

The Association of Minnesota Counties (AMC) is proud to partner with Leading Edge Coaching & Development to bring our member counties the latest in online leadership training!

Introducing Aplico™ (uh•plee•ko), verb: the act of learning, in a fun way, that leads to change and growth.

Leading Edge Coaching & Development is known for in-person workshops that get people laughing and learning, and now **Aplico™** enables them to offer more than 40 engaging online leadership learning modules within six critical categories – **Manage, Live, Succeed, Collaborate, Serve and Inspire**. Each course is designed to move a person forward both in their career and in life.

- Learning modules are specifically designed for your managers and individual contributors – with relevant situations, challenges, and issues – so that they can be successful and effective in their position!
- Each module contains: video based workshops that incorporate research and best practices, improvisational comedic scenes that bring the learning to life.
- Short quizzes (before and after) to build awareness and measure growth; and practical tools you can download and immediately apply on the job.
- Modules are designed to keep the viewer's attention – that is why the average run-time is only 15 minutes!

What can users expect?

- Short, "bite-sized" learning modules. Modules are approximately 15 minutes in length to keep the attention of busy adult learners.
- Comedic scenes featuring everyday workplace situations.
- Measured results through Pre- and Post-tests.
- Tools that you can use right away; Individual Reflection Sheet, Team Discussion Guide, Recommended Reading and more!
- Powered by Articulate & accessible with any device with Wi-Fi!

Leading Edge is committed to making **Aplico™** the absolute best! They work with you to make sure the launch of your new learning opportunity is a success by:

- Getting curious! Looking at past learning opportunities offered & exploring new possibilities & uses with **Aplico™**.
- Collaborating with you, because nobody knows your county better than you! Brainstorm roll-out ideas with our marketing strategist and **Aplico™** guru, Jay to ensure that you're capitalizing all opportunities and spreading the word in a fun and exciting way!
- We do the work for you! Leading Edge provides email templates for each module to announce the launch & drum up excitement about the learning- so you don't have to!
- We're always here for you! Have questions? We are happy to help & do whatever we can to support your mission and goals and make **Aplico™** an incredible asset to your County.

Experience Aplico™ first hand!

Use the links below to sample a few popular classes & see for yourself what all the buzz is about:

- [Change & Transition](#)
- [Service through Encouragement](#)

Many more classes available & in development – read on for details!
Not seeing the topic you're looking for? Let us know! Leading Edge also does custom learning modules designed specifically for your needs & goals!



At Leading Edge, they're all about behavior change – and they achieve that through a unique and engaging teaching methodology.

Forget boring web-learning sessions that are little more than PowerPoints and talking heads. These courses engage learners through the latest research and comedic scenes that bring the learning to life.

Program Pricing for AMC Members:

(pricing is per county, not per individual user):

- **Single class – \$1,200**
- **5+ classes a.k.a. a "suite" of learning - \$900 per class**
- **Entire Library – \$12,000**
- **1 Year Licensing Agreement**

For more information, please contact:

Jay Kallman, Director of Marketing Communications

Leading Edge Coaching & Development
651-999-9283





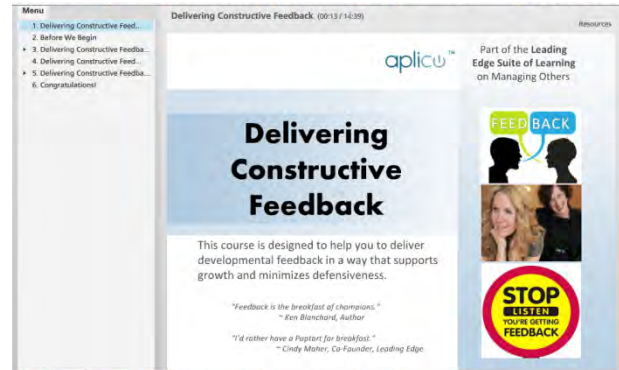
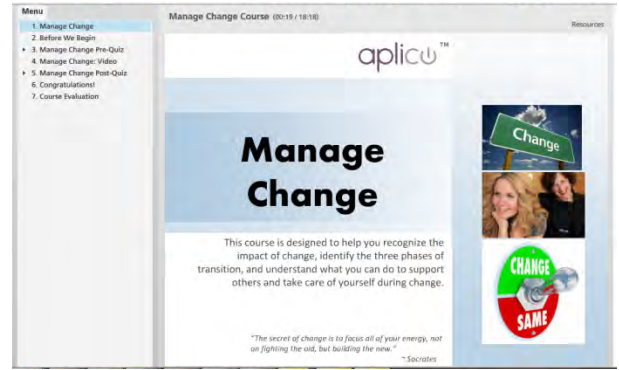
Online Learning Suites & Descriptions Powered by Articulate



Learning Through Laughter.

Online Learning Aplico via Articulate

- **Short, “bite-sized” learning modules.** Modules are approximately 15 minutes in length to keep the attention of busy adult learners.
- **Comedic scenes featuring common workplace situations.** It’s one thing to hear about a skill or behavior; it’s another thing to see the learning come alive. Our scenes not only cement in the learning, they draw the learner in with hilarious vignettes.
- **Pre- and Post-tests.** Each course begins with a pre-test and ends with a post-test. These tests help learners to recognize what they have to learn and to note their progress.
- **Tools that you can use right away.** Once the course is over, learners can reinforce their learning with team discussion guides, individual learning guides, and easy-to-use tools.
- **Learning at any time, anywhere!** Our online video-based courses are powered by Articulate, which can be accessed on the web or through your organization’s learning portal. Learners can view the content on their desktop computers, phones, or tablets.



Suites of Online Courses

Designed for Different Learners

We currently offer three suites of courses to meet the needs of most organizational learners. You may also decide to pick and choose specific courses within our suites. It's completely up to you!

Suites of Learning:

Customers Service and Interpersonal Communication

- Get Personal
- Power of Listening
- Empathy
- Anticipate Needs
- Encouraging Customers and Colleagues

Performance Management

- Goal Setting
- Performance Appraisals
- Deliver Constructive Feedback
- Motivate and Reward Performance
- Manage Performance Problems
- Developing Others

Leadership

- Drivers of Engagement
- Building Employee Trust
- Delegate Impeccably
- Sharing Values
- Manage Priorities
- Manage Change

Audience:

This Suite is Perfect For:

- Managers and Individual Contributors
- Those who deal with other people regularly
- Customer Service Roles
- Managers / Supervisors

This Suite is Perfect For:

- All Managers – Whether new to managerial role or seasoned manager
- Anyone who leads others/teams as part of their role
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Aplico™ Session Descriptions



MANAGE

Goal Setting – Part I Objectives:

- Recognize how setting performance goals at the beginning of the year or term is critical to great performance
- Understand that this is part one of a **two-part series** on goal-setting
- Articulate SMART goals and have a collaborative conversation with each employee

Goal Setting – Part II Objectives:

- Recognize what happens when you only focus on accomplishments (and behaviors don't matter)
- Understand some critical competencies (the most important skills and behaviors) and how they help
- Build awareness around your own competency skills and weaknesses

Develop Others Objectives:

- Recognize how development happens
- Create collaborative Development Goals that move the employee forward
- Identify actions that will move the employee toward the goal – with most of those actions being on the job
- Monitor the learning before, during, and after the learning assignment

Performance Appraisals Objectives:

- Appraisals are the more formal feedback sessions that happen once or twice per year
- Having appraisal conversations are tied to employee engagement
- The manager and the employee are involved in a collaborative conversation, focusing on the employees strengths and development areas
- Both the manager and the employee need to prepare for the conversation

Manage Performance Problems Objectives:

- Recognize that there are at least 16 reasons why employees don't do what they're supposed to do
- Practice four steps to performance improvement
- Diagnose performance problems (using our Diagnostic Flowchart tool)
- Recognize when you need help

Aplico™ Session Descriptions



MANAGE Continued...

Build Trust Objectives:

- Recognize what a lack of trust can cost you and your business
- Build trust in five critical ways
- Rebuild trust after it has been lost

Deliver Constructive Feedback Objectives:

- Recognize why people don't deliver feedback when they should
- Practice the five steps to delivering feedback
- Learn to receive feedback in a way that will support acceptance and development

Delegate Impeccably Objectives:

- Recognize the impact of not delegating effectively
- Identify tasks that can be delegated to others (and select the best person for the job)
- Practice a five-step delegating conversation

INSPIRE

Drivers of Engagement Objectives:

- Discuss the seven core drivers of engagement
- Recognize the signs of disengagement
- Hold a conversation to help employees become more engaged

Share Values Objectives:

- Recognize how values support employee engagement
- Learn what values are and how they happen
- Share your values with your employees
- Learn what values your employees have (to develop trust and deepen engagement)

Strengths Based Leadership Objectives – Part I:

- Recognize the connection between strengths-based leadership and engagement
- Break the paradigm of focusing only on the weakness of yourself and others
- Learn how focusing on strengths leads to increased confidence- and why confidence is so critical

Aplico™ Session Descriptions



INSPIRE Continued...

Strengths Based Leadership Objectives – Part II:

- Understand the four steps of positive feedback
- Come at problems from a positive perspective instead of toxic negativity
- Use the Flip and the Grow to solve problems

Tell A Story Objectives:

- Recognize what stories can do for you and your organization
- Step away from reporting data to delivering a story in order to create sense and meaning
- Use stories to get to know each other and build trust
- Engage your audience every time

SUCCEED

Manage Priorities Objectives:

- Make a practice of identifying the absolute most important tasks and activities each day
- Take advantage of your personal energy cycle, and work on the most important tasks at peak energy
- Reduce or eliminate time wasters
- Increase efficiencies or share the load by delegating (if that's an option for you)

SERVE

Anticipate Needs Objectives:

- Distinguish the difference between an expressed and unexpressed need
- Recognize the power of fulfilling an unexpressed need
- Learn to identify unexpressed needs with your members
- Start the habit by anticipating the needs of the people in your life (friends and family members) – it's about taking it one step further

Empathy Objectives:

- Understand how empathy is a more powerful alternative to sympathy
- Make empathy authentic to build trust and connection
- Recognize how to empathize if you've never experienced the other person's situation
- Build awareness around your strength as an empathizer and take action to compensate if it's low

Aplico™ Session Descriptions



SERVE Continued...

Get Personal Objectives:

- Stop thinking about people as leads, active or inactive members, employees or prospects
- Start thinking about people as individuals - with unique needs, wants and situations
- Uncover the answers to the four critical questions that differentiate the people at work and in your life:
 - What does the person want?
 - What does the person need?
 - What's most important to that person?
 - What is the person's context (work, marital status, illness, children, etc.)?

Listen Objectives:

- Understand the impact of **not** being present with members and employees
- Identify the three levels of listening
- Demonstrate curiosity
- Ask, don't tell
- Identify your personal barriers to listening and commit to reducing them

Sense of Urgency Objectives:

- Acknowledge the urgency of others
- Assure others of what you will do and when you will do it
- Mirror the urgency of others
- Develop your own credo and commitment around responding to others
- Always let others know of the status of the request, particularly if there's going to be a delay

Encouragement Objectives:

- Identify signs where encouragement is needed
- Champion others to build confidence and move others forward
- Make the connection between encouragement and anticipating

Leading Edge Bio



Leading Edge Coaching and Development was founded in 2003 with a vision of offering leadership coaching, training and consulting that would be completely unique in the marketplace. That difference lies within our background (a blend of business and management experience, deep expertise in leadership, adult learning and educational practices) and our delivery (learning that is brought to life through live theatre and improvisational comedy).

Our robust catalog of training focuses on leadership and personal effectiveness skills designed to move people forward – whether they are individual contributors, first-time supervisors, managers, or senior leaders. The workshops are always transformational – with live, hilarious theatrical demonstrations of organizational-specific situations, dynamic discussions, and easy-to-apply tools and strategies mastered by skill practice and feedback. In the last ten years, Leading Edge training has been delivered all over the world, with our programs translated into ten languages. No matter where people are from, they always laugh while they learn, and walk away with a new or enhanced set of leadership skills that help professionals, students and teams meet goals, and move to the next level.

Leading Edge was founded by two women: Carol Grannis of Woodbury, Minnesota and Cindy Maher of West Hartford, Connecticut. Carol has over 20 years experience in leadership development and HR strategies, and has worked with clients from a rich variety of industries including colleges and universities, pharma, financial services, advertising and healthcare across the U.S. and Canada. She is currently pursuing her doctorate in Organizational Development. Cindy offers more than 25 years of experience in leadership education, executive team development and performance management strategies – and has worked closely with advertising, healthcare, and state & federal government organizations. By night, you'll see Cindy performing in comedy venues around Connecticut. Both Carol and Cindy come to the table with an innovative approach and an infectious brand of humor and enthusiasm that bring results – every time.

Client List:

Anytime Fitness, Inc.

Acuo Technologies

Aetna, Inc.

Ball State University

Blue Chip Advertising

Case Western University

Discovery Chicago

Ecolab

FDA

General Mills

ING, Inc.

IPMA International and National Associations

Mass Mutual

MERCK

National Conference on Student Leadership

National Institutes of Health

Northcentral Technical College

Medicus International

Pfizer, Inc.

Piper Jaffray

Publicis Healthcare Communications Group

Renewal by Andersen

Saatchi and Saatchi Healthcare

Starcom Mediavest Group

State of California

State of Connecticut

Stratasys, Inc.



Contact Leading Edge (www.leadingedgecoaches.com)

Jay Kallman E: jay.vose@leadingedgecoaches.com P: 651.999.9283

Online Learning Suites

Powered By Articulate



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How We Teach *Online*

Our in-person workshops get people **laughing and learning**. Why should our online training be any **different**?

At Leading Edge, we're all about behavior change – and we achieve that through a unique and engaging teaching methodology. Forget boring web learning sessions that are little more than PowerPoints and talking heads. Our courses engage learners through the latest research and comedic scenes that bring the learning to life.



It's Not Just About the Humor ...

Our programs are based on research and adult-learning best practices. Every online course follows the Stringer-Cheloha model below. Development all starts with **building awareness**. Learners need to understand their own strengths and weaknesses. Each course contains follow-up tools and exercises that are chock-full of self-reflection to reinforce this idea of building awareness. People also need to have **motivation** to change. They have to understand what their current behaviors are costing them. During our courses, we spend time building that critical motivation to change. Finally, we offer skills and tools that can be applied immediately in the learner's workplace and home place.

Awareness is built during course with self-reflection, pre- and post-quizzes.

Learners get skills and tools during each online course that can immediately be used at work, and often at home

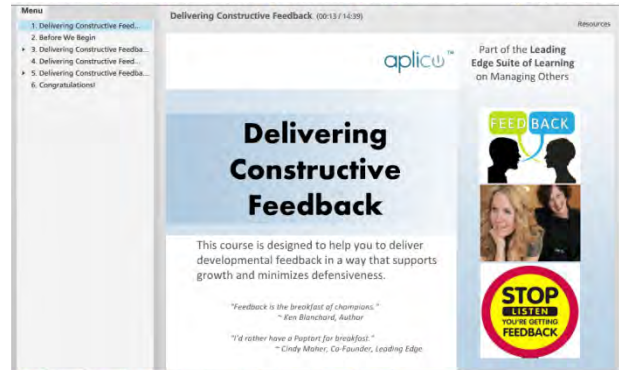


Motivation comes from understanding what the skill deficit or behavior is costing them during the course and through their team discussions (team discussion guides come with each course).

Model developed by Robert A. Stringer and Randall S. Cheloha,

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Our Library is Growing!

Online Courses Coming Soon

We are in the midst of developing more amazing online courses for our customers (who are clamoring for more!). Here is a list of courses to be completed in early 2015:

- **Manage Priorities**
- **Convey Credibility**
- **Build Connections and Relationships**
- **Share Information**
- **Influence Others**
- **Be Assertive**
- **Solve Problems**

- **Build Trust**
- **Maximize Meetings**
- **Connect with Multiple Generations**
- **Interview and Selection**
- **Manage Conflict**
- **Deal with Difficult People**
- **Create a Culture of Collaboration**



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Kettering University
Mass Mutual
MERCK
National Conference on State Legislators
Northcentral Technical College
Pfizer, Inc.
Piper Jaffray
Publicis Healthcare Communications Group
Saatchi and Saatchi Healthcare

Starcom Mediavest Group
State of California
State of Connecticut
State of Minnesota
Stratasys, Ltd.
US Bank

National Institutes of Health:

Administrative Fellows Program
Clinical Center
National Human Genome Research Institute
National Heart Lung and Blood Institute
National Institute of Arthritis Musculoskeletal and Skin Diseases
National Institute of Biomedical Imaging and Bioengineering
Office of Human Resources
National Institute of Mental Health
National Institute of Neurological Disorders and Stroke
National Institute of Nursing Research
Office of Management