

JOIN US
~ IN ~
2014

{ WWW.BELLEADERSHIP.COM }



 **BELL**
Leadership Institute

We Build Leaders.™

Greetings from Dr. Bell.



At Bell Leadership we devote ourselves to studying leaders.

We have learned a set of powerful best practices that can be learned with diligence and systematic effort. The key to becoming a great leader is to become a great person first, because we lead according to who we are.

Our work is unique due to the extraordinary depth we place on understanding human behavior, business and organizational effectiveness, and how our personalities shape how we lead. Because how we lead shapes the results that we create.

The world is desperate for leaders. You are one. You are worth the investment in yourself. By investing your time, energy, and money to build yourself, you can become a level "10" master leader.

Achieve Forward in 2014!

Dr. Gerald D. Bell





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Bell Leadership Institute.



Tap Into Our Expertise.

Gerald D. Bell, Ph.D.



Dr. Gerald D. Bell is the founder and CEO of Bell Leadership Institute. For over 40 years, Dr. Bell has devoted his life to the mission of building great leaders. The expertise and knowledge gained from his research and work can provide you and your team with advanced, effective solutions to your leadership challenges. A frequently requested speaker, Dr. Bell is available for industry and company conferences, executive retreats, and annual meetings. Dr. Bell conducts *The Leadership Mastery Series™* and *The Leader's Roundtable* in Chapel Hill, North Carolina. These seminars contain the essential building blocks for creating a life-long leadership development plan to ensure professional and personal success. Dr. Bell is currently working on his newest book, *"Great Leaders, Great Results,"* which offers unique insights on personality and leadership.

Dana L. Lebo, Ph.D.



Dr. Dana L. Lebo, a seasoned trainer, leadership coach, and licensed psychologist, is available to present any of the seminars in *The Leadership Mastery Series™* at your next meeting. She has worked with a wide range of organizations — including entrepreneurial startups, family businesses, global corporations, college sports teams, government, healthcare, and educational institutions — helping individuals and teams to improve their leadership effectiveness. As a mother of four, author, and competitive triathlete, Dr. Lebo frequently specializes in areas of work-life balance and peak performance coaching and training, using many cutting-edge performance enhancement tools and techniques she has learned from advanced practices in psychology.

Bill Sanford, MS



Mr. Bill Sanford is a gifted trainer, speaker, and coach who has helped hundreds of leaders build themselves, their teams, and their businesses. He has worked with clients in industries from construction, manufacturing, pharmaceuticals, real estate, technology, food service, hospitality, banking, and law, to government, higher education, and the non-profit sector. He has also worked extensively with several clients in sports, ranging from college sports teams to the National Basketball Association (NBA). A father of three who is as devoted to living by Dr. Bell's principles as he is to training them, Mr. Sanford is available for leadership coaching and for presenting any of the seminars from *The Leadership Mastery Series™*.

Inspire. Motivate. Challenge.

Score Winning Points with Your Team and Guarantee the Success of Your Next Event

CHOOSE THE RIGHT SPEAKER

Identifying a dynamic speaker is key to organizing a successful conference or convention. Dr. Gerald D. Bell is a dynamic, experienced, and highly successful speaker with the exceptional ability to reach people on a deep level. He will work with you to guarantee that your next meeting is a resounding success by creating an exciting and meaningful experience with substantial take-home value for your group.

UNDERSTAND YOUR AUDIENCE

A sought-after keynote speaker and one of the Young Presidents' Organization's top ten resources, Dr. Bell consistently exceeds the expectations of audiences worldwide. He will deliver a valuable educational opportunity to your colleagues and members at your next annual conference or meeting. Dr. Bell would be delighted to design a custom program to meet your group's specific needs and objectives.

DELIVER THE RIGHT MESSAGE

Dr. Bell designs his presentations and diagnostic tools to best meet the goals of your organization and its people.

Some of Dr. Bell's most popular topics include:

- ▲ Great Leaders, Great Results
- ▲ Achievers I
- ▲ New Discoveries in Leadership
- ▲ Creative Thinking: Becoming Brilliant
- ▲ Advanced Communication
- ▲ Selecting Achievers
- ▲ Peak Performance & Complex Lives
- ▲ Money, Families & Children
- ▲ The Advanced Psychology of Selling
- ▲ Advanced Teamwork: Building a Great Top Management Team
- ▲ The Art of Building a Great Family Business

Please call Lynn Oddenino at (919) 967-7904 to schedule your keynote speech.

"You had an incredible impact on the lives of our people this weekend in Steamboat. Everyone is still 'buzzing' about your presentation. You helped us create what most of our team now considers our best conference ever."

*—Eric Thompson, President,
The Group Inc. Real Estate*



Photo by Montana Pritchard/The PGA of America, PGA Annual Meeting/PGA Annual Meeting

A Master Class in Leadership for Senior Executives.

Give Your Leaders the Tools They Need to Succeed



BUILD WORLD-CLASS LEADERS

The Leader's Roundtable is an advanced leadership development program designed to assist CEOs, presidents, and senior executives in becoming world-class leaders. The year-long Roundtable is personally led by Dr. Gerald D. Bell, a master teacher with over 40 years of successful, in-depth experience building leaders. During the course of The Leader's Roundtable, Dr. Bell will teach you how to build your personal leadership effectiveness and your company's bottom line.

Dr. Bell has devoted his life to the mission of creating world-class leaders. The expertise and knowledge he has gained from his research and work with CEOs and senior leaders will provide you with advanced, effective solutions to your leadership challenges. As an author, speaker, trainer, and consultant to leading business organizations, Dr. Bell has influenced thousands through his powerful insights and teachings.

GAIN THE BENEFITS

One of the many benefits of The Leader's Roundtable membership is that your company is entitled to a company-wide 20% discount when sending any associate to any of our 2014 Leadership Mastery Series™ seminars in Chapel Hill.

- ▲ Enrollment consists of a small, exclusive group of leaders from diverse, non-competing industries who meet 12 days throughout the year in Chapel Hill, NC.
- ▲ Members exchange ideas, questions, and perspectives within a trusted, confidential setting.
- ▲ Discussions include current business cases presented by members; the cases are then analyzed and action plans developed using key leadership concepts.
- ▲ Members prepare custom-designed prework assignments for each session.
- ▲ Private one-on-one coaching is available to members.
- ▲ Members of The Leader's Roundtable agree to total confidentiality to promote and encourage openness and trust during their sessions.
- ▲ Graduates of The Leader's Roundtable return to Chapel Hill for an annual alumni program to further their development and extend their relationships with other top leaders.

"I consider my attending Dr. Bell's classes and then the Roundtable as a major turning point in my career. Fortunately, I was able to get to know Dr. Bell and experience the Roundtable early in my career (I was in my late 20's). Those experiences really helped me understand what I needed to do/change to be successful. I would recommend Dr. Bell and the Roundtable to anyone who wants to make the transition from a manager to a leader."

—Jeffrey Owens, President, Advanced Technology Services

If you or one of your key executives would like to apply for The Leader's Roundtable or need additional information, please call Lynn Oddenino at (919) 967-7904. Annual tuition for The Leader's Roundtable is \$13,995, billed quarterly.

Dr. Bell's Achievers I seminar is the recommended prerequisite for The Leader's Roundtable.

Practical Actions Designed for Your Specific Needs.

Maximize Your Organization's Resources with Proven Techniques

Developing effective leaders and teams is crucial for maximizing your organization's resources and producing world-class results. One of the best ways for your team to meet and surpass its goals and objectives is to participate in a custom-designed executive retreat led by Bell Leadership.

We are delighted to invite you to hold your next conference at The Carolina Inn in Chapel Hill, NC, or a location of your choice. When you call on Bell Leadership to design and lead your company meeting, you are tapping into more than 40 years of experience with senior leaders and their teams.

Our work draws on Dr. Gerald D. Bell's in-depth studies of the best companies and leaders in the world and proven techniques for increasing your bottom line. We design programs focused on practical, take-home actions for your specific needs. Dr. Bell or one of Bell Leadership's highly qualified trainers will tailor your next meeting to reach your organizational goals and those of the participants.

Custom programs and executive retreats are recommended to:

- ▲ **Enhance Communication and Build Alignment:** Executive retreats provide an ideal forum for senior leaders to discuss issues and concerns, offer new information, and receive useful feedback without the interruptions and internal disturbances that often accompany on-site meetings.
- ▲ **Set Goals and Solve Problems:** We will work with you to determine your company's goals and objectives and to create an implementation plan. You will find it much easier to develop innovative solutions and overcome long-time obstacles when you are coached by a master teacher and given time to reflect outside of your normal environment.
- ▲ **Develop Company Leaders:** Effective leaders build committed followers who produce at peak levels of performance and have a passion for their jobs. We will help you build the leaders who will build your business.
- ▲ **Build Your Teams:** Whether you are building the skills of a new team or increasing the effectiveness of an existing team, we can help your group overcome any interpersonal barriers to maximize productivity and personal satisfaction.

Please call Lynn Oddenino at (919) 967-7904 to schedule your team's custom program or executive retreat with one of our qualified trainers. Fees vary.

"Over the past ten plus years, Dr. Bell and his wonderful staff have tremendously influenced the growth of Extraco's Learning Leadership Culture. His work and leadership principals have allowed us to cultivate a culture that consistently raises the bar for personal excellence and teamwork, and brings passion to our mission to touch the lives of our customers, employees, and enrich our communities."

—Boyce Brown, President & CEO, Extraco Banks



Take the Next Step.

It's the Steps That You Take, Not the Order, That's Important

"The happiest people in life are those who have an absolute devotion to mastery, achievement, and contribution."

—Dr. Gerald D. Bell

ACHIEVERS I
(\$3,795)
February 11, 12 & 13 (T, W & Th)
April 8, 9 & 10 (T, W & Th)
June 17, 18 & 19 (T, W & Th)
July 15, 16 & 17 (T, W & Th)
September 9, 10 & 11 (T, W & Th)
October 14, 15 & 16 (T, W & Th)
November 11, 12 & 13 (T, W & Th)

ACHIEVERS II*
(\$3,575)
April 22, 23 & 24 (T, W & Th)
October 28, 29 & 30 (T, W & Th)
** Successful completion of Achievers I is a prerequisite for this program*

ADVANCED COMMUNICATION
(\$3,575)
March 18, 19 & 20 (T, W & Th)
October 7, 8 & 9 (T, W & Th)

PEAK PERFORMANCE & COMPLEX LIVES
(\$3,575)
November 18, 19 & 20 (T, W & Th)

THE LEADER'S JOB
(\$3,165)
September 16 & 17 (T, W)

LEADING CHANGE
(\$3,015)
September 30 & October 1 (T, W)

SELECTING ACHIEVERS
(\$3,015)
May 13 & 14 (T, W)
November 4 & 5 (T, W)

TEAMBUILDING
(\$3,015)
June 24 & 25 (T, W)

MONEY, FAMILIES & CHILDREN
(\$1,645)
September 18 (Th)

Join Us in Chapel Hill, N.C.

REGISTRATION

Enrollment is limited and seminars fill up quickly, so please register early. To enroll, call (919) 967-7904 or register online at www.bellleadership.com.

FACILITY

All seminars are held in Chapel Hill, NC, on the UNC-Chapel Hill campus. Directions will be sent to you with your seminar confirmation.

ACCOMMODATIONS

We recommend staying at The Carolina Inn (www.carolinainn.com), a AAA Four Diamond Award winner and member of Historic Hotels of America (seminars are usually held here). For reservations, phone (800) 962-8519 and identify yourself as a Bell Leadership participant. The Carolina Inn books quickly, so if you choose to stay there, we recommend you reserve your room as soon as you have registered. An additional listing of accommodations will be sent to you with your registration confirmation.

TRANSPORTATION

For air travel, please make plans to fly into the Raleigh-Durham International Airport (RDU), located approximately 25 minutes from Chapel Hill.

TUITION

Tuition varies and includes seminar materials, continental breakfast, and lunch each day.

We strongly encourage team participation. Special tuition prices are available for three or more participants from your company who attend at the same time. We also offer a 50% discount for spouses/partners if attending at the same time. Payment may be made by check or credit card. We accept Visa, MasterCard, and American Express.

CERTIFICATION

Bell Leadership Institute is an Authorized CEU Sponsor member of the International Association for Continuing Education and Training and an Authorized CPE Sponsor member of the National Association of State Boards of

Accountancy.* All seminars are live presentations at intermediate to advanced levels with group participation. They are recommended for upper management and senior-level executives. CEUs or CPEs are provided upon request.



CANCELLATIONS

Withdrawal notifications received less than three weeks prior to the seminar dates will incur a 25% cancellation/reschedule fee. Registered applicants who do not attend are liable for the full tuition.

CORPORATE REWARDS AND INCENTIVE PROGRAM

If you have an outstanding employee, professional colleague, associate, community leader, graduate, or a valued vendor who deserves special recognition, what better way to show your appreciation than by giving the gift of leadership development? Gift certificates to our seminars are available. Our staff will be happy to help you select the most appropriate fit.

We ask that you respect the Bell Leadership Institute copyright. The recording, replication, or redistribution of the whole or partial content of any Bell Leadership Institute seminar is strictly prohibited without our prior written consent. To maintain the integrity of our programs and materials and to ensure they are accurately and appropriately represented, we are happy to provide a Bell Leadership Trainer to conduct on-site programs for your company, or to license your company in our Train-the-Trainer program.

*Bell Leadership Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org. Completion of pre-coursework materials is required to be eligible for CPE credits.

FEBRUARY 11, 12 & 13	Day one	8:30 a.m.–5:00 p.m.
APRIL 8, 9 & 10	Day two	8:30 a.m.–6:00 p.m.
JUNE 17, 18 & 19	Day three	8:30 a.m.–3:30 p.m.
JULY 15, 16 & 17	Tuition	\$3,795
SEPTEMBER 9, 10 & 11	CEU credits	2.1
OCTOBER 14, 15 & 16	CPE credits	24.5
NOVEMBER 11, 12 & 13	<i>No course prerequisite required.</i>	

Achievers I

Become a Great Leader – Build Yourself First

Described by graduates as “life changing,” this seminar gives you the tools to build your leadership mastery on a daily basis.

Achievers I is a powerful seminar designed to help you build world-class personal skills to lead others. Its concepts and personal development techniques are based on our research and consulting with thousands of the most effective and least effective leaders throughout the world.

Achievers I allows you to enhance your success and contribution by increasing your effectiveness as an individual and as a leader. This seminar will provide you with key understandings of why people behave as they do.

YOU WILL LEARN HOW TO:

- ▲ Lead like the best in the world by recognizing the six Core Competencies all great leaders share.
- ▲ Recognize what motivates the six basic personality patterns.
- ▲ Gain the commitment of others by tapping into their motives.
- ▲ Develop the six Core Competencies every leader must have to compete successfully in the 21st century.
- ▲ Re-energize yourself — channeling your drives to create peak performance for a lifetime.

YOU WILL GAIN:

- ▲ The fundamental skills for success that produce great leadership performance.
- ▲ Awareness of the major styles of leadership and the major strategies for leading people.
- ▲ An understanding of yourself, the reasons you behave as you do, and the results your behavior patterns have on others.
- ▲ Greater self-confidence.
- ▲ Skill sets to lead yourself, others, your team, and your organization.
- ▲ A step-by-step action plan to develop your critical Core Competencies to lead like an Achiever.

“The seminar was a ‘life changer’ for me in both my personal and professional life. I was able to immediately implement the concepts that I learned and act on the feedback I received from the 360-survey. Jerry Bell is a great teacher and motivator and I came away from this seminar dedicated to change my leadership style in all aspects of my life. I can already see the results.”

—John Wayne, Chief Operating Officer, Ply Gem

BELL PERSONALITY PROFILE 2.0 — Before attending, you will complete the Bell Personality Profile, a comprehensive and **confidential** 360-degree online assessment tool designed to evaluate your leadership and management style. The Profile, based on over 40 years of research, will provide you with a significant opportunity to learn more about yourself and how others perceive you. It is advanced, sophisticated, and comprehensive. Your confidential results will be provided to you during the seminar.



APRIL 22, 23 & 24
OCTOBER 28, 29 & 30

Day one	8:30 a.m. – 5:00 p.m.
Day two	8:30 a.m. – 5:00 p.m.
Day three	8:30 a.m. – 3:30 p.m.
Tuition	\$3,575
CEU credits	2.0
CPE credits	23

*Successful completion of Achievers I is a prerequisite for Achievers II.

Achievers II*

Lead Like an Achiever — Build Great Results

Achievers II provides in-depth, second-step training in personality and leadership for graduates of Achievers I. This program guides you up the Mastery Ladder by adding to the concepts you learned in Achievers I. You will learn how to execute the Best Leader Skills. Knowing, understanding, and implementing these skills will help you and your team raise your commitment and performance levels to build your business more effectively. Also, learn how to lead, work for, and relate to each of the six dominant personalities that pervade our work and personal lives.

YOU WILL LEARN HOW TO:

- ▲ Lead successfully in each of the nine Basic Elements of a Leader's Life.
- ▲ Use advanced approaches to set goals to reduce your personal extremes in the Basic Elements of a Leader's Life.
- ▲ Recognize your personal threshold when you move from using Core Competencies to Extreme Personality Patterns.
- ▲ Manage your personal extremes in challenging situations.
- ▲ Work with people who behave in each extreme pattern.

YOU WILL GAIN:

- ▲ A deeper understanding of the core skills that produce great leadership performance in each element of a leader's life.
- ▲ An understanding of how extreme personality behaviors diminish leadership success in each element of a leader's life.
- ▲ A deeper understanding of yourself and how you perform in the Basic Elements of a Leader's Life.
- ▲ Great skills to lead people, recognizing and working with their extreme behaviors.

BENCHMARKING — In conjunction with this program, you will have the opportunity to measure your growth by benchmarking your Bell Personality Profile results. We encourage benchmarking if it has been six months or longer since you last completed the Profile.

"I truly enjoy and appreciate Dr. Bell's leadership courses. They have been the most impactful leadership training in my life and I am hopeful all leaders at Dot who attend will receive the same positive impact."

—Matt Holt, Vice President, Human Resources, Dot Foods, Inc.



MARCH 18, 19 & 20
OCTOBER 7, 8 & 9

Day one 8:30 a.m.– 4:30 p.m.
Day two 8:30 a.m.– 4:30 p.m.
Day three 8:30 a.m.– 3:30 p.m.
Tuition \$3,575
CEU credits 1.9
CPE credits 22
No course prerequisite required.

Advanced Communication

Master the Seven Essential Skills of Effective Communication

The path to becoming a world-class leader is built upon your communication skills. Bell Leadership’s communication strategies have proven so successful in producing increased effectiveness for key leaders throughout the world that we designed this seminar. The goal is to help you make at least a 25% improvement in your communication skills by the end of this three-day seminar.

YOU WILL LEARN HOW TO:

- ▲ Increase your listening effectiveness.
- ▲ Deliver your ideas more clearly and powerfully.
- ▲ Confront conflicts more effectively and with less stress.
- ▲ Be open and non-defensive when people give you feedback, suggestions, and criticism.
- ▲ Enrich your sense of humor.
- ▲ Enhance your presentation skills so you can deliver your content more successfully.
- ▲ Master non-verbal communication.

“Without question, I derived more from this seminar and in the shortest amount of time than any other I have attended. Besides the content, the manner in which it was delivered will stay with me forever. I learned, and learned how to learn at the same time! Thank you Dr. Bell.”

—Emanuel Arruda, Founding Partner and Co-Chair, League Assets Corp.



NOVEMBER 18, 19 & 20

Day one 8:30 a.m.–4:30 p.m.
 Day two 8:30 a.m.–4:30 p.m.
 Day three 8:30 a.m.–3:30 p.m.
 Tuition \$3,575
 CEU credits 1.9
 CPE credits 2.2
No course prerequisite required.

Peak Performance & Complex Lives

Learn Advanced Strategies to Work Smart, Live Smart Every Day

Do you feel pulled by the demands of your career, family, friends, and other obligations? You are not alone. Most people have created their own particular systems of managing their time and themselves, resulting from their own unique personality patterns, life histories and work situations. However, few people ever study advanced methods and techniques to help them to leverage their performance at a significantly higher level.

The significance of time management problems — the lack of time and the need for more of it never goes away. The higher your job, the greater your need is for significant skills to manage yourself and your time.

In the upcoming Peak Performance and Complex Lives seminar, Dr. Gerald D. Bell will present techniques for optimizing your personal and professional performance.

YOU WILL LEARN HOW TO:

- ▲ Raise your level of effectiveness and performance.
- ▲ Increase your profits by 10 to 20 percent, using a few simple advanced time management techniques.
- ▲ Bring greater clarity, focus and purpose into your life every day.
- ▲ Create a life plan that will help you achieve your goals.
- ▲ Manage stress to prevent and cure burnout.
- ▲ Solve complex problems.

BEFORE ATTENDING, you will complete the new Bell Peak Performance Profile, an online, 360-degree assessment designed to evaluate your patterns of health and effectiveness in the different domains of your life. These insights are compiled in a comprehensive, confidential report to help you build an action plan for achieving and maintaining your highest level of performance and productivity.

“Peak Performance and Complex Lives ended up being scheduled at one of my busiest times and I attended thinking, ‘How am I going to take time away from business?’ It was just what I needed! A mental vacation, a time to move out of my ‘professional’ box and live in my ‘personal’ box for a change! I learned that it is not only important to lead your employees by professional example but personal as well. If you have a balanced life and fun, you are setting the same tone for your team as well.”

—Kay Olin, President, Local Focus Radio

BELL RECOMMENDATION

Many of our clients feel that this is the perfect program to attend with a spouse/partner. This session is a great investment in your life together and your family’s future. Spouses attending together will receive 50% off one person’s tuition.



SEPTEMBER 16 & 17

Day one 8:30 a.m.– 4:30 p.m.
 Day two 8:30 a.m.– 3:30 p.m.
 Tuition \$3,165
 CEU credits 1.2
 CPE credits 14
 No course prerequisite required.

The Leader's Job

Master the 10 Roles of a Leader

What is a leader's job? It is to elevate the performance of those they lead by inspiring peak performance and bringing out the best in their people. Leaders build commitment. Managers create duty. Leaders build the people who build their business. Managers build tasks and systems. Leaders build themselves and their abilities to lead. Managers build their jobs and technical skills.

Through his research, consulting, and training with leaders throughout the world, Dr. Gerald D. Bell has identified the ten significant roles leaders must master to lead a business successfully. The Leader's Job seminar is designed to help you develop an advanced understanding of the different work components all leaders must perform well. If you lead people — in a company, department, or unit — this seminar will help you learn how to effectively execute these ten critical functions.

The Leader's Job Survey 2.0 is a key component of the seminar. It is an advanced, comprehensive, and confidential assessment tool that identifies the specific leadership behaviors that produce great results for the organization. It provides you with strategies to build your leadership. By taking the Survey, you discover how others perceive your current performance in the ten roles of a leader. The results include you:

- ▲ Greatest and least effective leadership skills.
- ▲ Contributions that are most helpful for your organization.
- ▲ Behaviors that you may want to change or reduce.
- ▲ Specific actions you may want to start or focus on.

YOU WILL LEARN HOW TO:

- ▲ Create and implement your mission, vision, and core values.
- ▲ Master the eight domains of your external environment.
- ▲ Build a great bench by selecting Achievers to work for you.
- ▲ Create your strategic plans for products and services.
- ▲ Develop your organizational design.
- ▲ Master your organization's work and processes.
- ▲ Develop the components of the human corporate system: (1) the people, (2) teamwork, and (3) culture.
- ▲ Build your leadership style and influence.
- ▲ Ensure focus, consistency, and execution.
- ▲ Lead change by building feedback systems to generate innovations.

"I have never been to a seminar that took a concept at the level that Dr Bell did and broke it down from the importance of the subject matter to actual practical and usable ideas you could implement the next day. It was truly an outstanding program that I would recommend to anyone in a management position that wants to make a difference. I am excited to implement these ideas."

—Bill Fryer, Senior Vice President,
 First Citizens Insurance Services



SEPTEMBER 30 & OCTOBER 1

Day one	8:30 a.m.–4:30 p.m.
Day two	8:30 a.m.–3:30 p.m.
Tuition	\$3,015
CEU credits	1.2
CPE credits	14

No course prerequisite required.

Leading Change

Learn How to Change People and Organizations

A key skill of world-class leaders is the ability to change people and organizations effectively and quickly to produce great performance. Leading Change provides you with advanced techniques and strategies on how to change people effectively and how to help individuals improve their performance. You will learn proven systems that create genuine commitment to improve yourself, your people, and your organization.

Clearly, change is a key concept to master. Your business will make more money and be more effective when you lead change by using our world-class processes.

You will learn The 20 Laws of Change and how to use them in order to improve performance and implement new programs, processes, organizations, and behavior patterns in your people.

YOU WILL LEARN HOW TO:

- ▲ Manage changes when you are asked to do more, faster, and better — with less.
- ▲ Master the ten key principles for implementing changes.
- ▲ Help your team change effectively and naturally while increasing their motivation and decreasing their tensions.
- ▲ Give feedback that creates a positive desire to change.
- ▲ Change the six main types of difficult people.
- ▲ Change yourself, your subordinates, and your organization.



"Dr. Bell is the most impressive person I have ever met. He has an incredible passion for helping people grow and become more effective; not just as business people, but in all aspects of their lives. And his method is very effective; he doesn't tell you what to do. Rather, he has a process of helping you prioritize and come to your own conclusions." —Eric Thompson, President, The Group Inc. Real Estate

MAY 13 & 14
NOVEMBER 4 & 5

Day one 8:30 a.m.– 4:30 p.m.
Day two 8:30 a.m.– 3:30 p.m.
Tuition \$3,015
CEU credits 1.2
CPE credits 14
No course prerequisite required.

Selecting Achievers

Hire Smart or Manage Tough

Selecting great people is one of the top five actions you must take as a leader to produce great results for yourself and your organization.

Our Selecting Achievers seminar outlines an advanced system to select the best people for the job and to launch their careers successfully within your firm. Learn how to hire Achievers who match your company's needs and who will excel in accomplishing your goals.

YOU WILL LEARN HOW TO:

- ▲ Implement key techniques to select Achievers and ensure their success.
- ▲ Conduct effective interviews by asking the right questions to discover the core truth of the candidates.
- ▲ Identify the critical elements of the job and the skills needed to execute them.
- ▲ Measure the match between a candidate and your company culture, as well as their leadership skills and potential for growth.
- ▲ Determine candidates' technical skills, commitment ability, and personal/leadership strengths.
- ▲ De-select and coach people to leave.

YOU WILL GAIN:

- ▲ Achiever selection strategies to make the best decisions for selections, promotions, demotions, job reconfigurations, and de-selection.
- ▲ Interviewing techniques to measure a candidate's Core Competencies and Extreme Personality Patterns.
- ▲ Ideas for a take-home selection plan to use in your company.

"The seminar was very effective at helping non-HR leaders understand their key role in driving and owning the selection process. I would strongly recommend that leadership teams attend together especially if selection has not been a corporate priority in the past. Dr. Bell does an excellent job of positioning selection as a top priority both in and outside of work!"

—Amy Bastuga, Vice President,
Human Resources,
Radio Flyer, Inc.



JUNE 24 & 25

Day one	8:30 a.m.–4:30 p.m.
Day two	8:30 a.m.–3:30 p.m.
Tuition	\$3,015
CEU credits	1.2
CPE credits	14

No course prerequisite required.

Teambuilding

Lead Teams to Peak Performance

This advanced teambuilding seminar will teach you the key principles and specific actions to build great teams. You will also learn how to measure the characteristics of great teamwork versus poor teamwork, what causes good teams to succeed, and how to avoid the pitfalls we all face as we try to build high-performing teams. The consequences of poor teamwork can be detrimental to your company's success, so you need to know how to recognize the warning signs.

YOU WILL LEARN HOW TO:

- ▲ Assess your team's current level of teamwork.
- ▲ Take the key action steps that build high-performing teams.
- ▲ Lead your team past the most powerful obstacles that prevent teamwork.
- ▲ Develop personal skills that will help you increase teamwork and teach effective teamwork skills to your coworkers.
- ▲ Apply the same principles that work for your company team to your family team.
- ▲ Recognize the characteristics of ineffective teams and how to reduce them.

YOU WILL GAIN:

- ▲ An in-depth knowledge of how teams function.
- ▲ Insight as to why some teams succeed and others fail.

BEFORE THE SEMINAR, you will receive a copy of the New York Times best seller *The Carolina Way: Leadership Lessons From a Life in Coaching* by Dean Smith and Gerald D. Bell, with John Kilgo

"Dr. Jerry Bell's Leadership Mastery Series™ programs are thought-provoking and stimulating. His principles are applicable both professionally and personally. Our management team's feedback is extremely positive from each of the programs they have attended. Jerry's enthusiasm is contagious."

—John Strange, Regional Manager, Pratt Pharmaceuticals, Pfizer, Inc.



SEPTEMBER 18

Day one	8:30 a.m.– 4:30 p.m.
Tuition	\$1,645
CEU credits	0.6
CPE credits	7.5

No course prerequisite required.

Money, Families & Children

Create Successful Families and Businesses

We all want to raise mentally healthy, achieving children who are happy and live good lives. How do we do this?

Money, Families & Children will teach you specific techniques for using your money to build your family and help your children become productive and loving individuals.

YOU WILL LEARN HOW TO:

- ▲ Manage and use money to encourage growth, achievement, and happiness in your children and family.
- ▲ Manage the effects of passing on wealth to prevent producing “Trust-Fund” children.
- ▲ Turn money into a positive influence and reduce the negative influence of money on children.
- ▲ Resolve the differences between you and your spouse regarding philosophies about money, families, and children.
- ▲ Use gifting, trusts, and estate management to produce mentally healthy, achieving children, parents, families, and businesses.
- ▲ Develop a take-home plan for the use of your money for your children, business, and family based on what you have learned.

“I believe you are successful in life if you can establish good values and qualities which will lead to a meaningful purpose in the lives of family members and yourself. Jerry’s course is a “wake-up call” for how to use money in a positive manner to assist you in reaching that goal.”

—Hyman Brody, President, Brody Company, Inc.



License Your Company.

AUGUST 14 & 15
Fundamentals of Training
\$2,385

OCTOBER 6
Trainer Mastery (licensed trainers only)
12 p.m. – 5 p.m.
\$595

Build Your Achiever Culture from Within

HOW CAN YOU BRING THE ACHIEVER CULTURE INTO YOUR ENTIRE ORGANIZATION?

Companies have found that it is not enough to train only the top leadership team. They have learned it is crucial to instill the Achiever culture throughout every level of the organization.

Bell Leadership will work with you to determine the best strategies for providing Achiever leadership training to your team. We can help you build a positive work environment that promotes entrepreneurship, a competitive spirit, meaningful results, stability, teamwork, and creativity by training your company employees in The Leadership Mastery Series™.

In 2005, Bell Leadership introduced its highly successful Train-the-Trainer Program to allow companies to bring The Leadership Mastery Series™ directly to their employees, using their own internal trainers. Over 3,500 people have graduated from Bell's trainer-taught programs.

For larger companies, with hundreds or even thousands of people to train, the Train-the-Trainer Program is one proven way to make sure you can bring effective leadership skills to every level of the organization. We believe that creating and nurturing an Achiever culture is one of the most important ways to ensure the long-term success of your organization.

“Creating a learning leadership culture is one of our company’s core values and becoming Bell Leadership certified in-house trainers has enabled us to cost-effectively develop nearly all of our managers and supervisors as Achiever leaders. So far, we have had nearly a third of the company participate in Achievers I and we’re looking forward to rolling out the in-house Achievers II program in 2014.”

— Cheryl Gochis, Director of Human Resources and Broc Edwards, Director of Learning and Leadership – Extraco Banks



- BUILDS** your company's Achiever culture from within
- DEVELOPS** your people to their fullest potential
- CERTIFIES** in-house trainers who understand your business
- TEACHES** Dr. Gerald D. Bell's leadership concepts and principles
- ALLOWS** your company to train unlimited numbers of employees
- MAXIMIZES** your resources and time

STEP 1

Apply

www.bellleadership.com
919.967.7904
jess.stansell@bellleadership.com

STEP 2

License Your Company

Company Licensing
Facilitator Certification
Leadership Coaching

STEP 3

Become Trained

The Leadership Mastery Series™
Fundamentals of Training
Trainer Mastery Seminar

Trainer Certification is currently available for Achievers I, Achievers II, and Advanced Communication.

Keep the Achiever Momentum Going.

Reinforce Achiever Concepts Through a Practical 12-Month System for Developing Achiever Mastery

Bell Leadership Institute has developed the Achiever's Forum — a systematic, practical way to build yourself, your people, and your company by creating Achiever leaders and an Achiever culture.

THE ACHIEVER'S FORUM MEMBERSHIP INCLUDES:

- ▲ 12 monthly small-group meetings of approximately 2 hours each.
- ▲ Benchmarking your Bell Personality Profile 2.0 results.
- ▲ A Bell Leadership curriculum to guide you in deepening your knowledge and skills each month.
- ▲ Tools for expanding your learning and tracking your progress, such as the Achiever's Scorecard.
- ▲ Access to online video clips of Dr. Bell reviewing key concepts.
- ▲ Easy-to-use administrative tools to streamline logistics, communication, and access to materials.

Through the Achiever's Forum, you and your associates will learn and reinforce the Achiever concepts and skills at a deeper, lasting, and more effective level. Moreover, you will apply them to your work and your life in ways that deliver real results. You will increase not only your knowledge, but also your skill in applying what you have learned. This is the way to mastery.

Your Bell Personality Profile provided your roadmap to change. To help you maintain your motivation and focus, we have developed proven methods for mastering the change process and building your skills as you use what you have learned. The Achiever's Forum will help you apply best practices in management, leadership, and personal effectiveness so knowledge is applied and sustained — resulting in a great company, increased profit, and improved contributions.

Call Amy Hagen at (919) 967-7904 for pricing and information on how to start or join an Achiever's Forum.

In Achievers I, you learned the Four Laws of Leadership. You learned what the world's best leaders do, what the worst ones do, and what you tend to do. You even learned practical methods for becoming an Achiever, methods used by the best leaders in the world.

KNOWING WHAT TO DO IS ONE THING; DOING IT IS ANOTHER.

"The year that I made my biggest, most significant, and most positive changes as a leader was the year I consistently did the daily practices Dr. Bell suggests. They really work."

—Patrick Bauer, President and COO, Heartland Dental Care



Build on Your Unique Strengths.

Utilize Comprehensive Coaching Services for Individuals or Teams

Bell Leadership Institute offers a comprehensive suite of coaching services to our clients. Half-day master classes, face-to-face meetings, and phone sessions are available. To reserve time for your customized coaching session with one of Bell Leadership's qualified coaches, call our office at (919) 967-7904. Fees* vary based on the type and number of sessions scheduled.

We offer both individual and group sessions to answer a variety of our clients' coaching needs.

MASTER CLASSES

- ▲ A series of sessions with a leadership coach designed to address your unique strengths, weaknesses, Competencies, and Extremes, so that you can build onto your current strengths, discover new talents, and contribute to your organization at a more effective level.
- ▲ The sessions will focus on determining your goals and objectives, answering the tough questions, action planning, and getting and staying motivated and energized.
- ▲ After your initial session, you will leave with a set of critical assignments to implement. Then, your coach will review with you your successes, what worked, what didn't, and uncover the obstacles that prevented you from reaching your desired goals. The frequency of your follow-up sessions will vary depending upon your goals.

INDIVIDUAL SESSIONS

- ▲ Become a more effective leader by mastering the Achiever Model. Recommended for Achievers I graduates.
- ▲ Partner more effectively with your boss, spouse, or associate by mastering the Achiever relationship. Recommended for Achievers I graduates.
- ▲ Master specific leadership skills such as communication, presentations, project management, conflict resolution, facilitating, strategic planning, problem solving, and decision making.

TEAM DEVELOPMENT SESSIONS

- ▲ When you and your team attend an open-enrollment seminar, one of our coaches can work with you to master your leadership skills and improve your effectiveness.

**Special prices are available if coaching sessions are scheduled in conjunction with an open-enrollment seminar.*

"The most important thing a business can do to become a great company is to put its assets, energy, and time on the most important cause of performance — building great leaders."

—Dr. Gerald D. Bell, Founder and CEO, Bell Leadership Institute



Improve Your Results.

Reach World-Class Levels

All of our testing materials and results are confidential. We work with you to establish a manageable timeline, including distribution and completion target dates. We email assessment materials with detailed instructions for distribution, and we manage the logistics. The questionnaire responses are returned electronically to our office for confidential processing.

Each tool may be used in conjunction with our open-enrollment seminars and/or on-site programs conducted by one of our trainers.

BELL PERSONALITY PROFILE 2.0

Based on more than 40 years of research, experience, and application, Dr. Gerald D. Bell and the Bell Leadership Institute have developed the Bell Personality Profile, an assessment tool designed to evaluate your leadership style. The Profile is based on the behavior patterns of the best and worst leaders in the world.

Your Bell Personality Profile results will tell you how you and your key associates see your behavior as compared to the best and worst leaders in nine key dimensions, including:

- ▲ Communication
- ▲ Delegation
- ▲ Goal Setting
- ▲ Style of Humor
- ▲ General Styles
- ▲ Listening
- ▲ Responding to Mistakes
- ▲ Responding to Stress
- ▲ Motivation

To what degree do you possess the six “best leader” behavior patterns and/or the six “worst leader” patterns? Are you more of an Entrepreneur (best leader), or a Performer (worst leader)? A Team Builder, or a Pleaser? A Producer, or a Commander?

The nearly unanimous feedback from leaders who have taken the Bell Personality Profile is that it is one of the most profitable things they have ever done. One of the challenges of a great leader is to know yourself extremely well. The Profile’s practical, results-oriented feedback is the key to building your leadership mastery, increasing your professional/personal success, and improving your company’s profitability.

All materials are handled confidentially. You are the only person who will receive your results.

This survey is used in conjunction with custom programs and our Achievers I and Achievers II seminars. Please see pages 8 and 9 for more information.



BELL PEAK PERFORMANCE PROFILE 9.0

This confidential online 360-degree assessment is designed to evaluate your patterns of effectiveness. This assessment gives you the chance to gather your thoughts on how you are doing in the most important domains of your life, and to learn the thoughts and ideas of those who know you well. These insights are compiled in a comprehensive, confidential report to help you build an action plan for achieving and maintaining your highest level of performance and productivity.

Please see page 11 for more information on the Peak Performance and Complex Lives seminar.

THE LEADER'S JOB SURVEY 2.0

This confidential online 360-degree assessment tool focuses on the ten Critical Factors for Success that every senior-level executive must execute well to become a world-class leader. You will use The Leader's Job Survey to evaluate yourself and elicit feedback from ten direct reports and associates to gain their perceptions on how you are executing the Critical Factors for Success.

Please see page 12 for more information on The Leader's Job seminar.

ORGANIZATIONAL HEALTH SURVEY

The Organizational Health Survey will provide you with the information you need to improve employee productivity, satisfaction, and commitment. The survey gives you an accurate understanding of perceived morale, ethics, and opportunity for personal growth in your organization.

The Organizational Health Survey allows your organization to evaluate:

- ▲ Overall job satisfaction.
- ▲ Communication within the company.
- ▲ Empowering participation in decision making.
- ▲ Morale, teamwork, and effectiveness.
- ▲ Work design, ethics, and equality of opportunity.
- ▲ Training and career opportunities.
- ▲ Your Selection process.

By using the Organizational Health Survey, you can measure the Achiever culture within your organization, as well as discover the root causes of employee dissatisfaction. Survey results may be focused on specific work groups, departments, and/or shifts. Your customized company report accurately pinpoints those areas where your company excels and those needing attention. We help you identify solutions to maximize your employees' productivity, satisfaction, and company commitment.



Read Your Way to Leadership.

Supplement Your Training with Books by Dr. Gerald D. Bell

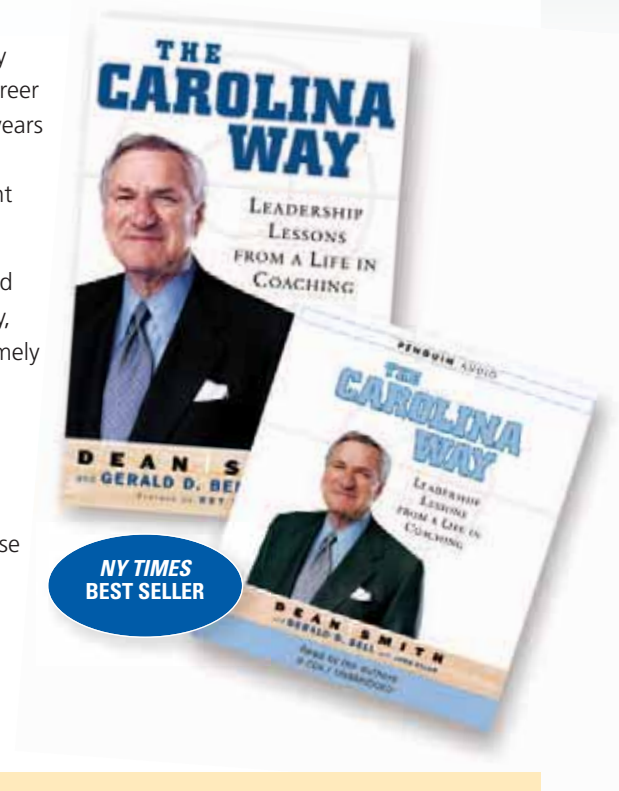
THE CAROLINA WAY: LEADERSHIP LESSONS FROM A LIFE IN COACHING

by Dean Smith and Gerald D. Bell, with John Kilgo

Dean Smith, the celebrated head coach of the University of North Carolina men's basketball team, finished his career as the winningest coach in basketball history. In his 36 years as the Tar Heels' coach, he led his team to 879 wins, 11 Final Fours, 2 national titles, and 13 ACC Tournament Championships.

How would Smith's coaching strategies, approaches, and styles work if they were applied to business and industry, government, academia, and other organizations? Extremely well. In *The Carolina Way*, Smith and Dr. Bell team up to coach you on how to apply the Carolina Way to your organization. Learn the foundations of a winning philosophy: Play hard. Play smart. Play together.

The Carolina Way book and CD are available for purchase at a special price of \$15.00 each (retails for \$24.95).



"The Carolina Way can be summed up by these words: Play Hard; Play Smart; Play Together. For example, Coach Smith talks about recruiting players that will fit into his system. Dr. Bell then takes those ideas one step further and relates the recruiting to hiring workers. Another example is Dean Smith held regular one-on-one meetings with each of his players to discover their goals in life as well as basketball. Dr. Bell then outlines how you can pattern employee reviews around these same principles."

—Jeffrey J. Hunter, Coach, (Amazon Review)



COMING SOON
Reserve Your
Copy Today!

GREAT LEADERS, GREAT RESULTS

Our success in our professional and personal lives is directly related to the strength of our leadership skills. To have exceptional leadership skills requires that we have deep insight into our personality traits. Forty-plus years of research and in-the-trenches work with leaders worldwide have shown us that the best, most effective leaders in the world—Achievers—are those who know themselves and understand what causes other people to behave as they do.

Great Leaders, Great Results outlines the ways in which Achievers consistently behave to produce great results. In this book, you'll learn how to recognize personality patterns in yourself and others, minimize your weaknesses, and interact more effectively with others in every facet of your life. This book features:

- ▲ The Laws of Leadership and Laws of Personality to guide you in your pursuit of leadership excellence.
- ▲ In-depth descriptions of six Core Competencies and six Extreme Personality Patterns.
- ▲ Practical advice on working with and living with others based on their unique personality patterns.
- ▲ Steps for building the six Core Competencies and reducing the six Extreme Personality Patterns in yourself and others.

COMING SOON
Reserve Your
Copy Today!

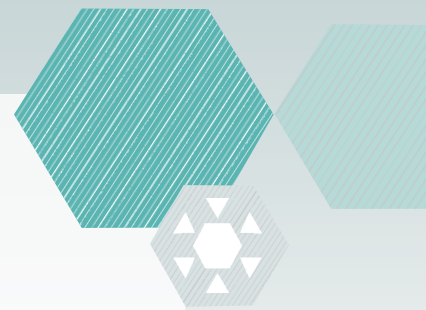
SELECTING ACHIEVERS: HIRE SMART OR MANAGE TOUGH

What is the secret to a great selection? A good match between your candidate and the job you need to fill. In *Selecting Achievers*, Dr. Bell presents The Achiever Selection System™, a proven package of practical, yet sophisticated, advanced selection techniques for hiring, promoting, reconfiguring, and de-selecting. He shows you how to implement the system immediately, spend less time managing, and become more profitable by finding and keeping great people. This book features:

- ▲ Principles and techniques for recruiting, screening, interviewing, and making an offer.
- ▲ Nearly 50 pages of interview questions you can use to fill positions ranging from entry-level to CEO.
- ▲ Real-life case studies from Dr. Bell's years of experience to illustrate concepts.
- ▲ Techniques to de-select employees effectively.



AAR Corp.
 Advanced Technology Services
 Alliance Residential Company
 American Bankers Association
 American Society of Civil Engineers
 Anderson Automotive Group
 Argo Group US
 Assn. for Service Management
 International
 AT&T
 AvalonBay Communities, Inc.
 Balfour Beatty Construction
 Barnhill Contracting Company
 The Barclay Group
 Belk, Inc.
 Berkshire Partners
 Bessemer Trust
 The Biltmore Company
 Biologics, Inc.
 Biscuitville
 Black & Decker
 Bloomberg L.P.
 Boddie-Noell Enterprises, Inc.
 The Bonita Bay Group
 Bury+Partners
 Callaway Gardens
 CAPTRUST Financial Advisors
 Carolina CAT
 The Carolina Inn
 Casella Waste Systems, Inc.
 The CDM Group
 Chief Executives Organization
 CitiFinancial
 Citrix
 Cobalt Boats
 Coca-Cola Company
 Cornerstone Financial Advisors
 Cree, Inc.
 Crowder Construction Company
 The Crosland Group, Inc.
 Dot Foods, Inc.
 East West Partners
 EllisDon Corporation
 Entrepreneurs' Organization
 Environmental Working Group
 EXELCO, S.A. DE C.V.
 Extraco Corporation
 Federal Reserve Bank
 First Citizens Bank
 Fiberweb
 Future Pipe Industries
 Gables Residential
 Golden Corral
 Grady-White Boats, Inc.
 The Greenspun Corporation
 The Group Inc.
 Guidant Financial
 Habitat for Humanity
 Heartland Dental Care
 Heritage Environmental Services, Inc.
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 Inspire Pharmaceuticals
 Interface, Inc.
 International Council of Shopping
 Centers
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 Jurin Roofing Services
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 Ply Gem
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 Royall & Company
 SAS Institute, Inc.
 Salix Pharmaceuticals, Inc.
 Saulsbury Industries
 Sonoco Products
 Sovereign Bank
 Stock Building Supply
 Stora Enso North America
 Stryker
 Tate Engineering Systems, Inc.
 Tauren Corp.
 Thomas Built Buses, Inc.
 Three Ships Media
 Toy Industry Association, Inc.
 Trammell Crow Company
 Trammell Crow Residential
 UBS
 UFP Technologies, Inc.
 Urban Land Institute
 US Greenfiber, LLC
 Vanderbilt Mortgage and Finance, Inc.
 Verizon
 ViroPharma Incorporated
 VF Corporation
 Vietri
 Welch-Hornsby
 Winged Keel Group
 Wood Partners
 Young Presidents' Organization
 Zachry Construction Corp.



A RECOGNIZED LEADER

Bell Leadership Institute, a recognized leader in executive education and development, has been helping organizations build leadership mastery through its programs and services since 1972.

We have trained:

- ▲ over **500,000** leaders
- ▲ over **4,700** organizations
- ▲ in over **30** countries

OUR PROGRAMS

Bell Leadership Institute designs programs focused on practical, take-home actions for your organization's specific needs and culture to give you an insightful, powerful learning experience. We offer proven solutions to all of your training and development needs through:

- ▲ Keynote Speeches
- ▲ The Leader's Roundtable
- ▲ Custom Programs
- ▲ Annual Meetings
- ▲ Executive Retreats
- ▲ Open-Enrollment Seminars
- ▲ Train-the-Trainer Program
- ▲ The Achiever's Forum
- ▲ Leadership Coaching
- ▲ Assessment Tools

OUR FOCUS

- ▲ **Individuals** – To develop each person's talents to lead and produce effective results in their projects and relationships.
- ▲ **Businesses and Organizations** – To develop the skills of the leaders who create, build, and manage the world's businesses and organizations.
- ▲ **Families** – To enrich people's abilities to create caring and effective relationships among family members and friends.
- ▲ **Communities** – To advance the leadership and communication skills of individuals, organizations, teams, and families so people will prosper and their lives will be more fulfilling.

“The secret of making
a contribution to
humankind is to build
your leaders so they
build your business.
The key is to build
yourself first.”

DR. GERALD D. BELL



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