



*Lead Star's Customized
Distance Learning Solutions*

Overview

Lead Star's proven leadership development solutions provide opportunities for men and women throughout leading corporations, organizations, non-profits, and educational institutions to grow as leaders and achieve greater success. Through our highly-customized approach, we have successfully partnered with select clients to create impactful, educational, and valuable leadership development programs for all employment levels.

Lead Star's Distance Learning Solutions are affordable, customized, and easy to implement to diverse groups with varying leadership development needs. This document provides information on Lead Star, an overview of Lead Star's Distance Learning Solutions and a guide to help you create your tailored leadership development training event.

About Lead Star

Founded in 2004 by Angie Morgan and Courtney Lynch, best-selling authors of the business book *Leading from the Front* (McGraw-Hill), Lead Star prides itself in its commitment to providing relevant and inspiring ways to grow and develop leaders. Lead Star's engaging leadership message is based on the fundamental leadership skills developed during Angie and Courtney's experiences as Marine Corps officers, private sector professionals, and entrepreneurs.

Through Lead Star, Angie and Courtney have shared their leadership message with more than 75,000 professionals worldwide. These include employees, managers, and senior executives of our nation's largest firms. Lead Star's numerous clients include 3M, Wal-Mart, Marathon Petroleum, Cisco Systems, The Department of Justice, University of Michigan and many other private and public organizations. Lead Star's empowering message resonates with men and women everywhere.

The firm's leadership expertise has been highlighted by FOX News, CNBC, MSNBC and CNN. Their efforts to spark a national dialogue on the topic of leadership have been noted in publications ranging from *BusinessWeek* to the *Chicago Tribune*, *Financial Times*, *Inc.*, and *The New York Times*.

Lead Star's Distance Learning Solutions

Lead Star's Distance Learning Solutions program was created to address many of our client's very specific needs:

- Provide employees with continuous and strategic leadership development
- Offer training that is convenient for employees and affordable for employers
- Customized training that reflects organization and company values and goals

Lead Star's Distance Learning Solutions fulfill these needs and exceed all client expectations:

Lead Star is the training your colleagues need and want. Our Distance Learning Solutions offer relevant information and build skills your team can implement immediately.

Exclusive access to subject matter experts. Angie Morgan and Courtney Lynch, recognized leadership experts, personally deliver every Lead Star Distance Learning event.

Engaging topics of interest. Lead Star's relevant distance learning catalog of webinars and teleseminars reflects current leadership topics and themes.

Easy to implement. Once you have identified your training program and audience, Lead Star delivers program instructions and materials directly to your participants. We will also provide marketing materials to assist with event promotions.

High value for your training dollars. You determine the affordability of your distance learning program. Satisfied clients have worked Lead Star's pricing options to their advantage, training employees for as little as \$10 per-person, per-training event. Whether you want to provide leadership development opportunities to 20, 200 or more, Lead Star's scalable programs fit your needs.

Lead Star's Distance Learning Solutions also have a flexible delivery method, offered in the following two mediums:

Webinars - Delivered online through your existing Web meeting service or via Lead Star's web delivery vendor.

Teleseminars - A phone line is the only requirement for participants to connect to this interactive, creative learning option.

Both mediums provide exceptional engagement and interaction for every participant and reflect the high-quality associated with Lead Star's brand.

Creating a Customized Distance Learning Program

Through serving our clients successfully for the past five years, we've learned that each client who engages us has unique program participants, goals and budgets associated with our training events. Our Distance Learning Programs are designed to fit a variety of client needs while maximizing return on investment and participants reached.

You can build your customized distance learning program in four simple steps:

1. First you choose your format from either a web-based delivery or teleconference.

2. Second, select your timeline and frequency of training.
3. Third, identify which webinars or teleseminars you'd like to offer your group.
4. Fourth, price out your Distance Learning Program using our easy to understand pricing model.

Here is more detail on each step of the process:

Step One: Select Your Distance Learning Format

What is the best way to reach the training participants you would like to engage? Are they accustomed to Web-based training or is training via a telephone line more convenient and effective for your audience? Here is what each format entails:

Webinars:

- Require a personal computer with Web Access and a telephone line to participate
- Include content customization and development of program slide deck
- Continue the learning with "After the Webinar" notes designed to reinforce each participant's comprehension of the seminar's objectives

Teleseminars:

- Require only access to a telephone for participation
- Include content customization and development of handouts utilized during the call
- Continue the learning with "After the Teleseminar" notes designed to reinforce each participant's comprehension of the seminar's objectives

Step Two: Choose Your Timeline

Are you seeking a one-time leadership learning event, or a series of instructional opportunities to be delivered once a week, month or quarter for a specific period of time? Once you know how many sessions you'd like to present, you'll know exactly how many topics you'll need to select.

Step Three: Identify Your Courses

Angie and Courtney's extensive experience as leadership development consultants has led them to create the following Distance Learning Library. Each library title addresses questions and concerns professionals across the country have on leadership-related topics, all the while providing practical ways that individuals can advance their leadership development.

Each distance learning event is a 45 minute live presentation, followed by an informal

question and answer session.

Distance Learning Program coordinators are able to select program topics from the following offerings (additional custom topics are available upon request):

Tough Talks: Communicating Like a Leader When the Stakes Are High

High-stakes communications challenge all individuals. They often require confrontation and uncomfortable exchanges. These communications can end in disaster if they aren't handled appropriately. Leaders continuously develop their communication skills to approach tough conversations as opportunities for solution and progress. This seminar teaches participants specific ways to leverage their communication skills to ensure that productive, positive outcomes are the end result of all communication efforts.

No Excuses! Five Ways that You Can Create an Accountability-Seeking Environment

If colleagues are quicker to place blame than accept responsibility, or teams provide excuses when a problem pops up, then there is an accountability problem ... and a strong leader can do something about it. This seminar explores action steps individuals can take to infuse accountability into their professional environment. The course material focuses on the importance of setting a strong example of seeking responsibility before placing blame, how to encourage others to focus on solutions (not problems), and how to help team members eliminate excuses from their professional dialogues.

A Leader's Guide to Managing Time and Improving Efficiency

Leaders are the people who make calls to live life proactively, not reactively. This seminar is for anyone who has ever consciously delayed making a decision, purposefully put off a task they wanted to complete, or wants to maximize their time and energy for success. Participants learn how to recognize procrastination when they see it and identify time-saving tactics that allow them to improve efficiency.

Strategies for Leading a Multi-Cultural and Multi-Generational Workforce

Never before has cultural, generational, and ethnic diversity been as represented in our workforce as it is now. Diversity is the key for any company's sustained success. True leaders seek to identify opportunities where teams can unite over the differences represented among employees and realize lasting results. Participants in this seminar will learn best practices for leading teams across the globe and leveraging the talent found within their organization.

Networking Essentials

Any professional who is committed to their career needs to put energy and effort into relationship building. Networking is an essential skill set that is relevant to every professional – regardless if that individual has business development goals or if they are an individual contributor. When networking is part of an individual's regular business practices, they discover they are more effective within their role and responsibilities. Lead Star's *Networking Essentials* seminar shares proven practices that provide professionals clear action steps, allowing them to develop a solid professional network.

Developing Unshakable Confidence

Leaders are inspiring because they are able to project their confidence during times of stress and challenge. They have learned the secret that confidence isn't a skill that you either have or don't have. Rather, they understand that confidence is an emotion that can be mastered. Participants in Lead Star's *Developing Unshakable Confidence* seminar learn four important steps to improve confidence and ensure that it is not elusive when it is needed the most.

How to Lead When You Are Not in Charge

At Lead Star we believe that anyone can be a leader. Oftentimes the strongest leaders in corporations and organizations are those who have no formal management position. When organizations are full of employees aspiring to improve their leadership abilities, they are poised for greater success. This seminar provides practical ways for every employee to grow and develop as a leader.

Step Four: Price Your Distance Learning Program

Lead Star's simple pricing structure offers maximum value for clients.

# of Events	1	2	3	4
Price	\$2,500	\$4,500	\$6,375	\$8,000
Discount Reflected		10%	15%	20%

Our pricing presents significant savings to clients who choose to purchase multiple events. For example, if you would like to offer 4 seminars to 200 participants the total cost would be \$8,000 or \$10.00 per person per event.

If you would like to use your company's internal conferencing system, there will be no additional conference delivery charges; if Lead Star makes arrangements to utilize our webinar/teleseminar delivery channels, the first 25 lines (U.S. toll number only) are free. If more than 25 lines are needed, there will be a nominal per line fee.

Lead Star's Experience and Credentials

Lead Star's Founders personally create and deliver each Distance Learning Solution.

Angie Morgan, Founder

Angie recognizes that the key to achieving is leading. After graduating from the University of Michigan, her follow on success was built during her nine years as a Marine Corps officer. Following her time in uniform, Angie pursued a career in pharmaceutical sales, where she was quickly promoted and recruited within the industry based on her exceptional sales performance and leadership. After working with corporate giants like Pfizer and Novartis, Angie changed course to dedicate her efforts and energies towards her passion of working to build strong teams through the

leadership skills development of their members.

She co-founded Lead Star with Courtney and co-authored their best-selling book *Leading from the Front* to share leadership best practices with professionals everywhere. Since 2004, Lead Star has become one of the foremost leadership consulting firms in the U.S. and Angie is an expert media resource on the topic of leadership.

Angie's own entrepreneurial efforts and business expertise have been highlighted by AOL, where she is a business coach, and also the Marine Corps, where she served as a Fellow to the Lejeune Leadership Institute. Currently, Angie is an active board member on the Marine Corps Heritage Foundation and volunteers in her community to help develop leaders.

Courtney Lynch, Founder

Courtney has found success by living her life as a leader. Notable achievements include her nine years of service as a Marine Corps officer, managing a top-notch sales team for Rational Software, earning her law degree at William & Mary, practicing at one of the nation's leading law firms, and creating Lead Star. Lead Star's success highlights the demand corporations and organizations have for practical, inspiring ways to grow and develop leaders.

Beyond Courtney's government and private sector accomplishments, she is a business owner, employer and best-selling author of *Leading from the Front*. Management guru Tom Peters calls her book one of the "best leadership books published in the past several years." Her success has been recognized throughout her professional career, but most recently she was awarded the National Stevie Award for Best Female Entrepreneur and *BusinessWeek* profiled her achievements as a leadership expert.

Courtney also works to impact the lives of others through her volunteer efforts. She is a Presidential Appointee to the Small Business Administration's Advisory Committee on Veterans Business Affairs, where she advocates for Veteran business owners. Courtney also is a founding member of the DC Leadership Circle for The White House Project, where she promotes the advancement of women in corporations and government. In addition, she often uses her law degree to assist those needing legal services on a pro-bono basis.

Contact Lead Star

To confirm your Distance Learning Solution, contact Lead Star directly at 1-800-381-7780. Our team looks forward to assisting you in meeting your distance learning needs.