jumpstart Organizational Health.

Here you will find both the time and the inspiration to step back and analyze the issues you're facing, gaining fresh insights that you can take back with you to create positive change for you and your organization.

## COMMUNICATION BREAKTHROUGH

You can increase success by 50%+ by developing style flexibility and communicating based on the others' style. This program combines powerful analytic tools with individual and group training.

- Understand your personal communication style
- Leverage strengths & adapt your style to build rapport
- Recognize motivational drivers and personal management needs
- Select words more effectively
- Leverage communication style for success

- **4 hours**
- **Ideal class size 10-40+**
- **Includes individual DISC assessments**
- **Group report if conducted as a single-company**

## ACTIVATING EMOTIONAL INTELLIGENCE

Emotional Intelligence is at the root of attitude. And positive attitude directly translates into employee engagement, sales, marketing, retention, creativity, and efficiency – and therefore profit.

- Includes all aspects of Communication Breakthrough
- Explore performance from three perspectives:
  - HOW we behave and communicate — DISC
  - WHY we move into action — Driving Forces
  - DO we apply the principles of Emotional Intelligence
- Develop the tools of constructive feedback
- Create a plan to improve Emotional Intelligence

- **6.5 hours**
- **Ideal class size 12-24**
- **Includes TriMetrix EQ assessments**
- **Group report if conducted as a single-company**

***“The single biggest problem in communication is the illusion it has taken place.” G.B. Shaw***

## PERSONAL SUCCESS

Why are some people more successful than others? This question has been studied by the greatest thinkers throughout the ages. This program is designed to give individuals the strategies, methods and techniques practiced by the most successful, happy and productive people in our society.

- Diamond Mapping
- The Keys to Peak Performance
- Taking Charge of Your Life
- The Master Skill of Success
- Seven Steps to Goal Attainment
- The Integrating Principle
- Achieving Balance in Life

- **8.5 hours**
- **Ideal class size 12-24**

## NAVIGATIONAL CONVERSATIONS

Unlock the problem-solving abilities and talent within your team. The quality of conversations your leaders have can make or break the achievement of your business' goals and objectives. Equipping your leaders with the skills to have powerful coaching conversations is an accelerator for them delivering results.

- Key principles for successful coaching interactions.
- Problem-solving mindset versus navigational coaching
- When and where to apply a coaching approach
- Fundamental coaching skills, including:
  - The Art of Conscious Listening
  - The Art of the Question
  - The Art of Telling
- Effective positive, corrective, developmental feedback

- **Two full (8.5 hour) days**
- **Days may be split (i.e. two Fridays in a row)**
- **Ideal class size 12-24**

# ORGANIZATIONAL HEALTH INTENSIVE

## ATTRACT AND RETAIN EXCELLENCE

Behavior is both a driver and manifestation of habits. Organizational Health Intensive promotes a culture of positive habit generation. You will enjoy the proven behaviors of success.



### THE GOAL

Focused on leaders, this 6-week curriculum sets the foundation for a thriving staff, motivated and aligned to realize company objectives. It includes personal communication style and competency assessments, 40 hours of in-person coaching, and structured accountability. Each session introduces practical, proven, immediately actionable tools that will have a lasting, positive impact on your organization. Individual coaching addresses aspects specific to your business while group workshops take advantage of the experience of fellow executives.

***“If people don’t weigh in, they can’t buy in.” Patrick Lencioni***

### WHY

Gallup estimates ~75% of the workforce is not engaged. The Society for Human Resource Management estimates the cost to replace a mid-level manager at 50-75% of their annual salary. How much can or do these issues affect you? Organizational Health tools provide the ability to overcome challenges across all aspects of growth. Results include improved quality of life, reduced staff turnover, strengthened employee engagement, and dramatic gains in profit.

### WHO

Best for Managers and above. Ideal for well-established companies aiming to minimize turnover, reduce executive stress and burn-out, or better capture employee talent. For start-ups scaling beyond the core team, Organizational Health Intensive provides exceptional tools to get management culture “right” the first time.

### HOW

- Ideal cohort size: 18-24
- Program meets for six consecutive weeks. Weeks 1-4 for (4) hours; weeks 5-6 for (8.5 hours)
- Includes individual TriMetrix EQ (DISC, Motivators, Emotional IQ) assessments and access to follow-on small group coaching
- Accountability session approximately 3 months following program completion

## THE PROGRAM

Strategic Business Review

Behavior: Communications and Emotional Intelligence

Mindset: Create a Success Mindset

Purpose: Find Your “Why”:  
Mission/Vision Workshop

Teaming: Multi-generational  
Leadership / Effective Delegation

Coaching:  
Navigational Conversations (Part I)

Application:  
Navigational Conversations (Part II)

Accountability: Chart your progress  
3 months following certification

# OTHER WORKSHOPS

## EAT THAT FROG

### DOUBLE YOUR PRODUCTIVITY, PERFORMANCE AND OUTPUT

THIS IS THE MOST POPULAR TIME-MANAGEMENT SYSTEM IN THE WORLD.

Time management is really management of your life. Time management is the ability to determine the sequence of events—what you do first, what you do second, and what you don't do at all.

In this fast-moving, one-day workshop, you learn how to apply the most important personal management principles ever.



- Diamond Mapping
- Personal Goal Setting
- Mindstorming
- Four Ways to Increase Your Productivity
- Zero-Based Thinking
- Identify Your Special Talents and Abilities
- Time Allocation Exercise
- Constraint Analysis
- Six Steps to Simplification
- Decision Making

***“If you have to eat two frogs, eat the ugliest one first.”***

***Brian Tracy***

## SHORT (≤ ONE HOUR) WORKSHOPS

Ideal for networking events or lunch-and-learns, FocalPoint coaches facilitate samples from our proven coaching, training, and assessment catalogue. As with the full-length coaching and training programs from which they are derived, we work alongside you in tailoring short presentations specific to your needs. Regardless of topic, the session will be designed to be interactive and provide immediate value. If you desire a one-way lecture or a mountain of stale slides, we are not the right choice! Popular topics include:

- Introduction to Communication Breakthrough
- Lifecycle of a Business and Way to Wealth
- Attitudes of Leadership
- Business Planning Fundamentals
- Introduction to Navigational Conversations
- Time Management
- Course of Action Analysis
- Seven Steps to Goal Achievement

## COACH JERRY'S CERTIFICATIONS



### FocalPoint Certifications:

- Business Coach
- Corporate Training Facilitator
- Executive Leadership Coach
- Area Representative



Certified Navigational  
Conversations Facilitator



South Carolina Research  
Authority Resource Partner



Harvard Business School  
Negotiation Mastery Certification



FocalPoint is an international training and coaching organization. The company is a recognized global leader in the area of peak performance training. Our course material and methodologies are founded in the work of world-renowned author, educator, business consultant and speaker Brian Tracy.



## ABOUT BRIAN TRACY

Brian Tracy is one of the world's leading authorities on human potential, leadership and effectiveness. He addresses over 500,000 people annually on personal and organizational development. He has written over 80 books and produced 300 programs on human and corporate performance which are taught in 18 languages.

## FOCALPOINT CULTURE

### OUR VISION

Our vision is to leave a legacy of success by positively impacting business leaders in every city and country in the world.

### OUR MISSION

Our mission is to change the world through business leadership and education.

### OUR PURPOSE

We are the "pebble on the pond." We positively impact the world first through our clients, then their families, employees, companies, communities, regions, and countries.

<b>LEGACY</b>	Every day, I impact the world in a positive way. My actions for those I serve will resonate forever.
<b>INTEGRITY</b>	I'm authentic in all aspects of my life. I "walk my talk" and always have my clients best interest first. I am transparent with those I serve and expect the same in return.
<b>PASSION</b>	I love what I do and who I am. I have a passion to Coach, Teach, Mentor and Help others. I am inspired by my clients and my clients are inspired by me.
<b>BALANCE</b>	I work hard. I play hard. I proactively balance excellence in business success, financial independence, health and fitness, family and relationships.
<b>LEADERSHIP</b>	I am a leader amongst leaders. Great leaders inspire action. I inspire action that leads to measurable, positive change with my clients, for myself and my team.
<b>TEAM</b>	Together Everyone Achieves More. I am a proud member of a strong, elite team. I actively participate, engage and connect with my fellow Coaches, clients and community.
<b>PROFITABILITY</b>	I am in the business to make profit. I expect a positive return on investment for myself, my clients and my community.
<b>KNOWLEDGE</b>	I am committed to continued learning and using proven real-world tools and experience. I believe in constant and never-ending improvement and the search for new ways to add more value.





# **FocalPoint**

*Coaching & Training Excellence*

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