

Executive Blueprints Inc



Executive Seminars

Developing Leadership Skills for peak performance

February 2006

Your invitation to attend a day of learning and interactive participation with fellow Executives and community Business Leaders at the Laguna Cliffs Marriott Resort in Dana Point, California.

Executive Blueprints Inc is proud to offer the February 2006 Workshops on Leadership and Business Management. Meet other leaders, share your expertise, and use the experience to expand your opportunities.

Monday	Tuesday	Wednesday	Thursday	Friday
February 2006		1 Ethics Workshop	2 Human Capital ROI	3 Trans-Cultural Integration
6	7	8	9	10
13	14 Time Management	15 Value Selling Workshop	16 Web Optimizer	17

9AM – 4:30PM

Laguna Cliffs Marriott Resort & Spa
Pacific Learning Center

Executive Blueprints Inc
1 Bel Flora
Aliso Viejo, CA 92656
Phone: (877) 290-2503



Executive Blueprints Inc

Make your Reservation today:



On-Line Registration www.ExecutiveBlueprints.com/seminar.htm



Fax this completed invitation to **(480) 247-5481**



By Phone, speak with a representative, toll- free **(877) 290-2503**

Ethics Workshop

Are you at personal risk? Does your business have an Ethics Policy that matches your strategy and applies to your activities? How easy is it for your customers to find your Code of Ethics? Is your Code of Ethics something that all of the employees are proud of and support?

Wednesday, February 1, 2006

Human Capital ROI (Succession Plans & Interviews)

How does your "Succession Plan" relate to your "Personal Success Plan"? How detailed and flexible is the career development plan for all associates in the organization? How does this match to identifying and developing talent? What are the signs that they believe in it, and how do you measure it against increased performance and profit?

Thursday, February 2, 2006

Trans-Cultural Integration

How do different cultures affect your working environment, business relationships and sales? Have you ever experienced a significant difference between company cultures? How can the difference in business cultures or communications impair or improve your ability to succeed?

Friday, February 3, 2006

Time Management Workshop

What are your biggest frustrations at work? Stress impacts motivation, your relationships and opinions of others, and cause you to think about work during your personal time. In what ways do you see this happening to you? How would it improve your life if you do more in the same amount of time?

Tuesday, February 14, 2006

Value Selling Workshop

What would happen if you could increase the effectiveness of your sales by 10%, by 25% or if you could double your sales in six months? What are you doing to make this happen today, and how is that working for you?

Wednesday, February 15, 2006

Web Optimizer

What are you doing with the Internet to grow your business? Are you creating a brand image, using it as a directory or conducting sales? If you could get more from your web site, what would that be?

Thursday, February 16, 2006

Executive Blueprints Inc

Executive Seminar Series

- | | | |
|--------------------------|-----------------------------------|-------------------------------|
| <input type="checkbox"/> | ETHICS WORKSHOP | FEBRUARY 1, 2006 - WEDNESDAY |
| <input type="checkbox"/> | HUMAN CAPITAL ROI | FEBRUARY 2, 2006 - THURSDAY |
| <input type="checkbox"/> | TRANS-CULTURAL INTEGRATION | FEBRUARY 3, 2006 - FRIDAY |
| <input type="checkbox"/> | TIME MANAGEMENT | FEBRUARY 14, 2006 - TUESDAY |
| <input type="checkbox"/> | VALUE SELLING | FEBRUARY 15, 2006 - WEDNESDAY |
| <input type="checkbox"/> | WEB OPTIMIZER | FEBRUARY 16, 2006 - THURSDAY |

Check all boxes that apply (\$199 US per day / event) **Total** \$____.____
* Open enrollment, each event is subject to limited availability.

Your contact information:

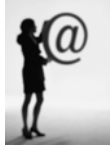
Please provide company name, street and web address with contact information.

Company Name _____

Street Address _____

City _____ State _____ Zip _____

Contact Name _____ Phone (____) ____-____



Email _____

WEB _____



**Check Payable to: Executive Blueprints Inc
1 Bel Flora
Aliso Viejo, CA 92656**

or

Credit Card:

VISA MASTER CARD AMERICAN EXPRESS Security Code _____

Name on Card _____

Card Number _____ Expiration Date _____

I understand that my credit card will be charged for the amount of \$____.____

Signature & Date _____

The Ethics Workshop

Executive outlines to develop and post a Public Ethics Policy for your organization. Guidelines provided to help prepare internal Standards of Conduct. Seminar also includes two hours of Harassment Training (AB1825 California's new Harassment Training Law*), updates to SB1809 "Sue your boss" Law, EEOC, Title VII of Civil Rights, Liability and relevant court cases.

* Certificate of attendance issued and recorded



More than 3,000 people participated in the 2005 National Business Ethics Survey

- 69% of employees said their organizations have ethics training
- 52% of people surveyed observed discrimination, stealing or sexual harassment
- 21% observed abusive or intimidating behavior
- 19% witnessed lying to customers, vendors, employees or the public

"The whole corporate culture matters," said Maryanne Lavan, vice president of Business and Ethics Conduct for Lockheed Martin, "It makes good business sense to be viewed as an ethical company, and it benefits the workplace to have a more positive work environment."

"Regulation resulting from Enron and other corporate scandals spurred a renewed emphasis on corporate ethics and new laws and regulations related to compliance," said Patricia Harned, president of the ERC. "Since that time organizations, especially for-profit companies, have invested significant resources in ethics and compliance programs, but we are not seeing much change in the direct impact that these programs are having."

November 2005 – White House officials required to attend briefings on ethics and "the rules governing the protection of classified information", according to a Memo from the White House counsel Harriet Miers, "Your attendance at one of these sessions is mandatory".

Title VII Civil Rights Act of 1964 prohibits race, color, religion, sex & national origin discrimination.

Age discrimination in Employment Act of 1967 prohibits age discrimination against individuals who are forty years of age or older.

Title I of the Americans with Disabilities Act of 1990 prohibits employment discrimination against qualified individuals with disabilities.

California SB1809 "Sue Your Boss" Law, effective 1/1/04 allows individual employees and attorneys to sue for alleged violations and bypass state agency enforcement. This law was reformed effective August 12, 2004 and retroactive to January 1, 2004.

California AB1825 requires employers with 50 or more employees to provide 2 hours of training and education every 2 years to all supervisory employees within one year of January 1, 2005.

Attend this very important interactive workshop to discover how you can develop a Public Ethics Policy, Standards of Conduct, and a positive environment.

Human Capital ROI

"Teach a New Dog the Old Tricks".

This inter-active workshop examines how to integrate with the emerging talent and innovative ideas of new employees with intellectual capital and experienced management resources within the organization.



Identify and properly place individual skills and knowledge. Create a robust structure to develop emerging talent. Understand personal motivation and prepare career path planning. Design a management succession plan that provides short to mid-term material results as well as long-term foundation for stable growth. Workshop includes tutorial and workbook to "Interview for Excellence", identifying high performance candidates and core competencies for specific key job factors.

First Who – Then What

- Learn to recognize the difference between Talent and Skill
- According to Gallop, 80% of people feel talents are not utilized at work
- Highly capable individuals may be in the wrong position, move them
- Put the best people on the biggest opportunities, not the biggest problems
- Once you have the right people in the right positions, the strategy may adapt and typically becomes very clear

Develop Standards of Performance to Define Roles and Responsibilities, identify the Key Job Factors and match individual Core Competencies. This helps to get the right people on the right responsibilities to maximize performance.

Confront the Brutal Facts and Act on the Implications. Once you have the right people in the right positions, they will be self-motivated to make improvements. Create a climate of truth and opportunity, embrace reasonable risk with recognition and understanding.

In addition to reviewing strategies for developing talent in the existing workforce environment, this workshop includes the "Interview for Excellence" workbook and weighted rating tool. The Interview Workbook is customizable for each participating organization. It's designed to encourage professional interviewing techniques to match Core Competencies and Behavioral Traits that compliment the Key Job Factors and Functional Requirements (without discrimination).

This workshop is essential for the business leader who is recognizes the importance of acquiring and developing talent.

Trans-Cultural Integration

In the complex global community and rapidly expanding marketplace, you have challenges to understand and coordinate with multiple business methodologies.



This workshop explores the challenges encountered during Mergers and Acquisitions, to unify diverse business practices and enable individuals to adapt environments. Diverse business practice integration is also beneficial for maximizing performance in partnerships and vendor / customer relationships. This 'one day' workshop explores the global marketplace and customs for doing business. Successful business leaders recognize the importance of the emerging economic communities, from global market to the rise in Small Business (SOHO). The ability to adapt and integrate diverse geographic, customer / vendor and business styles are essential skills for business today.

International Business

How do diverse geographic locations and cultures have an impact on your communications? What can you do to improve coordination and confidence between regions? What is the difference between Multinational, Multiregional and Geocentric Global infrastructure, and why is it important to your business?

Small - Medium Business, and LLC

How do you handle relationships differently when negotiating and conducting business with different organizations? How do the different business cultures have an impact on your partnerships and vendor / client relationships? What do you do to create uniform vision and integrated cooperative environments? Which diverse geographic and business culture differences are most challenging for you, and what is your plan to overcome those obstacles?

Not so common

We generally recognize and accept that there are differences in culture, food, activities, beliefs, language and processes between countries and geographic regions. Yet we often overlook the important diversity of cultures, activities, language and processes between business associates and organizations. Recognizing, understanding and integrating cultures is critical to success of partnerships, Client / vendor relationship, mergers, acquisitions and customers.

Learn to make these relationships work for mutual benefit, and your competition will become irrelevant.

Time Management Workshop

This 'one day workshop' focuses on maximizing personal performance with easy to apply techniques and entertaining exercises. Learn simple and effective steps to enhance organization and planning.



According to A.T. Kearney's 2004 Survey, executives universally acknowledge the importance of developing leadership skills, but only one in four believes that their organization is properly equipped to support these activities. This workshop explores several different techniques to develop and align successful habits.

Organize Yourself

Regardless of your position or title, Time Management begins with you. These techniques apply equally well for work, home or study environment. The advances in technology intended to simplify life and make people more productive can become stressful if not managed properly. Do you consider Email, cell phones, computers and the Internet to be a blessing, a curse, or a little bit of both? This seminar contains interactive exercises to take control of your time and your life. Increase personal satisfaction by improving personal performance and accomplishments on a daily basis.

In-between all of your other obligations, take one day to treat yourself to an experience that just may change your outlook and your future. Surprise yourself at how much more you can accomplish at work, and how much more time you can have for your personal life.

Organize Others

Share the rewards. If you have management or supervisory responsibilities, lead by example. You can demonstrate personal time management and organization that will inspire others. Adopt the techniques and then spread the benefit by sharing the secrets of success with your peers and your organization. You can gain recognition for your ability to improve performance, and have fun doing it.

What will you do with the extra time?

Value Selling Workshop

This 'one day workshop' includes several strategic approaches to increase your revenue by leveraging Marketing, Sales and Service. What kind of customers and sales channel do you have? Identify techniques that work for your style and your customers. Apply the Five Principal Marketing Requirements Checklist (FABIO). Discover how to identify the Blue Ocean of untapped potential for your business. Turn customer support into value added services by identifying customer types and increase your profit. Leverage your Value Added Services into New Sales Opportunities. Use Active Listening Techniques to identify customer needs, match benefits and close the sale.



Five Essential Elements of Marketing, your checklist for sales materials:

- Features – Specific, concise and accurate
- Advantages – Define the special or unique aspect of your features
- Benefits – Describe the customer value (from customer perspective)
- Image – Make a lasting impression with the proper image
- Offer – Close with information to purchase, ask for the sale

Break free of the Red Ocean of competition and sail into the Blue Ocean of new opportunity. Learn to promote differentiation in your products or services.

As you participate in this interactive workshop, you will use a SWOT Analysis (Strength, Weakness, Opportunity and Threat) and apply the Hedgehog Concept to know yourself, your competition, and your goals. Use your passion to drive your economic engine and measure the results. Measure your customers in the categories of “True Friends” (profitable and loyal), “Butterflies” (profitable but not loyal), “Barnacles” (loyal but unprofitable), or “Strangers” (not profitable or loyal).

Use Active Listening Techniques to identify customer needs and requirements. Control the temptation to concentrate on the prepared sales pitch and learn to act on the cues provided by your future customers. Use Value Selling Techniques derived from matching your features and advantages for customer benefit.

Overcome the anxiety of limitations and the secret fears of success or failure. Be passionate, sales should be fun and rewarding or something is not quite right. Accelerate your sales with simple to apply strategies that are equally effective for individuals and organizations.

Web Optimizer

This 'one day workshop' designed for the Small Office / Home Office is a basic introduction and easy to apply lessons on optimizing a web site for electronic commerce and marketing.



Course includes instructions to

- Register a Domain Name
- Host a Web Site
- Create Meta Tags
- Search Engine Optimization
- Reciprocal Links
- Increase web traffic
- Manage appropriate email (opt-in) campaigns
- Avoid Scams and SPAM

This workshop also covers the use of merchant referrals to generate revenue in addition to increasing web traffic. This course reviews the 'no cost' and 'low cost' web optimization techniques. Beginners creating a new web site should prepare for additional expenses for software and hosting services. Any other investment is at your discretion, based on desired results.

Learn to

- Sell on the web, or use eBay
- Create a family web page
- Build a BLOG, Express yourself
- Advertise your Business or Brand
- Start your own business

* NOTE: Executive Blueprints does not sell any software or services referenced in this workshop. Fees for software, hosting and third party optional services are not included in this course. Software and services purchased direct from applicable vendors at your discretion. Please feel free to bring a notebook computer and an active imagination.

This seminar is for beginners, not for experienced Web Masters. It does not teach HTML, JAVA, or any use of Code. It is not necessary to understand or master HTML to benefit from this seminar. Experienced web developers are welcome to attend, share personal knowledge and experience, but the materials and discussions are for individuals who would like to maximize the personal experience without learning code.

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February 2006 Seminars at the [Laguna Cliffs Marriott Resort & Spa](#)



Pacific Learning Center
25135 Park Lantern
Dana Point, California 92629
Phone: (877) 290-2503
<http://www.marriott.com/snadp>



Directions to **Laguna Cliffs Marriott Resort & Spa**

Area Airports

Orange County/John Wayne - SNA

- Hotel Direction: 24 mi SE
- Driving Directions: 405 South, which flows into 5 South. Exit at Pacific Coast Highway. At Second traffic light make a left on Dana Point Harbor Dr. Right on Park Lantern.
- Estimated taxi fare: 60 USD (one way)

Los Angeles - LAX

- Hotel Direction: 60 mi SE
- Driving Directions: 405 South, which flows into 5 South. Exit at Pacific Coast Highway. At 2nd light, turn left onto Dana Point Harbor Dr. Right at Park Lantern.
- Estimated taxi fare: 140 USD (one way)

San Diego - SAN

- Hotel Direction: 60 mi N
- Driving Directions: Take the 5 Freeway North. Shortly after passing the City of San Clemente, exit at Beach Cities (Highway 1) northbound. Proceed two sets of stoplights to Dana Point Harbor Drive and turn left. Proceed a short block to the next stoplight and turn right onto Park Lantern. Proceed to the top of the hill and enter the Resort.
- Estimated taxi fare: 120 USD (one way)

Long Beach - LGB

- Hotel Direction: 45 mi SE
- Driving Directions: From Lakewood Blvd, take 405 South, which flows into 5 South. Exit at Pacific Coast Hwy. At 2nd light turn left onto Dana Point Harbor Dr. Right at Park Lantern.
- Estimated taxi fare: 80 USD (one way)

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