

# Slingshot to Success

## Information Package Includes:

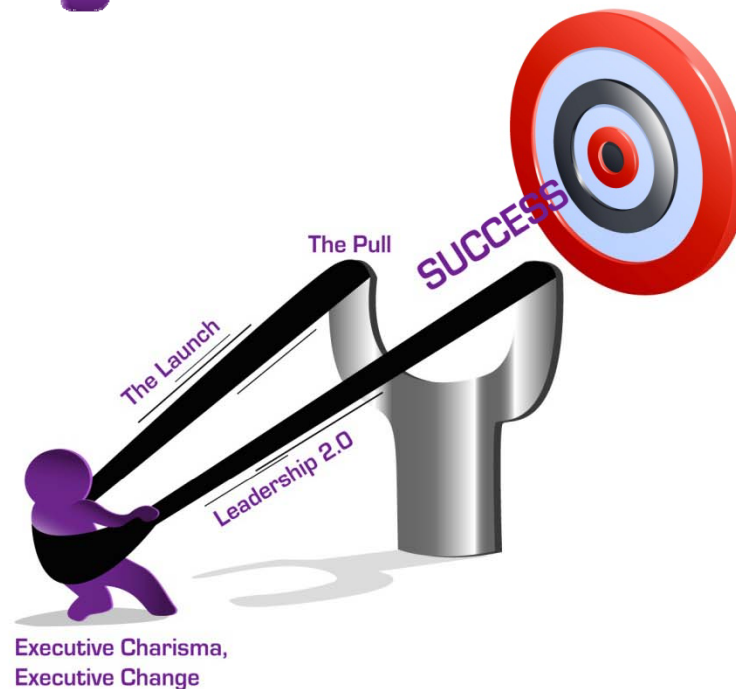
- Page 1-2: General Series and Program Descriptions
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- Page 6 -14: Detailed Course Descriptions and Outlines

Welcome to our signature training series: **Slingshot to Success**. Most management and staff get thrown into busy work styles as they hustle from one task to another. Sometimes, this leads to a tactical rut, rather than strategic success.

Now envision a slingshot—the tool that lets even little David take down gigantic Goliath. Yes, it takes a short investment of time to pull back and load it. This short **moment** quickly converts to **momentum**. The slingshot takes an already solid rock and catapults it into a dynamic messenger of success.

We transform your organization into a slingshot of success and your solid-as-a-rock staff into rock stars. As shown below, there are four programs within our series (such as “The Pull” and “The Launch.”). Please read subsequent pages to learn which program best fits for your organization.

# Slingshot to Success



**Enroll Today!**

Contact: (562) 804-8733 or [info411@spectrumknowledge.com](mailto:info411@spectrumknowledge.com)

Dates & Location: TBD

Enrollment Fee: TBD

Instructor: Vu H. Pham, Ph.D.



# The Slingshot to Success Series: Our Offerings

The **Slingshot to Success Series** offers learning modules for different levels, from early-career to executive. Participants who have attended our training programs include those from major Fortune 500 and privately-held organizations to forward-thinking small enterprises.



## The Pull

Geared to early-career professionals, we feature programs for high potentials and high performers to ones that will energize all employees to catapult their career momentum skyward. By “pulling” them with our Engaging Learning, you’ll motivate and empower them to “push” themselves. You’ve recruited the right talent, now make sure you really draw them in further with our *The Pull*. This program includes the following courses:

- **Networking, Influence and Strategic Relationships**
- **Gray Matters: Transform Mental Agility and Critical Thinking to Urgent Action**

Delivered to thousands of professional participants over the years, those who have engaged even just parts of these learning modules have expressed positive transformations. These include improved work attitudes and motivation, enhanced communication and collaboration as well as boosts in performance and productivity. We have also successfully used these classes as early-career on-boarding programs and have even had senior executives rave about these courses. This program includes the following courses:

- **Impactful Verbal Communication**
- **Charisma and Presence**



## The Launch



## Leadership 2.0

For those who have already benefitted from *The Launch* or are seeking radical new directions in learning, we feature *Leadership 2.0*, which caters to a fast-paced world where leaders have to embrace virtual leadership, wield brand strategy and make rapid-fire decisions. A wise man once said, “I’m not going insane. I’m going sane in an insane world.” *Leadership 2.0* will keep you centered and give you new strategic tools as you lead your organization to new heights. This program includes the following courses:

- **Shift Happens**
- **High-Tech Meets High-Touch**
- **Creating a Culture of Intrapreneurship**
- **Outdoor Team Dynamics and Strategic Thinking**

This program emphasizes the subtle, yet sophisticated, nuances of effective leadership, organizational dynamics and public polish. Think of it as finishing school for the highly successful who want to take their organization to the next level. It requires a more-customized assessment and high-touch, one-to-one or small-group sessions.



## Executive Charisma, Executive Change



# Frequently Asked Questions



## Who Should Attend This Course?

All professionals who seek to improve their interpersonal skills and advance their careers. Past participants of our training programs range from C-Level Executives and Vice Presidents to Managers and Junior Staff.

## Where Do You Train?

We conduct trainings worldwide as well as nationwide in the following U.S. metropolitan areas: Atlanta, Baton Rouge, Boston, Charlotte, Dallas, Houston, Los Angeles, San Jose, Seattle, Washington, D.C., and other major metropolitan areas.

## What Are Your Course Ratings?

On a 5-point scale, our training programs average a rating of 4.67, with scores as high as 4.92 (as evaluated by participants). Our instructors receive equally high scores, and have even received perfect 5-point ratings at past programs.

## What Is Your Class Format?

Our two-day training programs typically take place from 8AM to 5PM, and include breakfast and lunch. All our programs are customizable for one-day formats as well.

## What is your methodology?



**Interactive Exercises  
and Team-Based  
Learning**



**Facilitated  
Debrief  
Discussions**



**Assessments and  
Personal Preference  
Exercises**



**Tangible  
Takeaways**



**Action Items to  
Apply Learnings  
to Workplace**

# Past Participants

- AARP
- Accenture
- Amedisys
- Amgen
- AT&T
- Boeing
- Capital Group
- The Coca-Cola Company
- DirecTV
- Ernst & Young
- Genentech
- Grant Thornton
- IBM,
- Kaiser Permanente
- Kimberly-Clark
- Louisiana Lottery
- New York Life
- Northrop Grumman
- Pfizer
- PriceWaterhouseCoopers
- Raytheon
- State Farm
- SunTrust Banks
- Symantec
- Turner Broadcasting
- UCLA
- UPS
- Verizon
- Zurich

# Testimonials

*[The course] shares powerful insights in the areas of networking and influence that are extremely valuable not only in the corporate world, but in everyday life.*

- Chris Marquez, Department Manager, Northrop Grumman

*I no longer see networking as augmenting a successful career. It's a requirement – it drives a successful career at all levels, from entry-level workers to CEOs.*

- Eric Carr, Central Intelligence Agency

*A practical hands-on course. What you learn can be applied immediately in your personal (and professional) life.*

- Dr. Asad M. Madni, Executive Managing Director & Chief Technical Officer, Crocker Capital

*This was an ideal class for... professionals to learn about the aspects of the business environment that you cannot find in an HR manual.*

- Kiki Lorenz, College Relations Manager, Toyota Motor Sales

*This program was so valuable and after a few days back in the office, I have noticed myself consciously applying some of the things I learned last week. It was a great course!!*

- Ryan Seals, Employers Group

*I thought the majority of the material was eye-opening. I will benefit professionally and personally by being more self-aware and more cognizant and open-minded of others.*

- Karen Mann, Financial Analyst, Raytheon

# Instructor Bios



A Partner at Spectrum Knowledge, **Vu H. Pham, Ph.D.** works with dozens of organizations from the Fortune 500 to government and non-profit agencies to boost employee performance and strategic effectiveness. He conducts interactive training and data-driven research to achieve these results. He currently serves as a Researcher at Cal State Fullerton's Center for Research on Employment and the Workforce (CREW) and in Asian American Studies at UCLA.

Dr. Pham's work has been featured on national and international multimedia, such as CNN, MSNBC, the Associated Press, Voice of America, Los Angeles Times, KSCI International Television, Strategic Innovators, Asian Week, Radio Free Asia and Orange County Register. He is the author of *Impressive First Impressions: A Guide to the Most Important 30 Seconds (And 30 Years) of Your Career*.

He has given keynote speeches on numerous occasions, presented at many conferences internationally, and written both academic and professional publications. He has helped generate over a million dollars for non-profit groups and donates many hours to them.

**Betsy Bosak, Ed.D.** joined TRW after completing her doctorate in Educational Psychology at UCLA and serving on the faculty there. While at UCLA she was the principal investigator on a number of federally funded research studies where her nationally recognized work focused on racial attitudes, work-family balance, women in non-traditional careers and sex role stereotyping. She has over 20 publications based on her work.

During Dr. Bosak's 26 years at TRW and Northrop Grumman she held a number of increasingly responsible human resource line and staff roles. Prior to retiring she was the Director of Diversity, EEO and Employee Relations for Northrop Grumman Space Technology (NGST), a 9500-person organization with locations at 7 sites throughout the country. In that role she was responsible for designing proactive diversity initiatives to meet the needs of the business, plus leading NGST's diversity recruiting efforts and national awards process.

Currently she is partner with Spectrum Knowledge where she applies her extensive research and human resources background to help address critical issues facing both the private and public sector.



# Networking, Influence and Strategic Relationships



In the 1980s, one study found that approximately 80% of adults self-identified as “shy,” but by 2000, the study indicated that 93% of people stated so. Heightened dependence on technological communication makes it even easier to avoid direct communication with others. Why do some people slave away at their desks, while others advance their careers through lunches and “water-cooler talks?” The answer: “It’s more than what you know, it’s who you know.” With the flood of information and online social networking, these words of wisdom apply more today than ever before. In order to effectively advance, manage and lead, you’ll need adept communication skills to influence others and advance mutual goals. This course trains you to leverage these verbal and non-verbal skills to meet others effectively, network internally and build strategic relationships. You’ll learn how to boost your career and organization as you help others with theirs. This course teaches you to:

- Design an “Impressive First Impression”
- Navigate organizational waters with political savvy and build strong relationships
- Read” others better and gain more overall influence from managing teams to “managing up” with your executives

*[The course] shares powerful insights in the areas of networking and influence that are extremely valuable not only in the corporate world, but in everyday life.*

- Chris Marquez, Department Manager,  
Northrop Grumman

## Course Outline

### Impressive First Impressions

- Content is King but Impressions are Aces
- We’re Thinking Animals: Primal Instincts & Practical Intellect
- First Impressions, Work and Dress
- The Impression Zones: Utilizing Verbal and Non-Verbal Techniques
- Repeat Impressions = Brand

### Treat Yourself Like a Business

- You as a Business
- Social Generosity as Social Investment

### Networking & Building Relationships

- Think F.A.R. (Follow-up, Assist and Resource Gravity)
- The Partner Strategy Halo Effect
- Come Hungry, Look Piggish: Food, Drink and Handshakes
- How to Enter/Exit a Conversation and Talk to the Outlier

### Organizational Dynamics & Political Savvy

- Companies Invest in You, Do You Invest in Them?: Loyalty and Leadership
- Technical vs. Soft Skills: A Tale of Two Employees
- Sharing and Being Nice: Politics Isn’t Always a Dirty Word
- Promote Yourself

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# Gray Matters:

## Transform Mental Agility and Critical Thinking to Urgent Action

John Challenger, head of the executive-search firm, Challenger, Gray and Christmas, states that the most-successful professionals require one competency: Mental Agility. This encompasses maintaining flexibility and adapting to your work environment – no matter what the circumstances and climate. It means thoroughly understanding yourself and others – and acting accordingly. Understanding how the brain works and how to apply these principles will advance your goals and organization’s vision. Critical thinking skills prove necessary more than ever today, but mental agility will help you wield these skills faster to adapt to our fast-paced world. By the end of this course, participants will learn how to accomplish the following via our Mental Agility Model:

- Develop Self- and Other- Acumen
- Leverage Critical Thinking and Adaptability
- Engage in Urgent Action

## Course Outline

### Self- and Other- Acumen

- Craft Your Persona
- Understand Your Motivations
- Develop Your Action Impact Map (AIM)
- Create Maps to Understand Others

### Critical Thinking and Adaptability

- Luck and Optimism
- Linear vs. Lateral Thinking
- Multiple Intelligences

### Urgent Action

- Move from Thought to Action
- Develop an Urgency Map
- Understand Current Opportunities and Threats

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# Impactful Verbal Communication



What's a word worth? The worldwide advertising and branding industry alone spends \$445 billion. A diplomat who speaks selected terms can spark wars or proliferate prosperity. Cyber-bullying can kill, while motivational words can heal. The right words can truly influence others emotionally and logically. They form relationships that provide the backbone for getting work done and effecting profound change.

This course trains you how to effectively use words to motivate and empower, increase collaboration and productivity, as well as develop talented managers and leaders. Participants will learn to:

- Wield words in productive ways
- Increase synergies with others through words
- Build confidence and influence others

*This was an ideal class for... professionals to learn about the aspects of the business environment that you cannot find in an HR manual.*

- Kiki Lorenz, College Relations Manager,  
Toyota Motor Sales

## Course Outline

### **Billion-Dollar Words: The Power of Verbal Communication**

- Lies, More Lies and Statistics
- Common Pitfalls to Expressing Yourself
- Why Advertising Works and How it can Help You in the Workplace
- Comparisons: Metaphors and Analogies

### **Motivation and Negotiation: Listening and Asking Questions**

- What You See vs. What You Hear
- Active Listening
- Self-Disclosure
- How to Ask Questions

### **Amazing Articulators: Wielding Facts, Shielding Attacks**

- Marshalling Facts: Credible Sources, Individual Case Studies and Specific Facts
- The Eight Habits of Amazing Articulators
- Ask Questions to Shield Attacks

### **Leveraging Social & Verbal Energy**

- The Impact of Energy
- Avoid the Negative: Negative Moods = Less Persuasion
- Accentuate the Positive: Positive Moods = More Persuasion
- The Importance of Humor

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# Charisma and Presence

Charisma encompasses appeal and magnetic attraction that leaders and influencers exhibit. Presence entails projecting those qualities to broaden an individual's persona. Combine the two and you have a potent combination. Since charisma holds broad meaning, this module tackles charisma in terms of how it generates and wields power. Power means much more than authority, as individuals can leverage all different types of power as a toolkit of resources. Presence allows individuals to make their newly boosted charisma shine through. In this course, participants will:

- Learn to draw from the different varieties of power
- Develop strategies to broadcast these charismatic powers through their presence
- Leverage their external environment to augment their charisma and presence.

## Course Outline

### Power

- The Power Line
- The Key Types of Power

### Understanding Your Context and Environment

- Context's Impact on Verbal and Nonverbal Communication
- Identifying Situational Factors
- Know and Analyze Your Audience
- Psychology of Color and Influence

### Using Emotions in Negotiation and Motivation

- Emotions: Powerful, Present and Hard to Handle
- The Four A's: Appreciation, Affiliation, Autonomy and Acknowledgement
- How to Negotiate: Steps of a Negotiation
- Maslow's Hierarchy: Identifying Motivations and Addressing Needs
- Fear and Greed: Life's Greatest Motivators

### The Brand Builder: Personal Branding and Marketing

- Building Trust and Credibility
- Presidential Power Line: Where Do You Stand?
- Storytelling: The Story of Your Brand

*I no longer see networking as augmenting a successful career. It's a requirement – it drives a successful career at all levels, from entry-level workers to CEOs.*

- Eric Carr, Central Intelligence Agency

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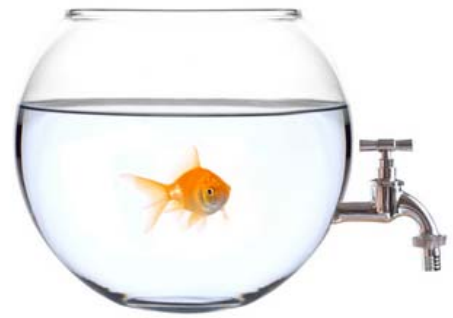
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# Shift Happens:

Navigate Change and Turbulence,  
Negotiate Effectively, and Transform  
Conflict to Collaboration



“Change or die.” It’s not a cliché, but a truism that applies to professionals at all stages of their careers. Early-stage professionals need to on-board and adapt to an organization’s culture, while later-stage professionals have to change with the currents of their organization. As people progress in their careers, adapting to change grows increasingly difficult. The need to change becomes more apparent as turbulent times take hold. The stress and psychology of change proves difficult, as does taking action to begin the journey to change. It takes shifting your worldview and realigning your thinking. This course focuses on change through navigating conflict and how to negotiate with tough colleagues in everyday situation. The course includes:

- Tough Decision-Making: Act Decisively, Manage Crises and Put Out Fires
- Facing Challenges: Conflict to Collaboration
- Trust and Growth

*A practical hands-on course. What you learn can be applied immediately in your personal (and professional) life.*

- Dr. Asad M. Madni, Executive Managing Director & Chief Technical Officer, Crocker Capital

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## Course Outline

### **Tough Decision-Making: Act Decisively, Manage Crises and Put Out Fires**

- Ethics and Decision-Making
- Take Risks, Reap Rewards
- Stress Does Not Exist

### **Facing Challenges: Conflict to Collaboration**

- Values, Behaviors and Perceptions
- Conflict Avoidance vs. Conflict Engagement
- Conflict Mapping
- The Root of Conflict Resolution is “Solution”

### **Trust and Growth**

- Build Team Relationships
- Know Thyself
- Form Accountability Partnerships





# High-Tech Meets High-Touch:

## Personal Branding and Leadership in a Digital Age

Today's fast-paced, technology-driven world requires a leader with more than traditional leadership competencies and characteristics. Decisions demand faster attention. Standing out becomes more difficult. Charisma has gone electronic and can rapidly transcend oceans (or disappear amidst information overload). Leadership effectiveness in the 21<sup>st</sup> century calls for a higher level of savvy and demands a balance between "high-tech" and "high-touch." "High-tech" encompasses the proliferation of technology in today's workplace, while "high-touch" refers to the need to build stronger relationships than ever in a world where people are separated by distance, time zones and busy work schedules. This course integrates both "high-tech" and "high-touch" elements. It elevates both seasoned and growing leaders by offering three key components to forge today's *2.0 Leader* that include how to:

- Build Virtual Leadership and Charisma
- Craft Your Personal Brand and Career Marketing Strategy
- Incorporate Scientific Research on the Mind of a Leader

## Course Outline

### **Craft Your Personal Brand and Career Strategy**

- Develop Your Personal Brand Identity (And Authenticity)
- Implement Your Personal Brand
- Project Your Personal Brand
- Innovate Your Personal Brand

### **Virtual Leadership and Charisma**

- Your Virtual Persona
- Engagement from a Distance
- Virtual Magnetism
- Influence and Credibility from Afar

*Must-attend workshop for early managerial candidates.*

- Dara Thach, IE Project Manager, UPS

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# Creating a Culture of Intrapreneurship



*Intrapreneurship* means driving innovation on a consistent basis, but within an organization—it's internal entrepreneurship. This need not entail creating the next internet or printing press 2.0 (Of course it can lead there too). Intrapreneurship means making changes within your organization that have significant impacts, even on daily interactions and processes. Even small changes will lead to improved collaboration, productivity and synergy among teams and organizations. Add up enough small changes and a sea change engulfs any community. This course focuses on how to innovate immediately, practically and consistently. More so, it focuses on risk and how taking risks can lead to transformation. Risk need not entail disruption, as individuals will learn how to innovate and take risks in ways that organizations can accept and adopt. Participants will:

- Engage in interactive exercises that stimulate innovation
- Learn different types of innovation
- Overcome fears and take risks to create positive change—and eventual transformation

*This program was so valuable and after a few days back in the office, I have noticed myself consciously applying some of the things I learned last week. It was a great course!!*

- Ryan Seals, Employers Group

## Course Outline

### Embracing Innovation

- Innovation in the Workplace: More Than Just Fancy Jargon
- Vision vs. Reality
- It's Your Baby
- When to Abandon Your Brainchild

### Buy-In and Ownership

- Create Value, Not Products
- The Audience and You: What's in it for Them?
- Addressing Egos: Yours and Others'

### The Way You Think

- Think and Act Off-the-Cuff
- Systems Thinking

### Initiative and Risk-Taking

- The Pros and Cons of Taking Initiative
- Risks and Rewards

### Success from Failure

- How to Deal with Failure
- Receiving Feedback: Learning from Your Mistakes

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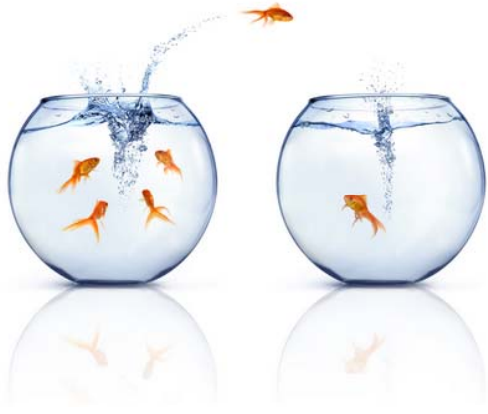
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# Outdoor Team Dynamics and Strategic Thinking

In this hectic economic environment, many employees find themselves working seemingly endless hours and in need of a break. Do you feel that you could use a breath of fresh air while advancing your team strategically? If so, the *Outdoor Team Dynamics and Strategic Thinking Program* – complete with one of the largest high-ropes courses in the country – is for you. After covering the foundations of team building on the ground, you'll apply what you learned and witness team dynamics in action as you traverse across a 50-foot high ropes course as a unified team.

Our program gives you an opportunity to do just that, all while enhancing team dynamics and learning how to think collaboratively and strategically - helping you both personally and professionally. And it's fun. With *Outdoor Team Dynamics and Strategic Thinking*, participants will:

- Transform conflict to collaboration through team activities
- Develop strong team bonds through emotional and psychological techniques applied interactively
- Create strategic plans and set goals as individuals and teams.

## Course Outline

### **Team 101: From Basic Building Blocks to Diverse Team Designs**

The Basics: Getting to Know Your Team

Understanding Your Team as Individuals and as a Collective Group

### **From Conflict to Collaboration: Managing and Negotiating Intercultural Team Dynamics**

The Blame Game

The Six-Step Conflict Resolution Model

The 4Cs Model in Conflict Resolution

### **Team Strategic Planning**

Determining Your Team Mission and Vision

Conducting Your Team Inventory

Assessing the Team Environment and its Relationship to the Larger Work Culture

### **Effective Stress Management**

The Causes and Costs of Stress

Your Personality and Stress

Relaxation Exercises: Taking Stress Management Back to Your Workplace

### **The Ropes Course: Team Dynamics in Action**

*I thought the majority of the material was eye-opening. I will benefit professionally and personally by being more self-aware and more cognizant and open-minded of others.*

- Karen Mann, Financial Analyst,  
Raytheon

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# Executive Charisma, Executing Change

Effective executives know that they succeed as they exceed. They must exceed beyond the expectation of simply leading by authority and command-and-control orders. They must exceed amidst the limitation of only 24 hours in a day. They must exceed their limits as individuals by continuously improving. The Executive Charisma, Executing Change program serves as a catalyst to unlock the charismatic potential of all executives. It focuses on how executives can influence their organization in nuanced, subtle ways by using scientific methods and artistic approaches. We believe that executives will succeed with our program, because we espouse the framework of “Step Up and Stand Out.” This course focuses on:

- “Step Up”: Striving toward the key leadership competencies identified by executives from major organizations
- “Stand Out”: Unleashing an individual executive’s personal brand and how to wield it on a daily basis
- Combining these to processes toward leadership influence and charisma to create change

## Course Outline

“Step Up” stems from our research that has identified key elements of successful executives—created for and by executives that we’ve convened from major *Fortune 500* and privately-held companies. Our leadership index encompasses a systematic and scientific framework. We benchmark executives against these elements and then you strive toward this goal.

“Stand Out” entails highlighting an individual executive’s uniqueness and helping to showcase it. This process will unleash the “It Factor” in each executive and brand them to distinguish themselves from the pack.

Together, “Step Up and Stand Out” helps executives embrace the key leadership qualities identified and practiced by executives (“Step Up”) and augments these capabilities with an executive’s personal flair (“Stand Out.”).

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