



- ◆ **Learn to Speak Effectively**
- ◆ **Prepare for Leadership**
- ◆ **Boost Cooperation**

The Leaders Course®

Next Session Begins on Thursday, May 31, 2007

1:00 - 4:30 pm

Georgia Branch, AGC Training Facility

Course includes five Thursday afternoon sessions and ends on June 28

Sponsored by:



LEARN TO:

- ✓ Overcome speaking anxiety
- ✓ Speak with confidence & authority
- ✓ Remember names of people you just met
- ✓ Sell yourself and your ideas
- ✓ Apply 40 leadership skills
- ✓ Dramatically increase listening ability
- ✓ Reduce conflicts
- ✓ Build teamwork
- ✓ Cut meeting time in half and double cooperation
- ✓ Organize thoughts under pressure
- ✓ Lower work and personal stress
- ✓ Motivate yourself and others
- ✓ Develop even more confidence

ENROLLMENT LIMITED TO 26

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

LEADERS ARE . . .

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

REAL-WORLD EXPERIENCE

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.

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 five 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.

"You don't take the Leaders Course - you LIVE it!"

Doug Thompson, BECK

The Leaders Course®

TUITION INCLUDES:

- ✓ Five classroom sessions; 4.5 hours each, one per week
- ✓ A participants manual
- ✓ The Book *Fearless & Persuasive Speaking*
- ✓ Desktop reference: 40 People Principals - Reminders for Leaders
- ✓ Pocket reminder booklets
- ✓ Framed diploma & class photo
- ✓ Make-up sessions without penalty
- ✓ Discounts for enrolling more than one person per session

GRADUATES SAY IT BEST!

"Unlike many seminars, this course produces RESULTS. The skills learned in this class have definitely grown my leadership abilities. Thank you for an eye-opening event!"
Dan Baker, Duffey Southeast, Inc.

"It's hard to list all the ways I can benefit from this course. From the first week, I have used principles learned in both my personal and professional endeavors."
David Larson, Rogers Construction Company

"I got so much more out of this course than I ever expected. Ken is a true example of a leader. His confidence and enthusiasm are infectious. His practical techniques for memory and leadership are great and easy to understand."
Laura McKee, Foster & Company General Contractors, Inc.

"This course provided me with tools to overcome the fear of public speaking. I feel more confident with my leadership skills. I have a much better understanding of a leader's role."
Jason Rhodes, Dunn Southeast, dba R. J. Griffin & Co.

"So many skills . . . and the class was taught clearly and interactively!"
Alan Case, New South Construction Co., Inc.

"I now realize that there are so many skills necessary to become a leader than I previously could ever think of, but Ken has opened my eyes and made me see that I can have a good foundation to build upon. I also appreciate the constant and positive feedback."
J. R. Maxam, Holder Construction Company

TO REGISTER:

Complete form and fax it back to Shana Freeman at the Georgia Branch, AGC office at 678.298.4113 or 678.298.4101. Call Shana at 678.298.4112 for info.

Investment Costs

Member: \$895 for 1-2 participants \$850 for 3 or more participants
Non-member: \$1,095 per participant

Name(s): _____

Company: _____

Contact Person: _____

Phone: _____

Email: _____

***ON-SITE SPECIFIC INSTRUCTION FOR YOUR FIRM:** For organizations wishing to enroll 10 or more people, we offer training that integrates your firm's business goals with classroom training objectives. Onsite training, while the instructor is in Atlanta also saves on travel time and expenses, and lowers the per-person costs. Call Shana Freeman at 678.298.4112 to discuss this option for your firm.

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 22 years of training and coaching, he has helped more than 3,800 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."

Fearless & Persuasive SPEAKING

A Communication Guide for Leaders

"A must-read for every MBA student or anyone who wants to improve their management skills. This book provides both the article and the workbook to help you become the leader you were meant to be."

