

# LEADERS COURSE®



**BECAUSE EVERYONE  
IS AN AMBASSADOR**

## LEADERS ARE

- ✓ Great communicators, who get more done with more people on their side.
- ✓ Good with customers because they can think on their feet, gain rapport and build long-term relationships.
- ✓ Able to attract people to their ideas and build a sense of teamwork.
- ✓ Efficient with time, especially in meetings.
- ✓ Great coaches who know how to bring out the best in others.

## LEARN TO

- ✓ Overcome speaking anxiety
- ✓ Speak with confidence
- ✓ Remember names of people you just met
- ✓ Apply 40 leadership skills
- ✓ Dramatically increase listening ability
- ✓ Reduce conflicts – lower stress
- ✓ Build teamwork and cooperation
- ✓ Organize thoughts under pressure
- ✓ Motivate yourself and others
- ✓ Develop even more confidence

**March 15-April 5, 2010**  
**12:30 pm–4:30 pm**

4 consecutive Mondays

TEXO Conference Center, 11111 N. Stemmons Freeway, Dallas, Texas 75229

*"Great course for new and seasoned professionals." – Ron Hamby, Fluor*



This is not a typical class where you check your brain at the door when you sit down to take notes. The Leaders Course® is a hands-on training program in human relations and effective speaking that will teach you to become an effective, charismatic leader in any situation. It's about learning-to-do-by-doing, participating, taking risks, and applying what you learn in and outside the classroom.

*“Every exercise and assignment had a purpose and benefit. I strongly endorse this course.”*

**Josh Langley, Rogers-O’Brien Construction Co.**

Discover how to mine the gold you already own—your experience, background and personality—to become your “best self” during any leadership role. Use proven techniques to channel the nervous energy of old fears into exceptional presentation skills.

In four entertaining, interactive sessions, you’ll take home the real-world, practical tools you need to effectively speak, listen, conduct a meeting, manage a team, lead and motivate.

## ENROLL NOW

- ✓ Four classroom sessions; one per week, 4 hours each
- ✓ Participants manual
- ✓ The book *Fearless & Persuasive Speaking*
- ✓ Desktop reference: 40 People Principles
- ✓ Make-up sessions without penalty
- ✓ Pocket reminder booklets: *Remember More Names*, *Becoming an Excellent Listener*, *Small talk is a BIG DEAL*, *Meetings: Better, Shorter, Fewer*, *50 Teambuilding Principles*
- ✓ Class photo and framed diploma

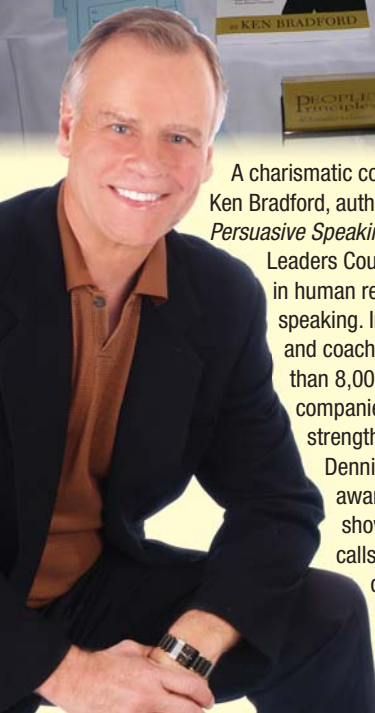
## CLASS LIMITED TO 25 ATTENDEES

Complete form and fax back to the TEXO office at 972.247.1930 or mail to 11101 N. Stemmons Freeway, Dallas, TX 75229. You may also register at [www.texoassociation.org](http://www.texoassociation.org) from the Calendar. Call the Chapter office at 972.647.0697 or the instructor at 972.814.5758 for more information.

### Investment

Contractor/Industry Members: \$950/per person; \$905/per person for 3 or more  
 Subscriber Members: \$1,050/per person; \$1,005/per person for 3 or more  
 Non Members: \$1,150/per person; \$1,105/per person for 3 or more

**Money-Back Guarantee:** Full refund if you attend the four sessions and believe the experience was not worth your investment.



A charismatic coach and master mentor, Ken Bradford, author of *Fearless and Persuasive Speaking*, is the founder of The Leaders Course® training program in human relations and effective speaking. In 26 years of training and coaching, he has helped more than 8,000 people in Fortune 500 companies and small businesses strengthen their leadership skills. Dennis McCuiston of the award-winning PBS television show *The McCuiston Hour* calls him, “A coach that can quickly move you up to the next level, no matter where you are today.”

Name(s) \_\_\_\_\_

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Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Absolutely essential. Nothing beats it. More important than a degree.”*

**Randy Harding, Big City Crushed Concrete**