

MERIT Leadership Development™

Empowering Others To Succeed

Character and Behavior Impact In The Workplace

- Does honesty and integrity matter in the workplace?
- Does a person's character and behavior impact the bottom-line regarding performance and productivity?
- Is an employee's character and behavior as important today in the workplace as his or her skills?

Developing Authentic Leaders™

Successful organizations realize the vital importance of investing in their human capital assets beyond only the required job related skills. Leaders are realizing the value of assessing and developing both character competencies and behavior traits of managers, supervisors and their valuable employees. The character and behavior of human capital assets does have a direct impact and relationship (positively or negatively), on the bottom-line results and on-going performance of an organization.

In today's competitive workplace environment and the trend of multi-cultural workforces, it is critical that leadership invest resources that help maximize their human capital assets. As much as managers and supervisors need to be assessed and developed regarding their own personal character and behavior life skills, of equal importance, is that they are needed to help empower the valuable employees they manage to achieve maximum performance and productivity for the overall health and stability of the organization.

- ☑ **Employees that are properly assessed and developed in character and behavior life skills can provide an enhancement in the following critical areas to help impact the overall performance and productivity of an organization.**
 - ✓ Attitude (the difference a positive or negative attitude can make)
 - ✓ Personal motivation habits (Purpose driven, goal-oriented, timeliness, responsible person versus irresponsible)
 - ✓ Self-esteem issues (The more a person is encouraged and believes in their capabilities...the greater productivity)
 - ✓ Ethics and integrity (basic honesty can go a long way, doing the right thing for the right reason and making good decisions)
 - ✓ Communication skills (listening, resolving conflicts, respect for others)
 - ✓ Life balance issues (personal and professional)
 - ✓ Team work (how to contribute to the overall good of the team and organization)
 - ✓ Dealing with worry, fears and challenges (overcoming barriers and obstacles)
 - ✓ Handling stress and change (Fatigue and burnout lead to lack to productivity and performance)
 - ✓ Staying focused and committed (realigning when necessary, understanding the cost of quitting)

People Are The Greatest Asset To Any Organization!

Traditional Focus of Human Capital Development

Intellectual Quotient (IQ)

IQ is a measure of someone's intelligence obtained through a series of aptitude tests that help predict:

- ◆ Educational Achievement
- ◆ Innate Intellect
- ◆ Reasoning Abilities
- ◆ Knowledge About Job Skills

Traditional approaches to assessing individuals have focused on a person's IQ as the primary measure of predicting performance. This approach, however, limits assessment primarily to cognitive abilities.

Emotional Quotient (EQ)

In today's progressively complex business world, organizations have increasingly embraced the concept of emotional quotient (EQ) as an important, additional dimension of assessment. Studies have shown how relationship capital is as important as intellectual capital when it comes to successful performance.

- ✓ **Self-Awareness:** A person's ability to accurately perceive their own emotions and stay aware of them as they happen. This includes keeping on top of how a person tends to respond to specific situations and people.
- ✓ **Self-Management:** A person's ability to use awareness of their emotions to stay flexible and positively direct their behavior. This means managing their emotional reactions to all situations and people.
- ✓ **Social Awareness:** A person's ability to accurately pick up on emotions in other people and get what is really going on. This often means understanding what other people are thinking and feeling even if they don't feel the same way.
- ✓ **Relationship Management:** A person's ability to use their awareness of their emotions and the emotions of others to manage interactions successfully. This includes clear communication and effectively handling conflict.

Traditional Approaches to Human Capital Development Need More Than Just a Focus on IQ or EQ

Character Quotient (CQ)

CQ is a third dimension of understanding the DNA of human capital. CQ represents the element of a person's profile revealing their underlying **attitudes**, **beliefs** and **commitments** that shape their behavior.

CQ is the foundational character base from which strong emotional intelligence should spring.

Example: One can develop an emotional intelligence skill such as active listening but not have the character base necessary to being listening actively for the right reason (actual caring and empathizing versus listening for selfish reasons).

Character Driven Cultures Will Have A Competitive Advantage

The DNA of Human Capital Development

A person's DNA makeup is comprised of certain **A**ttitudes, **B**eliefs and **C**ommitments that are vital to how they maximize personal and professional opportunities.

- **A**ttitudes A pattern of emotions and actions that indicate a mental state and disposition.
- **B**eliefs A mental framework by means of which a person forms opinions, judgment and acceptance of what is true.
- **C**ommitments A mental framework in which a person makes choices to act in a certain and consistent manner with their beliefs and commitments.

The **ABCs** are comprised of 10 character and behavior building life skills competencies known as the **MAXIMIZERS™ Principles**. The MAXIMIZERS Principles align with all the areas addressed within the Emotional Quotient (EQ) factors but are much more extensive regarding character assessment and development.



The MAXIMIZERS Principles are universal and have been researched, tested and delivered in over 50 countries, which is relevant and important if an organization is challenged with integrating a leadership framework solution with a multi-cultural workforce.

Character and Behavior Must Be Assessed and Then Developed

The MERIT Profile™ is an on-line character and behavior assessment and development tool that helps optimize an organizations hiring and employee development efforts. The MERIT Profile provides both descriptive statements and numerical scores regarding 10 character competencies, 4 behavioral traits and provides a scoring for an individuals **Attitudes, Beliefs and Commitments**.



The MERIT Profile is generated from a skillfully constructed 60-item survey providing a picture of an individual's present character and behavior DNA. The MERIT Profile is available in a 6-page Recruitment Report summary and a detailed 13-page Employee Development Report.

Calculate The Costs...

Neglecting the importance of providing a value-based character and behavior life skills program can become an enormous cost factor to any organization. When an employer totals up the expenditures for hiring costs, training costs, turnover costs, loss of productivity, employee benefits, office space and support administration costs, basic human resource conflicts and disruptions among other team members...the financial losses can be significant by selecting the wrong person or not maximizing the productivity and performance of your current workforce.

Great Organizations Are a Collection of Great Employees

MAXIMIZERS™ Principles



Dr. Ron Jenson's proprietary MAXIMIZERS Principles fall into three primary categories: **Attitudes, Beliefs, and Commitments**. The foundation of the **MERIT Leadership Development Program** is built upon these universal, character-based principles.

Attitude Principles

- ✓ **M**ake Things Happen... *how to change habits and your personal discipline.*
- ✓ **A**chieve Personal Significance... *how to build a strong self-image.*
- ✓ **X**-Out the Negatives... *how to deal with fears, problems, and other difficulties.*

Belief Principles

- ✓ **I**nternalize Right Principles... *how to live a value-driven lifestyle at home and at work.*
- ✓ **M**arch to a Mission... *how to build a sense of personal mission / purpose for your life.*

Commitment Principles

- ✓ **I**ntegrate All of Life... *how to develop personal balance in attitudes, priorities, and goals.*
- ✓ **Z**ero In on Caring for People... *how to listen, confront, empathize, and coach.*
- ✓ **E**nergize Internally... *how to live a character-based lifestyle.*
- ✓ **R**ealign Rigorously... *how to make mid-course corrections and handle constant change.*
- ✓ **S**tay the Course... *how to stay focused and not quit on the important issues.*



Make Things Happen
Achieve Personal Significance
X Out the Negatives
Internalize Right Principles
March to a Mission
Integrate All of Life
Zero In on Caring for People
Energize Internally
Realign Rigorously
Stay the Course

Productive Employees = Productive Organizations!

MERIT Leadership Development™

Empowering Others To Succeed

Learning Process Overview

A 3-day learning workshop has been developed to equip managers, supervisors, training specialists and human resource professionals with a full understanding of how they can utilize the MERIT Profile and the MAXIMIZERS Principles, to empower others to succeed within the entire organization. It is essential that the leadership within an organization learn and apply each MAXIMIZERS Principle to their own personal and professional life to better prepare them to coach those they manage.

Learn – Apply – Coach

- *The learning process...* provides each participant with their own personalized MERIT Profile.
- *The learning process...* requires participants to learn and apply each of the MAXIMIZERS Principles personally and professionally.
- *The learning process...* engages participants in several small group breakouts to work through a variety of cross-training exercises.
- *The learning process...* focuses upon establishing goals and building new and lasting habits that help create positive change in a participant’s performance and productivity.
- *The learning process...* provides professional learning materials that include a copy of Dr. Ron Jenson’s book titled, *Achieving Authentic Success*®.
- *The learning process...* is not a matter of pass or fail, but to evaluate and encourage personal growth and development.

Program Investment

The *MERIT Leadership Development* program has been structured to provide tremendous value for a very reasonable and competitive investment per participant. The price structure below reflects various price levels depending upon the size of the group. All learning materials and individual MERIT Profiles are included in pricing.

***Special Bonus Offer
Upon Completion**

***(See MAXIMIZERS
Operating System PDF)***

Total Participants	Price Per Participant	Organization Requirements
20 Minimum	\$ 1,795 each	<ul style="list-style-type: none"> ✓ Participating Organization Must Provide: <ul style="list-style-type: none"> ◆ Training Room (Classroom seating / Tables and Chairs) ◆ Audio Visual (Screen, PowerPoint Projector, Microphone if over 20 participants) ◆ Snacks and Beverage (Minimal Coffee / Water)
30 Participants	\$ 1,595 each	
50 Participants	\$ 1,395 each	

Maximizing Performance and Productivity

MERIT Leadership Development

Workshop Program Overview

☑ Day 1 (8:00 am – 5:00 pm)

☞ Morning (8:00 am – 12:00 pm)

- ◆ Qualities / Expectations of a Leader
- ◆ Working With a Multi Cultural Workforce
- ◆ The Business Case for CQ (The DNA of Human Capital / Attitudes – Beliefs – Commitments)
- ◆ MAXIMIZERS Overview / MERIT Profile

☞ Afternoon (1:15 pm – 5:00 pm) – Attitude Principles (3)Learn / Apply Applications

- ◆ **M**ake Things Happen (Cross Training Exercise – Personal/Professional)
- ◆ **A**chieve personal Significance (Cross Training Exercise – Personal/Professional)
- ◆ **X**-Out The Negatives (Cross Training Exercise – Personal/Professional)

☑ Day 2 (8:00 am – 5:00 pm)Learn / Apply Applications

☞ Morning (8:00 am – 12:00 pm) – Belief Principles (2) Commitment Principle (1)

- ◆ **I**nternalize Right Principles (Cross Training Exercise – Personal/Professional)
- ◆ **M**arch To A Mission (Cross Training Exercise – Personal/Professional)
- ◆ **I**ntegrate All of Life (Cross Training Exercise – Personal/Professional)

☞ Afternoon (1:15 pm – 5:00 pm) – Commitment Principles (4)

- ◆ **Z**ero In On Caring For People (Cross Training Exercise – Personal/Professional)
- ◆ **E**nergize Internally (Cross Training Exercise – Personal/Professional)
- ◆ **R**ealign Rigorously (Cross Training Exercise – Personal/Professional)
- ◆ **S**tay The Course (Cross Training Exercise – Personal/Professional)

☑ Day 3 (8:00 am – 5:00 pm) Coaching Applications

☞ Morning (8:00 am – 12:00 pm)

- ◆ Recap DNA of Human Capital / Attitudes, Beliefs, Commitments
- ◆ MAXIMIZERS Coaching Forums (Attitude Principles)
- ◆ MAXIMIZERS Coaching Forums (Belief Principles)

☞ Afternoon (1:15 pm – 5:00 pm)

- ◆ MAXIMIZERS Coaching Forums (Commitment Principles)
- ◆ Next Steps – **MERIT Operating System™** (See insert sheet)
- ◆ Testimonials / MERIT Certificate of Completion



Performance...Not Promise!

Program Benefits

- ✓ Character and Behavior Assessment Tool
- ✓ Foundational Principles to Help People Maximize Their Potential
- ✓ Learning Process to Apply Ongoing Coaching
- ✓ Valuable Team Building Opportunities Through Interaction and Processing
- ✓ Habit Formation Strategies to Improve Personal and Professional Productivity
- ✓ Relationship Building by Getting People to Communicate at Deeper Levels
- ✓ Learning Technologies to Help People Improve Their Life Balance
- ✓ Positive Impact Upon The Organization

What Others Are Saying...

“This life-changing program will enable organizations to develop authentic leaders at every level. This system has enabled me to have laser-sharp focus on my mission and has challenged me to practice the right habits that yield the greatest return.”

**Simon Bailey,
Disney Learning Institute**

“The partnership between Future Achievement International and LEADfirst, Incorporated is powerful, and the response to the MAXIMIZERS in total and to the various subsets has been outstanding. I was impressed that when we presented surveys to several hundred DPR employees (Fortune 400 Company) asking them which of the MAXIMIZERS principles they most needed, that the response was almost universally ‘all of them’.”

**Stephen D. Wilke, Ph.D.
LEADfirst, Inc.**

“The principles taught by Future Achievement help develop leaders that can take a company from good to great. Future Achievement has put time tested principles in an easy to understand format and system designed to help us achieve lasting returns’.”

**Stephen Thorne, President
Pacific Dental Services**

“This training has helped me to be much more authentic with my relationships. I was challenged today to give someone an answer that was not the truth but would have been easier. I really thought about the bigger picture of authentic success and truth and decided to take the high road. Thanks for being a great role model.”

**Judy Takano, CFO
Career Institute**

“Last month we saw a 50% increase in production. My key management team attended the MAXIMIZERS workshop and the emphasis on maximizing your life played a key role in that growth.”

**Don Steepe, Sr. Executive
Prime America Company, a member of Citigroup**

Character and Behavior CountSM

www.futureachievement.com