

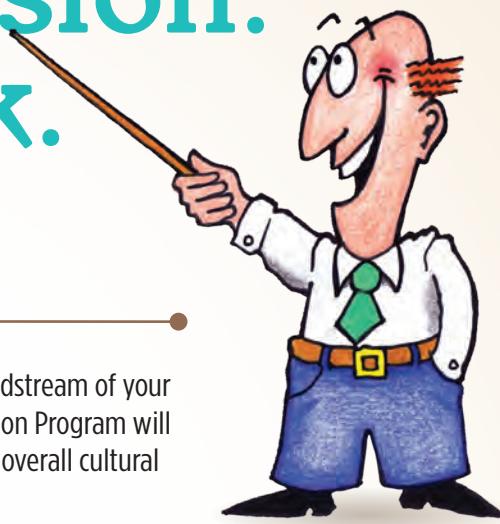
THE

MINDSET INFUSION PROGRAM

A STAFF DEVELOPMENT SOLUTION



MindSet Infusion. Our Playbook. Your Impact.



Inject the potent, powerful insights of MindSet directly into the bloodstream of your organization with the MindSet Infusion Program®. The MindSet Infusion Program will make a lasting impact on the talent development, staff loyalty, and overall cultural health of your enterprise.

How Does the MindSet Infusion Program Work?

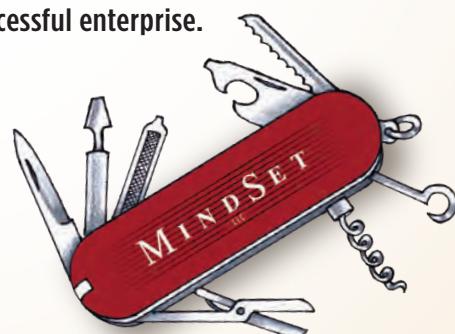
MindSet's Infusion Program trains and certifies handpicked personnel from within your organization to serve as MindSet Certified Program Coaches — individuals who become masters of specific MindSet teachings and who are authorized to teach and lead MindSet Training Programs for employees throughout your organization. It empowers these respected members of your staff to inject specific MindSet insights directly into your company in a flexible and responsive manner — in your setting, on your schedule, and even at a moment's notice.

Using your own employees as MindSet Certified Program Coaches brings credibility to the training process. Their understanding of the distinct dynamics of your organization and its unique teams and workgroups enables them to customize MindSet training to maximize its impact. MindSet Program Coaches also remain readily available within your organization well after formal training sessions have concluded, continuing to promote key MindSet insights. Ultimately, MindSet Program Coaches become enduring agents for cultural improvement and valuable problem-solving resources.

Why Should We Purchase the MindSet Infusion Program?

Effectiveness

MindSet offers a massive toolbox of insights and techniques that have been incredibly effective across all types of industries, companies, and organizations. As a vivid example of MindSet's impact, the base company where MindSet was developed (and where it continues to be the exclusive leadership and culture training program) has been recognized four times as the "#1 Best Place to Work" in its region. And what's been the impact? A glowing national reputation. Turnover one-fourth the industry average. Customer satisfaction off-the-charts high. Unusually strong and growing revenue. MindSet offers a unique opportunity to create a healthier work environment and a more successful enterprise.



Relevant and Engaging

Attendees commonly react to MindSet training sessions using descriptions such as “practical,” “helpful,” “relevant,” “understandable,” “refreshing,” and “valuable.” MindSet’s teaching approach uses vivid examples, animated video snippets, fun and whimsical art, and creative teaching techniques. MindSet Infusion sessions are so engaging that attendees eagerly look forward to more.



“The MindSet Infusion Program will improve the skills of your employees and the cultural health of your organization.”

Teaching Style

The MindSet teaching approach is built on the framework of cognitive behavioral psychology, enabling attendees to better understand how high-performing individuals think and to absorb many of the key insights that paved their way to success.

MindSet’s Infusion Programs are designed to be presented in small group, interactive settings. Your Certified MindSet Program Coach will facilitate discussion and activities to encourage participation and promote active learning.

Unmatched Value

For years, MindSet has been offering customized training for companies from all industries with outstanding results. However, scheduling extensive time with MindSet Master Trainers is expensive and our reach is limited. With our Infusion product, which has been years in the making, MindSet is now able

to offer our clients the win-win opportunity of expanding the influence of our teachings to a much broader employee base, while limiting costs to a fraction of the expense of direct MindSet training.

Extended Reach

Having your own MindSet Coaches allows you to deliver dynamic content to every corner of your operation — and to do so flexibly, repeatedly, and on your timeline.

A Long-Term Asset

With the MindSet Infusion Program, you are making an investment in your organization’s culture, leadership, and staff development effectiveness that will pay dividends for years to come. The Infusion Program is designed to transfer as much MindSet knowledge and insight into your organization as possible. It provides a self-sustaining, on-demand staff training program and problem-solving toolbox, and by having your own MindSet Coach within the organization, the key concepts and principles can be frequently reiterated and reinforced.



Growth for Key Employees

Many companies struggle to find opportunities to appropriately challenge committed and talented staff members who are eager to grow. For an employee who fits this profile, being asked to act as a MindSet Program Coach within his or her organization represents a significant honor and a fantastic growth opportunity. It also allows you to effectively spread the influence of your exemplary employees throughout the organization.



What Training Programs Does MindSet Offer for Infusion?

Programs Designed for All Employees:

• Characteristics of Great Teams

This program looks at the crucial elements that help some teams excel and the cultural poisons that lead other teams to fail.



• Creating Raving Fans

This compelling session prepares staff members to build customer loyalty and teaches them specific techniques that can turn customers into raving fans.

• Emotional Fitness

This captivating and groundbreaking program offers a unique opportunity to understand the secrets of lifelong emotional health and happiness. MindSet takes attendees behind psychology's curtain to explore how each of our underlying belief systems, both healthy and unhealthy, impact the way we view the world. This insightful program will undoubtedly help employees become more successful, both at work and in life.

• Mastering Conflict

Most people dislike conflict, and few are competent dealing with it. This program offers a more conceptual and healthy view of conflict and demonstrates specific techniques for handling difficult situations. As an extended part of this program, or teachable as a stand-alone session, MindSet also offers Mastering Negotiation, which introduces attendees to effective techniques used by skilled negotiators.



CONFlict

• Active Listening and Enhanced Decision Making

This program takes attendees through a high-level course in the lost art of effective listening. Taught in combination with Active Listening or as a stand-alone session, Enhanced Decision Making is one of the fastest ways to accelerate success for any individual or enterprise.

Programs for Leaders and Supervisors:

Note that as an option, rather than certifying Program Coaches, MindSet will be pleased to deliver any of the following Infusion Programs in your organization using MindSet Master Trainers.

• Building Stars

Few things are more important or satisfying for a leader than being able to significantly contribute to the growth and success of an employee. This MindSet program teaches leaders to make the best use of the power of their position to accomplish this rewarding goal.

• Instilling Pride and Ownership

MindSet teaches that pride is the most powerful and lasting motivator for employees. Consequently, the ability of leaders to instill genuine pride in their employees is highly predictive of long-term growth and success.



• Dealing with Problem Employees

Good supervisors must have the confidence and skill to effectively interact with employees who are failing to meet expected standards of performance. Unfortunately, many managers have had little training in this critical skill set — something this focused MindSet session directly addresses.

• Encouraging Innovation

In a rapidly changing world, introducing an expectation of change into a company's culture is the lifeblood of success. This program gives leaders strategies for creating a dynamic intellectual culture where ideas can flourish and systems can adapt and grow.

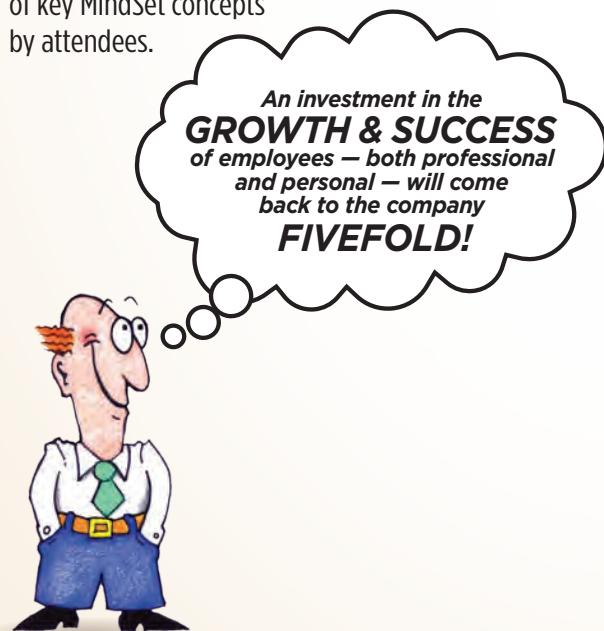
How Long is a Training Session?

Each MindSet Infusion Program is designed to be approximately two to three hours in length. However, the content is structured to allow Program Coaches the flexibility to tailor sessions for shorter time allotments.

What is Required to Be Certified as a MindSet Program Coach?

Individuals who are selected as prospective MindSet Program Coaches attend an eight-hour certification training session conducted by MindSet Master Trainers. Successful completion of this instruction will certify them to present and facilitate MindSet training programs within their company.

The certification training includes an overview of the theoretical underpinnings of the MindSet learning approach, a thorough examination of the content of the specific MindSet program being taught, suggested instructional techniques, guidance on how to integrate MindSet videos and other support materials into the training experience, and suggestions for post-session steps that will actively promote the real-world use of key MindSet concepts by attendees.



Who Should Be Certified as a MindSet Program Coach?

Upon request, MindSet will work collaboratively with clients to help identify employees who would be effective Coaches for specific MindSet Infusion Programs. Listed below are characteristics that have been shown to predict an outstanding MindSet Program Coach:

- An employee who is well-respected within your organization
- An employee who will be honored to be asked to become a Coach
- An employee who will take the responsibility seriously and thoroughly prepare for sessions
- An employee who is passionately loyal to your company and gets excited about the success of the entire team
- An employee who has good energy and is engaging, positive, and likable
- An employee who is a natural teacher and is articulate, organized, clear, and logical
- An employee who is self-confident enough to be comfortable not knowing the answer to every question
- An employee who is comfortable disclosing his or her own shortcomings and can make use of self-deprecating humor
- An employee who can sense and react to a teachable moment, making use of unique interactions, dynamics, and relationships among attendees
- An employee with the ability to put others at ease and never embarrass an attendee
- An employee warm enough to engage shy attendees, yet assertive enough to prevent more aggressive group members from dominating the session
- An employee who will seek feedback and use it to improve his or her performance

What Support Materials Does MindSet Provide?

Each certified MindSet Program Coach receives the following support materials during his or her certification training:

- A Coach's teaching manual that fully explains every MindSet included in the training program, augmented by color-coding to highlight key insights, discussion ideas, and suggestions for learning activities
- MindSet-produced, animated videos that introduce the session and help the Coach by explaining key MindSets to be presented in the session
- Handouts for attendees that the Coach can reproduce or modify as desired
- MindSet-In-Motion assignments encouraging attendees to integrate key concepts into their daily work habits

The Art of MindSet

MindSet has commissioned the creation of hundreds of proprietary illustrations to bring our concepts to life. Each piece of artwork has been meticulously thought out to convey an important insight or concept. The whimsical nature is intentional — and it is grounded in the hard science of learning theory. The MindSet artwork advances three important goals:

- **Engagement** – a compelling learning experience
- **Understanding** – grasping the essence
- **Retention** – memorable for enduring impact



Is This One of Those Pay-Per-Attendee Programs?

No. Unlike training offerings from other companies, MindSet does not charge a per-attendee fee. We want our clients and Coaches to make frequent use of the program and materials, without worrying about additional costs or fees. MindSet charges a one-time, up-front Coach Certification Fee, plus a flat annual usage rights fee that authorizes unlimited use of the MindSet program throughout the organization.

Does MindSet Offer a More Extensive Training Option for Executives or Key Staff Members?

Yes. MindSet's Executive Coaching Certification Program is designed for clients who wish to have a member of their staff trained to be a MindSet Executive Coach. This designation requires mastering multiple MindSet leadership domains and learning MindSet's proprietary leadership coaching system.

A talented and motivated individual can achieve MindSet Executive Coaching Certification by completing a program that typically requires six to eight days of focused MindSet training over a 90-day period. After the conclusion of their certification training, MindSet Executive Coaches will have access to valuable, ongoing consulting support from MindSet Master Coaches as they work with executives and staff members within their home organizations.

What Are People Saying About MindSet?

MindSet provides a tour through the mind of unusually happy and successful individuals. It teaches how they think and what they know. Here are a few things people are saying about MindSet:

“The Infusion Program provides a valuable opportunity to improve employee pride and loyalty, enhance the cultural health of your organization, and promote both the professional and personal success of your employees.”

– **Steve Kerschke, Director of Business Development, Thrasher Basement Systems, Inc.**

“MindSet is incredibly unique. It takes many powerful and complex insights from psychology and applies them perfectly to everyday organizational life — all while making the learning experience enjoyable.”

– **Cliff Karthauser, Regional Managing Director, Principal Financial Group**

“I don’t say this often, but this stuff is flat-out brilliant. The size and scope of the MindSet library is huge, but its logical structure makes it completely practical and understandable. Our staff members eat MindSet training up!”

– **Patricia Kearns, President and CEO, QLI**

“First at QLI and then MindSet, Dr. Hoogeveen has demonstrated that his philosophy and system creates and protects a work culture that attracts and retains talented people. The MindSet Infusion Program is the next step.”

– **David Madden, Attorney, McGrath North Mullin & Kratz, PC LLO**

“Having attended a number of MindSet training experiences, I am excited that this material will now be available to a wider group of companies and organizations. This is one program you will want to grab onto! Don’t pass up this opportunity to sharpen your leadership skills and enhance your culture.”

– **Dawn Batho, Director of Inside Sales, CLS Investments, LLC**

“I don’t know if there is a secret sauce to creating and protecting a great organization, but MindSet is as close as I have found.”

– **Barry Hanson, Director of HR, RD Industries**



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