



Catalog of Services and Resources

**Corporate
Leadership
Initiatives, Inc.**

*Helping Leaders and
Organizations... Get BETTER*



Dr. Jim Dyke
President and CEO

WELCOME To REAL Solutions

If you want a better organization and more effective people, you have come to the right place!

TODAY'S CHALLENGING MARKETPLACE demands the very best from every level of your organization—from senior leadership to entry level employees.

Let us give your people what they need to succeed!

Our high-energy, interactive workshops will energize and captivate your people, and equip them with the tools they need to be more effective in every aspect of their work. Our consulting services will help craft a strategic solution for your development needs. Our coaching expertise will help your key leaders overcome crippling deficiencies.

I invite you to explore and enjoy this Catalog—it is filled with creative opportunities for growth and development that will turbo-charge your teams.

And here is an added benefit—our prices are guaranteed to beat our competitors and make your budget SMILE!

Call for a Special Introductory Offer— New Clients and Government Organizations Qualify for Even LOWER RATES!

- 1-day workshop in San Diego—\$2400
- 2-day workshop in San Diego—\$3600
- 1-day workshop in southern California—\$2800
- 2-day workshop in southern California—\$4400
- 1-day workshop in U.S.—\$3600
- 2-day workshop in U.S.—\$6000
- 1-day workshop outside U.S.—\$4000
- 2-day workshop outside U.S.—\$7000
- Lunch 'N Learn Workshops in San Diego—\$800

SPECIAL ON-LINE TRAINING RATES:

- 1-day workshop on-line—\$2400
- 2-day workshop on-line—\$4200

The Essentials for Management Excellence



Over 85% of individuals who serve in a leadership role do so WITHOUT ANY TRAINING. Don't make that mistake! Give your leaders the tools they need to succeed!

WORKSHOP HIGHLIGHTS

- The One Thing you MUST have to lead your team
- The 3 REAL JOBS you have in your organization
- 3 Things that must change when you become a supervisor
- The untold secrets of finding, hiring, and keeping the right people on your team
- Getting the best from your staff without pleading, nagging, or coercing
- Simple keys to unleashing your team's creative energy
- How to avoid the monumental mistake of mismatched management style ...and much more!

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

The Essentials for Effective Communication



When communication breaks down... SO DOES EVERYTHING ELSE!

Make sure your people have the tools and training they need to communicate with clarity and professionalism!

WORKSHOP HIGHLIGHTS

- The 4 channels of interpersonal communication and how to master them
- The secrets of building rapport, respect, and influence
- Do this one simple thing well, and see 5 magic results
- Master this ONE SIMPLE PRINCIPLE and resolve conflict, unleash creativity, build loyalty, and command respect
- Keys to the toughest communication challenges: getting what you want from others, resolving conflict on your team, turning down requests, and confronting bad attitudes
- The single most powerful way to communicate emotionally
- 5 words that motivate people, build emotional connections, and inspire loyalty ...and much more!

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

The Essentials for Efficient Task & Time Management



Studies in the workplace show massive losses of time and productivity due to poor work habits and personal disorganization. End that waste NOW with tools and techniques that ANYONE in your organization can use!

WORKSHOP HIGHLIGHTS

- Ageless and timeless secrets for getting more done in less time
- A simple way to identify your most important priorities
- The power of planning and how the pro's do it
- Easy steps to master the magic of effective delegation
- How to take control of interruptions and distractions
- The powerful impact of goals and how to achieve them
- The 4 simple roles that transform time-wasting meetings into efficient and effective tools for impact and success ...and more!



ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

The Essentials for Presenting with Poise & Persuasion



The number one fear in America—speaking in front of a group.

It's also the single most promotable executive skill! We can give you the tools and techniques that professional speakers use to engage and captivate their audiences. And you can start capturing the attention of higher-ups with an impressive new image of confidence.

WORKSHOP HIGHLIGHTS

- The 6 P's of perfect presentations
- A simple method for organizing your next presentation
- Easy ways to conquer your nerves
- 4 kinds of listeners and how to appeal to each one
- 4 kinds of buyers and how to persuade each one
- A quick and easy way to gain audience rapport, hit the mark with your message, calm your nerves, and overcome audience apathy
- How to find the story in your next presentation and make an emotional connection with your audience
- 4 simple ways to bring boring statistics to life ...and much more!

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

The Essentials of Effective Emotional Intelligence

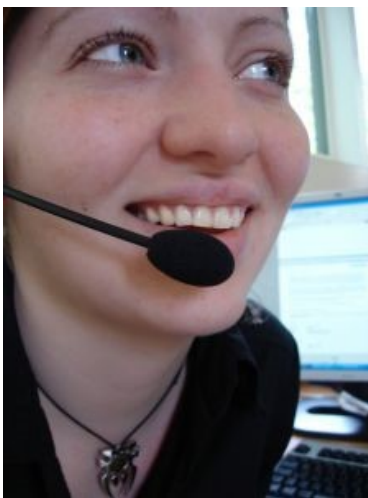


One researcher in the field has concluded, “Over 60% of your success in anything you do depends on your level of emotional intelligence.” Make sure your people have the EQ tools and techniques they need to be a success!

WORKSHOP HIGHLIGHTS

- The Secret of Emotional Control = understanding exactly how you (and everyone else) is “wired” emotionally
- Take control of your emotional “buttons” – and everyone else’s!
- When the heat’s on, here’s how to take the fire out of any difficult conversation
- Do this ONE THING and see 6 Magical Results!
- This ONE TOOL will let you take control of every conversation
- How to say what you need to say and get what you need to get!
- Learn how to access this and you will... build emotional bridges, gain influence, and resolve conflict
- When you stumble or fail, here’s how to dust off and rise above it!

The Essentials for Effective Customer Service



Your organization is only as good as the people who interact with your customers! From the front office receptionist to the sales and service teams, your employees are always “on stage.” Make sure they get the training they need to have a great “performance” EVERY TIME.

WORKSHOP HIGHLIGHTS

- Say it right and turn customers ON not OFF
- A simple tool to capture the power of non-verbal communication
- Build a fire-proof approach to handling the “angry hot” customer
- A simple tool that reduces anger and builds instant rapport
- How to control the ball; demonstrate respect; build rapport; and get customers on your side
- Attitude adjusters that help you gain control of your mood and mind-set... so you can handle your customers with care and your job with enthusiasm!
- Here’s how to say “no” and keep your customer service heading in the right direction ...and much more!

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Managing Stress and Avoiding Burnout



Stress in the workplace doesn't just lower productivity and destroy morale... stress kills!

Give your people the help they need to lower their stress and manage the high-pressure workplace more effectively

WORKSHOP HIGHLIGHTS

- Identifying YOUR sources of stress
- Why we like stress and how we use it to succeed
- The ONLY two ways to address workplace stress
- Breaking the bad work habits that pile on the stress
- Keys to conquering procrastination
- Gaining control of the disorganized life
- Eliminating the hidden sources of stress
- The magic of fun and relaxation ...*and much, much more!*

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Managing Confrontation and Resolving Conflict



Conflict can either tear your team apart, or draw them closer together... *depending on how well it is managed.*

Equip your people with the tools and techniques they need to master effective conflict resolution.

WORKSHOP HIGHLIGHTS

- Do this one thing... and build rapport *and* support
- Why Point of View is important and how to determine it
- The stupid thing we do that always makes matters worse
- Understanding and managing our own strong emotions
- Simple ways to calm angry people
- Mastering simple communication skills that turn the tide
- How to build a personal support network
- Ways to relax and manage our own stress
- Learning how to say "no" ...*and much, much more!*

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Managing in Tough Times—Doing More With Less



Today's competitive marketplace puts even more demand on organizations to raise productivity and stretch budget dollars. The key to getting more done with less is to have inspirational managers and supervisors who can capture the hearts of their team members and *get the very best out of their people!*

WORKSHOP HIGHLIGHTS

- Managing and leading change
- Making sure the right things get done every day
- Keys to building collaboration and gaining commitment
- How to get the best out of your people
- Using project “constraints” to manage daily tasks
- Defeating the #1 productivity killer of all time
- This one thing will save you and your team valuable time
- Dial up the fun and dial down the stress! *...and much more!*

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Dealing With Difficult Workers and Customers



Don't let difficult people ruin your day, your organization, *or your team!*

These simple techniques will equip your managers and supervisors to stay calm and collected whenever they are faced with angry or aggravating personalities!

WORKSHOP HIGHLIGHTS

- Simple techniques to take control of your own reactions
- The most common problem-people... and how to respond
- Popular approaches that only make the problem worse
- How to identify the REAL problem
- Solutions that bring immediate change
- Do this one thing and get surprising results
- Master this and move from adversary to advocate
- How to keep your cool and cool them off *...and much more!*

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Topic List

The following list of topics we offer illustrate the breadth and depth of our training!

- Effective Management and Supervision
- Leading by Influence and Inspiration
- Essential Foundations for Emerging Leaders
- Essential Skills for First-Time Supervisors and Managers
- Leading and Managing for Maximum Results
- Managing Performance at Work
- Managing Under Pressure—Getting More Done with Less
- Managing Remote Workers Effectively
- Bridging the Military and Civilian Work Cultures
- Developing and Empowering Your People
- Coaching Employees for Career Development
- Coaching and Team Building Skills for Managers and Supervisors
- Creating a High-Performing Team Culture
- Closing the Generation Gap at Work
- Building Effective Diversity in the Workplace
- Essentials of Effective Employee Engagement and Retention
- Leading and Managing Change
- Building Effective and Collaborative Relationships at Work
- Presenting with Poise and Persuasion
- Business Writing and Grammar
- How to Write Effective Policies and Procedures
- Technical Writing Essentials
- Communicating with Diplomacy and Tact
- Communicating with Assertiveness and Persuasion
- Conducting Effective Critical Conversation at Work
- How to Get Your Ideas Accepted and Supported at Work
- Emotional Intelligence Skills for Effective Leadership
- Managing Difficult Emotions and Stress
- Managing Confrontation and Resolving Conflict
- Thriving Under Pressure
- Fundamentals of Effective Project Management
- Essentials of Effective Negotiation
- Essentials of Effective Time and Task Management
- Effective Strategic Planning and Execution
- Critical Thinking and Decision-Making
- Creative Thinking and Problem-Solving
- Personality Styles in the Workplace - DiSC® and Meyers-Briggs®
- Effective and Positive Customer Service
- Preventing Violence in the Workplace
- Telephone Skills for Professionals
- Leading Effective and Efficient Meetings
- Essential Foundations for an Effective Mentoring Program and its Participants
- The Strategic Use and Management of E-Mail in the Workplace
- *...and other topics—let us know what you need and we will provide it!*

WE WILL CUSTOMIZE OR CREATE TRAINING CONTENT FOR YOU AT NO EXTRA COST

If you engage our services to train your people, we will customize our training content OR CREATE NEW CONTENT to address their unique challenges AT NO EXTRA COST!!

ALL TOPICS NOW AVAILABLE IN LIVE INTERACTIVE PRESENTATIONS ON-LINE

Keynote Presentations That Hit the Mark!

If your organization or professional association needs an informative, motivating, and inspirational speech for an upcoming special event... give us a call! We will captivate and engage your audience with high energy presentations, thought-provoking ideas, and inspiring stories! Your audience will receive a host of fresh ways to *immediately* be more effective and impacting in their work AND personal life.

Here are some sample topics...

The Leadership Crash Course for Management Success

Take a whirlwind course on high-performing leadership principles, using leading-edge concepts of high-end adult learning and comprehension. Gain tools and insights from the fields of leadership training, executive coaching, and university instruction in a “mini” version of *Leadership Strategetics*©.

Secrets of a Well-Run Asylum

Here’s the truth—your employees are really the ones who are running your business on a day-to-day basis. Yes, the inmates are running the asylum—YOUR asylum! How well are they doing the job? Learn the powerful secrets to a well-run asylum—your business!

Keys to Getting More Out of People

Do you know the difference between a good team and a GREAT one? Discover the keys to moving your people from good to *great* with a few simple but powerful motivational and behavioral tools.

How to Inspire Others and Win Their Respect

You may be a manager that people are willing to work for, but are you a leader that followers are willing to *bleed* for??? Hear the inspiring stories of high-impact leaders who won the hearts of their people with simple down-to-earth practices that you can use in *your* leadership role.

Soaring High with Your Own Team of Eagles

Draw back the veil of mystery surrounding high-performance teams and learn how to create and lead thoroughbred teams of “strong horses” in the workplace. Discover simple techniques of hiring and managing that will enable you to find and *keep* your top-notch people.

Crash-Proof Your Management Rat-Race

Managing in today’s fast-paced world of commerce and competition is like grabbing the wheel of a formula-one race car. Do you know what it takes to stay on the track and keep from hitting the wall? Discover insights from key research on high-profile executive failure and learn how to stay on course and cross the career finish line with winning success.

Our Consulting Services

Consulting covers a wide range of services:

Assessment

We use a variety of instruments (surveys, inventories, interviews) to identify key areas of need in an organization or team. And sometimes, all it takes is a simple conversation with a key leader!

Action Plan

We develop a practical way to address the needs and resolve difficult issues. Common strategies include: training workshops for employees, one-on-one coaching for individuals, team-building exercises for the whole team to experience, and private sessions with owners and key leaders to guide their learning and help them apply insights from the assessments.

Application

We are available to help turn the strategies into practical solutions, by teaching custom training seminars; facilitating strategic planning meetings; leading team-building experiences; and coaching leaders in private sessions.

The Cost to You

We build our services around your budget, so you receive the help you need at a level that you and your organization can afford. Our past performance has proven that the help you and your leaders gain from our services ultimately translates directly into increased revenue, savings, and productivity.

Our Executive Coaching Services

1. What Executive Coaching is -

Executive coaching is a private, confidential, one-on-one conversation with a professional whose background and experience have equipped them to provide helpful advice, wisdom, counsel, and insight to help leaders become more effective in their leadership roles in the workplace.

Executive coaching often targets specific areas of personal and professional development, helping clients to overcome bad habits; develop new skills; and attain specific growth and development goals.

Executive coaching also frequently provides help in addressing specific incidents, problems, scenarios, challenges or difficulties. Executive coaches serve as an objective sounding-board to help clients gain a more realistic view of a given situation or a more insightful understanding of a certain behavior.

Executive coaching is often requested by the Human Resources department of an organization on behalf of an executive whose *subordinate* needs help and guidance.

2. How Executive Coaching works -

The client establishes the schedule and sets the pace. We don't have a coaching "program" that we are trying to sell—we schedule coaching sessions according to the client's needs and requests.

So... you, as the client... when *you* want to talk, you contact us and we arrange for an hour of uninterrupted time for a conversation over the phone. When we begin the session, you tell us what you want to do, and we build the session around your objective. FOR EXAMPLE...

If you want to address a bad habit or grow in a certain skill... We give you some pointers and suggest changes you can make to your behavior, occasionally recommending a certain exercise or experiment to help you make helpful adjustments.

If you are facing a difficult challenge... you tell us about it and we help you think through various ways of dealing with it, to anticipate potential problems and gain a successful outcome.

If you are having difficulties with certain people... We help you understand the other personalities better—and give you more productive ways to interact with them, to enable you to have more effective and collaborative relationships with them (especially if they happen to be your Boss!)

If you are trying to capture a vision for your personal or professional future... We help you think through your history, personal strengths, talents, and passions—to help you build a life of personal and professional pursuit that will give you pleasure, passion, and purpose.

3. How we make Executive Coaching work for YOU and your people -

Let us know what you want to do, and we will arrange time for a coaching conversation. THE FIRST HOUR IS ON US—that allows you time to tell your story and bring us up to speed on your situation, your organization, your people, and your unique challenges. Then we take it from there and get you moving in the right direction. Most of our clients don't *just* perform better—they receive raises and promotions as a result! This is the tangible benefit for a leader who "gets better."

As a coaching client, you will be responsible to initiate each phone call, and thus bear any cost of the actual phone connection and time. If you reside outside the continental U.S., the logistics of billing and paying internationally may require us to charge a nominal processing fee, to enable you to pay for your session with a credit card.

The Organizations and People We've Helped...

We have trained *thousands* of managers, supervisors, executives, business owners, board members, CEOs, commanding officers, enlisted personnel, and front-line employees in organizations of every conceivable industry, shape, and size. Here is *just a sample*...

AECOM-DMJM Harris (ATG)	Gunther-Renky	GMAC
AECOM-EDAW (ATG)	Pearson Digital Learning	Wachovia
Accenture	ValueClick	Wells Fargo
General Mills	MindShare	HCSB
Altec Industries, Inc	NextAction	GOVERNMENT AGENCIES...
Cashman Equipment	Overstock.com	FAA, TSA, Social Security
Pillsbury	Arizona Tile	Secret Service, VA
CSM Bakery Products	Pacifica Services	Chicago Federal Exec. Board
Institute of Food Technologists	The PENTA Building Group	National Institutes of Health
Niagara Bottling	ARS - Rescue Rooter	National Cancer Institute
Domaine Chandon Winery	Kaufman Construction	Bureau of Land Management
Testarossa Winery	Landscape Development	Defense Mgt. Contract Agency
J. Lohr Vineyards and Wines	Lonestar Communications	Bureau of Indian Affairs
The RAND Corporation	P&H MinePro	Indian Health Services
Stanford Research Institute (SRI)	Barrick Gold Mining	Census Bureau
Rael Letson	Washington Group Intern.	Department of Defense
IGN	Southbay Power Plant	Department of Justice
Cal State University, Channel Islands	Tucson Electric Power	U.S. Army, U.S. Navy
Ariz. State Univ. School of Nursing	Western ECI	Marine Corps, Air Force
Riverside Community College	British Petroleum	Puget Sound Naval Shipyard
University of Arkansas, Pine Bluff	Cellana	California Departments of...
Mt. San Antonio Community College	ONEOK Partners	...Finance; Transportation
Lincoln Unified School District	Keppel Amfels	Managed Healthcare;
Western Governor's University	Teledyne Analytical Instrm.	...Corrections;
Clarke-American	Tesco Controls	Community Development
Louisiana-Pacific	Technip	North Kern State Prison
Baxter Healthcare	TriTech Software	Superior Court, Orange, CA
Catalent Pharma	C & F Tool and Die Company	Madera County
Howard Hughes Medical Institute	BSH Home Appliances	Community Action Association
PDL BioPharma	Turner Broadcasting...	Oregon Child Dev. Council
Varian, Inc.	CNN, Court TV, Cartoon Netwk.	Cities of... Murrietta,
SODEXHO	Animation Studios	Palo Alto, San Jose
Burton Snowboards	Atlanta Braves	Rosemead, Sunnyvale,
Pro Sports Club	Blue Cross and Blue Shield	Port Townsend WA
Garden of the Gods Club	Express Scripts	Housing Auth. of San Bern.
NASA - Dryden Flight Research Ctr.	Davis Health System	Grand County, Utah
RTI	Kaiser Permanente	BienVenidos Children's Center
Lockheed-Martin	Sutter-Solano Medical Center	Navajo HeadStart
Boeing	PCA Medical Group	Tachi Palace and Casino
C & D Zodiac	Regal Medical Group	San Manuel Tribal Gaming
Teague	Monarch Healthcare	Aristocrat
Alcoa Fastening Systems	Crown Health Services	Freeman
Pacific Aerospace and Electronics	High Desert Medical Group	TravelCorp
ABW	Medical Center Pharmacies	Focus on the Family
Hanjin Shipping	Edwards Center	The Salvation Army



**A New Resource for
More Effective Leadership
and Management!**

Order now on

Amazon!

Leading Teams – How to Inspire, Motivate, Lead and Succeed!

A new book from Dr. Jim Dyke, “The Boss Doctor”

Part 1 – **Inspire** – will equip you to exert powerful and charismatic influence as a leader and inspire your team to maximum performance.

Part 2 – **Motivate** – tackles the tough challenge of worker motivation, and shows you how to tap into the personal passions of your team members and channel those passions into high performance and enthusiastic engagement.

Part 3 – **Lead** – gives you practical strategies for building a creative and collaborative team that delivers high productivity and “Superbowl” performance that solves problems; overcomes difficult circumstances; and transforms counter-productive behavior.

Part 4 – **Succeed** – completes the picture by coaching you to personal and professional success. Use the valuable tips to identify your *real* job and learn how to garner the support of higher-ups to open doors of opportunity for personal advancement and promotion.

View the Table of Contents and a sample chapter at: www.CLIonline.com

Jim Dyke is “The Boss Doctor”® – a seasoned communicator, gifted instructor, and published author. As an independent consultant he has trained and coached thousands of community and business leaders – nationally and internationally – and has worked with officers and boards of non-profit and for-profit organizations with a specific emphasis on issues of human resource, leadership development, and strategic training. He has designed and presented professional and interpersonal skills seminars for organizations from a wide range of industries, including many within the Federal government and the Department of Defense.

Introducing... Dr. Jim Dyke



Jim Dyke is “The Boss Doctor”® – a seasoned communicator, gifted instructor, and published author. His new book, *Leading Teams – How to Inspire, Motivate, Lead, and Succeed!* is a recommended text used by one of the world’s largest corporate training companies. As an independent consultant he has trained and coached thousands of community and business leaders – nationally and internationally – and has worked with officers and boards of non-profit and for-profit organizations with a specific emphasis on issues of human resource, leadership development, and strategic training. He has designed and presented professional and interpersonal skills seminars for organizations from a wide range of industries, including many within the Federal government and Department of Defense. In organizational life he specialized in creating multi-layered leadership development and succession strategies.

His innovative approaches to leadership development led to the founding of Corporate Leadership Initiatives, Inc. as well as his work as an independent consultant and published author. Dr. Dyke’s post-graduate studies centered on the structures and dynamics of organizational growth and development, leadership training, conflict management, and small group applications. He holds certificates in training and DiSC® assessments, and is a graduate of the Leadership Development Program at the *Center for Creative Leadership*, and the Executive Leadership Program of the *Christian Leadership Alliance*.

Contact us TODAY!
We can help your people and your organization
GET BETTER!

Corporate Leadership Initiatives, Inc.

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