

VISIONBOUND™

VisionBound International Products and Services

2021-2022



*Accelerating Greatness by
Releasing Human Potential*

www.visionbound.com

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Summary of Services

Our purpose is to help transform cultures through a powerful combination of consulting, training and coaching services. Details of these services and the story of our company and its models are on the following pages. Consider indicating with checkmarks any of these services that might be of value to you.

- Customer Service/Customer Loyalty workshops and consultation both in live sessions and through virtual delivery. (Page 12)
- Instill inspiring leadership through our extensive VisionBound Leadership Institute (Page 14)
- Help develop and refine your strategic plan and supporting goals and accountability/execution processes (Page 17)
- Build winning teams through interactive, engaging team building off-sites and workshops (Page 16)
- Improve communication
- Develop executive level C-Suite leadership (Page 14)
- Develop emerging/next generation leaders (Page 14)
- Provide no-cost surveys that analyze the culture, assess learning priorities and diagnose strengths and areas for improvement (Pages 18-20)
- Provide one-on-one coaching, both in person or virtually, including a powerful 360-degree personal leadership profile
- Provide access to a vast library of online/digital materials and recorded seminars through our Vision Achievement Learning Management System
- Provide an outsourced CLO service (Chief Learning Officer) to stay with you as long as needed as a source of systemic learning and development
- Help develop marketing strategies, marketing tools and websites
- Offer inspiring keynotes and break-out sessions at conferences on many subjects, particularly leadership and customer loyalty
- Serve as a professional consultant to your company or team on any of these above and other subjects

Visit our VisionBound YouTube Channel to see more information on many of these programs plus some free leadership and customer service QuickTips.

The VisionBound Story

By Kevin R. Miller, President and CEO

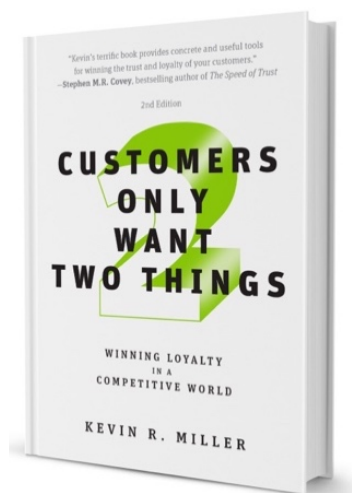
VisionBound was founded in 1996, when I retired from my service as an active duty U.S. Army officer. In that role, I became passionate about the power of great leadership, having seen the effects of great and poor leadership in Army units. I have since been joined by a team of associates in the United States, Europe, Africa and Asia. We set out to create a company that would help transform culture in organizations through a powerful combination of leadership, customer service and other programs. All our programs and consultative services can be offered in live sessions or through virtual learning.

The mission of VisionBound is *“Accelerating Greatness by Releasing Human Potential.”* Great innate potential lies in all human beings. It is tragic that over half of people feel no job satisfaction and most are only giving the minimum effort needed to emotionally and mentally survive at work. We want to turn this around by bringing light and hope. But the old saying is true, “Hope is NOT a strategy.” We need to provide people and leaders and teams with the skills, tools, energy and passion for making sustainable change.

In the past twenty years, we have worked to bring under one umbrella dozens of courses and workshops, which you can see outlined on pages 9-11. We think of these as “Lego™ bricks” which can be assembled into whatever combination you need, based on our free team and company culture assessments, Our Vital Signs survey is a free offer we use to help “diagnose before we prescribe.” We can then better assemble the exact mix of trainings, consultations and coaching that you need. See page 18-20 for a sample of two pages of the survey or the full template at www.surveymonkey.com/r/vssample. Page 20 shows a free survey that prioritizes needs in all our subject areas. In essence, we can go so far as to become your “outsourced CLO” to help you train and develop your company. If you already have an established training program, we can add value with our many offerings.

We have two models that we typically use to explain our approach. The first is the “three lane model” which you will see colored in blue on page seven. We want to move you forward along three lanes which are linked together: **Win Loyal Customers**, **Provide Inspiring Leadership** and **Build Winning Teams**. We have created programs in each of these lanes and we can start anywhere in the model that is most needed.

We often start with the **Win Loyal Customers** lane with our flagship program *Customers Only Want Two Things: Winning Loyal Customers*. It is a refreshing new approach to creating a culture of behaviors which win loyalty both inside and outside the company. A brief description is on page 12-13. It is based around the concepts in my recent book by that title.





We can couple it with our extensive array of customizable leadership academies within our **VisionBound Leadership Institute**, which can be offered live or through virtual learning. You can see those briefly outlined in the document on page 14-15. We have learned that nothing is sustainable without great leadership. We place it in the center lane because it connects the other two lanes. The content of our leadership institute is arranged to follow a new model illustrated by a ship's helm. It is also the basis of my forthcoming book, *Leaders Do Five Things: Taking the Helm in a Turbulent World*.

One big need we see is in the *Emerging Leader Academy*. Many companies are either growing or facing attrition through retirement or turnover. They need to be preparing the next generation of leaders before they are put into leadership positions unprepared. Our ELA is a “boot camp” where we give participants the training and practicums to help them become prepared for promotion. We have other academies to train executives, senior leaders and line leaders.

Along the way, we can assist them in the third lane of **Building Winning Teams** with half to full day team building retreats and workshops packed with great team-building activities that teach healthy communication, unite them around a common team purpose and create a team Code of Conduct to govern behaviors. See page 16.

Strategic Planning and Mission: We have learned that all of this does not work well when a company does not have a clear “**North Star**” of a clearly defined vision, mission, values, strategy, and goals. Studies show that only about 15% of people even know what this North Star is for the company they work for, and it is often unclear and fuzzy even at the executive level. So, we offer a very fine program of strategic planning, usually in an off-site with executive and senior leaders, to guide them in creating this clear North Star as outlined on page 17.

When we are doing a deeper dive discussion, we use the “**Five Star Model**” which you can also see explained on page eight. You see how the North Star is in the center of the model because everything else takes its bearings from the North Star. First you must have Five Star **Products and Services**. If these are not top drawer a company cannot expect to last long. Then you need to hire and develop Five Star **People** who are both technically and interpersonally skilled. But this only goes so far if we don't have Five Star **Leaders** (We often find that this is the weakest link.) But even great people and leaders can't work well without Five Star **Systems and Processes**. Stephen R. Covey noted that “if you put really good people in really bad systems the systems win every time.” We also need Five Star **Teams** because individual performance is not good enough—we need teams who work in synergy both inside their team and with other teams. All of this ends up with Five Star **Customer Loyalty**. And we are not just referring to external customer loyalty. We need

loyal staff who are passionately committed to working for us. Loyal staff results in loyal outside customers.

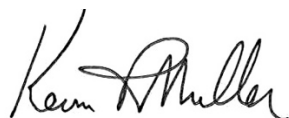
For all this reason, we brand ourselves as *“The Loyalty Company”* because our result is to create a culture of loyalty: to help companies and teams transform themselves to new levels of focus and achievement that creates a culture that wins loyalty among all their stakeholders. All of this is in alignment to our overall mission to release human potential.

We believe in “diagnosing before we prescribe,” so we offer some no-cost diagnostic surveys that can go out to all your staff to gather input about their training needs and also how they view the culture and leadership of your organization. See Pages 18-20.

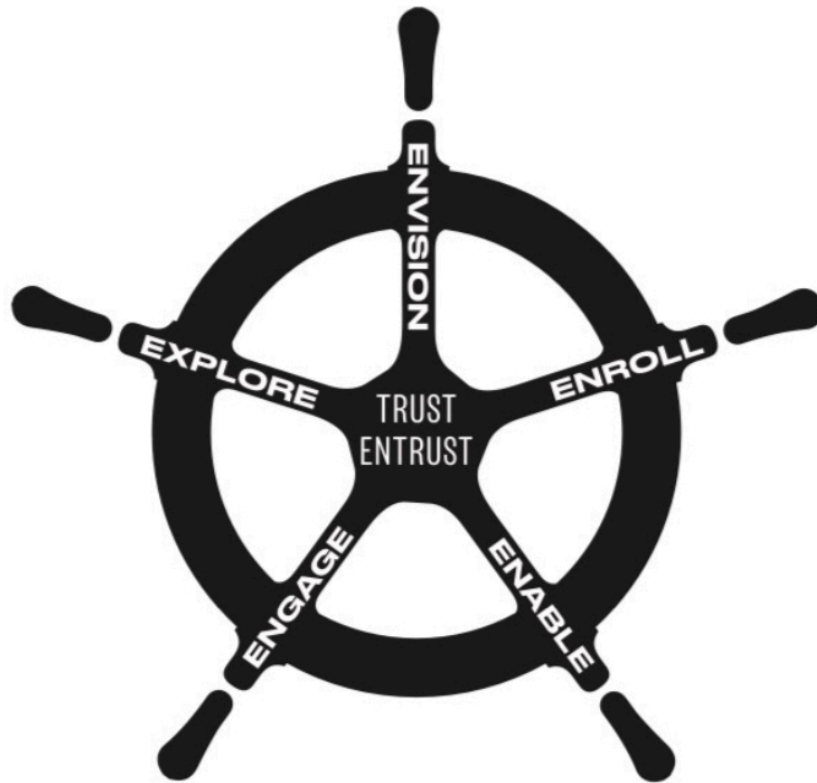
You may also see some client endorsements on page 21.

More information is found on our website, www.visionbound.com where you can meet our other team members in the About link. They are pictured on page 24. My bio is on page 23.

We look forward to helping you and your team achieve ever higher levels of greatness in the coming decade.

A handwritten signature in black ink, reading "Kevin Muller". The signature is fluid and cursive, with the first name "Kevin" and last name "Muller" clearly distinguishable.


The Helm Model



Great leadership requires action, not position. Your team or company needs your steady, but caring, hand on the helm, to guide it towards the future and create a positive, productive culture. **TRUST** forms the axis: without high trust, things slow down and cost more. And high trust not just in people but in systems. Next, **Envision**: create a powerful, guiding vision, mission, values and measures of success and involve everyone in the creation process. Next, a vision is of little value until everyone from the top down is mentally, emotionally, spiritually and physically **Enrolled** in it. But enrollment is not enough, we must **Enable** them with the time, material, training, money and resources to carry out their roles and vision. We continue by **Engaging** them through motivation, delegation and constant involvement. Finally, we involve everyone in the process to **Explore** new horizons: better and different ways to think and do things. Yet, your “ship” will face challenges: the high and turbulent seas of change!

A 3 Lane Model for Culture Transformation

"Organizations don't behave. People behave." - Stephen R. Covey

 **Vital Signs** Survey Company measurement and diagnostics tool

Win Loyal Customers

Customers Only Want

2 Things™



**Initial Half-day sessions
(up to 20 per session)**

Manager course
Full staff course



Sustainable scalability

Train the trainer
Reinforcement
E-learning courses



Ongoing Measurement

Regularly measured via
employee and customer
Net Promoter Scores

Provide Inspiring Leadership



**Tracks for leaders
at all levels**

Executive leadership
Senior leadership
Line leadership
Emerging leaders



Skills development

Monthly mentoring
2-4 hour seminars



Ongoing Measurement

360 or 270 assessments

Build Winning Teams



**Team building
workshops**

Full teams
Half or full day offsite



**Essential teaming
concepts**

Team purpose
Codes of conduct
Building unity and trust
Communication
Enjoying work

Periodic reassessments to measure progress

VISIONBOUND®

The Five Star Model



The **Five Star Model** is a deeper way to diagnose loyalty in a culture. The entire model revolves around the North Star: Your vision, mission, values, strategy and goals. Then you must have top quality **products and services** or nothing else will last long. We then have to have great **people** who are both technically competent but have interpersonal and customer service skills (character and competence.) And these people need to work in **teams** of high trust and unity. But now we must give them great **leaders** who know how to lead and motivate. But great people and leaders can be stymied without great **systems and processes** that unleash potential and drive. All of this then eventually impacts winning **customer loyalty**, whether external customers or internal customers (staff.) When any of these factors are weak, the whole culture is weak. All of this needs to be measured with quality **data**.

We have a no-cost survey that measures each of these areas.

Our Content

VisionBound Leadership Institute Courses and Workshops 2021-2022

Below are listed many of the courses and workshops VBI offers. Each is highly interactive and are designed to bring both individuals and leadership teams to new levels of effectiveness. They are most often prioritized and combined in a highly customized program based on need surveys. They can be custom arranged into five “tracks” or academies for specific teams: executives, emerging leaders, new leaders, seasoned leaders and customer service teams.

To be effective long-term leaders and individual performers, we must be able to first and always **lead ourselves**, then **lead others**, next **lead teams** and finally **lead organizations**. The seminars are therefore grouped underneath these categories. Those highlighted are most often selected as priorities by clients. You can rank the need in your organization from low (1) to high (5). We can also administer an online training needs analysis through your organization at no cost.

These modules are normally 2 hours in length, except when noted otherwise. Based on our team and individual assessments, we prioritize needs and build modules into a customized Academy for your team. Descriptions of each module or course are found on the website at www.visionbound.com.

Leading Self

The skills needed by all people to be successful. These refer to the personal skills needed to lead effective, meaningful lives and be role models to others.

<u>Need 0-5</u>	<u>Title</u>
	Managing Stress in Yourself and Others
	Managing Time
	Personal Goal Setting
	How to Be a Star at Work
	Emotional Intelligence: a key to effective relationships
	Effective Listening
	Improving Personal Efficiency
	Oral Communication
	Courageous Followership
	Creative Thinking and Problem Solving
	Creating Your Personal Mission Statement: Discovering Your Legacy
	Working in a Team
	Building Personal Trustworthiness
	Leading a Balanced Life
	Flourishing in Change

	Getting Things Done: Improving Work Processes
	Developing Decision-making
	Networking
	Increasing Personal Power and Initiative
	Improving Personal Performance and Efficiency
	Personality and Learning-style Typing
	Rediscovering Joy: Returning to a Joyful Life
	Business Writing (half to full day)
	<i>The Strength-Based Performer</i> 360-degree feedback peer reports in a half day seminar to create individual action plans

Leading Others

<u>The skills needed for one-on-one influence and leadership.</u> These are the skills needed to influence others and many are pertinent to all employees, not just those in management positions. They are also crucial skills to prepare “next-generation” leaders for promotion.	
Need 0-5	Title
	The Power of Leadership
	Building Trust with Others
	Effective Communication
	Interviewing and Hiring Top Talent
	Delegating
	Motivating and Empowering Others
	Dealing with Difficult People
	Resolving Interpersonal Conflict
	Managing Individual Performance
	Coaching and Counseling
	Mentoring
	<i>Crucial Conversations™</i> Mastery Course (Two Day) or breakout overview
	<i>Crucial Accountability™</i> Mastery Course (Two Day) or breakout overview
	<i>The Strength Based Leader™</i> w/ 360 feedback reports (One Day)
	<i>The 7 Habits of Highly Effective People™</i> (three day FranklinCovey program)
	<i>Leading at the Speed of Trust™</i> (two day FranklinCovey program)

Leading Teams

<u>The skills needed to lead and work with teams of 3 or more.</u> Ideal for all administrators and also faculty who work in collaborative teams.	
Need 0-5	Title
	Building Teams
	Your North Star
	Creating Team Mission/Vision
	Leading Meetings

	Goal Setting and Action Planning (Team)
	Creating a Culture of Accountability
	Resolving Team Conflict
	Execution: Turning Strategy into Goals (Team level)
	Negotiating
	Creative Problem Solving (Team)
	Leading Change in your Team
	Cross-gender Communication: men and women working in teams
	Leading Across Generations: motivating the four generations
	The Attitude Virus: Overcoming Workplace Negativity
	Giving Effective Feedback
	Delivering Effective Training (half day)
	8 PowerSkills of Effective Presenters
	Maintaining Professional Boundaries (Guardrails)

Leading Organizations

<u>The skills needed for higher level organizational leadership.</u> Most are around a half day in length or are noted otherwise	
Need 0-5	Title
	Creating Organizational Vision/Mission Statements
	Strategic Thinking
	Strategy into Execution: Bringing Strategy into Action
	Creating Learning Organizations
	Building A Corporate Culture
	Leading Organizational Change
	Networking (Organizational)
	<i>4 Disciplines of Execution</i> (multi-stage FranklinCovey Program)

Serving All

The end purpose of all organizations is to provide service in some form, and a main purpose of leadership is to make that happen better.

<u>Need 0-5</u>	<u>Title</u>
	Customers Only Want Two Things: Winning Customer Loyalty
	Serving Difficult Customers
	Building and Leading a Service Team
	Serving by Phone
	Creating and Maintaining a Service Culture
	Serving the Internal Customer



Lane One: Win Loyal Customers

“Customer satisfaction is worthless. Customer loyalty is priceless.”

—Jeffrey Gitomer

What is Your Company’s Brand?

The Challenge:

Businesses today are facing ever increasing competition as customers have so many choices to turn to. It is no longer enough to merely satisfy customers with products when similar ones are offered by so many competitors. The answer is to create truly *loyal* customers for your business.



Loyal customers do four things: 1) they come back, 2) they buy more and use more of your services, 3) they offer their suggestions and feedback, and most importantly, 4) they refer their friends.

But remember, it’s not enough to merely satisfy your customers: there are many sources that will provide similar goods and services to what you offer.

Your challenge is to create “raving fans,” which are intensely loyal to you and your brand and company! And it is the mission of everyone on your team to create this experience. The tools and skills for doing this are in an entirely new service class.

You do this by mastering the two things that customers want: 1) *Solve my problem* and 2) *Leave me feeling great about the experience*. Most businesses do quite well on the first, and only satisfy their customers. It’s the last part: how we leave them feeling that does the most to create loyalty. And it is what will set you apart from your competitors.

The Solution:

Our solution provides your entire staff the mind-set, skill set and toolset for turning every customer into a loyal customer. It begins by involving everyone from executives down to the front line.

We do this through a *process*, not merely a *program*. We help you assess your current level of customer loyalty, and then build a customized program for helping your team reach new levels of service excellence. The result is a new level of excitement and a unified team committed to each other and to all your important customers.

The Process:

Customers Only Want Two Things: Winning Customer Loyalty

This three-hour seminar is for every employee. They will learn and practice specific skills and tools for revolutionizing the customer experience at every touch point in the business. Each person will make their own personal action plan commitment card on how they will apply what they have learned. The seminar is fun, fast-moving and packed with activities and discussions. It includes a set of our *QuickCards* and over thirty *Hot-tip Cards* for use during and after the workshop. We also address how to work with difficult customers.



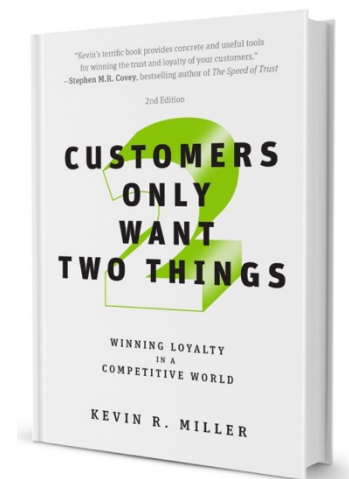
Building and Leading Service Teams:

This three-hour follow-up program is for managers at all levels. It provides specific ideas and skills for sustaining the learning, leading and motivating the staff, assessing customer service, and creating a transformational culture based on the customer experience.

Let's Get Started!

We would like the opportunity to discuss with you how this process could begin for you. Please contact us to set up a personal call or appointment. Email info@visionbound.com or call 801-916-7433. You can also visit our website at www.visionbound.com

We look forward to working with you and your staff to transform your culture into one that inspires loyalty in everyone.





Lane Two: Instill Inspiring Leadership

The VisionBound Leadership Institute

(Virtual or live sessions)

To transform both current and future leaders into a talented and motivating team that will transform your culture and lead your company into the next decade of success.

VisionBound can serve as your outsourced CLO for leadership and personal development. Ours is an ongoing process, not a series of training events. It is both competency and assessment based and results in true transformation. The Institute ideally consists of academies or tracks. Each of these are modularized and can be easily customized to your exact needs. The full list of modules is shown back on pages 9-11. They can also now be offered virtually through digital learning platforms:

The Executive Leadership Academy: For the top executives and senior leaders. Concentrates on senior level leadership skills including strategic thinking/planning, transforming culture, execution and scoreboarding and other key skills. We typically include the *Strength-Based Leader Individual 360 Leadership Profiles*, one on one coaching and completion of an Individual Leadership Development plan (ILDP). A strategic planning offsite is a great kick-off.

The [your company] Leadership Academy: For the twenty or so current managers/team leads. Provides all critical leadership skills ranging from creating team purpose to hiring, delegating, motivating, coaching, leading effective meetings and a dozen other subjects. Live programs can cover up to eight days, with accountability partner sessions, brown-bag book studies, a *Strength-based Leader 360*, personal mentoring by an executive and completion of an ILDP. Virtual programs are typically offered in twelve one-hour sessions, one per week, each covering one key leadership skills.

The [your company] Emerging Leader Academy: For a group of twenty upcoming, high potential “emerging” leaders. Prepares them with the needed skills to be immediately more successful once promoted into leadership roles. Provides you with a prepared talent pool for promotion and serves as a motivation and retention tool for top talent. Includes the *Strength-based Performer 270 Peer Review*, an ILDP, and each person completes a project that will improve the company and briefs the project to an executive upon course completion. Also, includes personal mentoring by an assigned current manager. Offered in live or virtual sessions.

The Winning Customer Loyalty Program: All staff and managers experience the half day *Winning Customer Loyalty: Customers Only Want Two Things* process designed to transform how all interact with each other and the external customers. Managers complete the follow-on *Building and Leading Service Teams* program.

The Team Building Retreat: A half or full day experience for intact work teams. Unites and builds the team, creating cohesion and improving communication. Teams create their team purpose statements and Codes of Conduct and learn tools for clear, assertive communication. Fun activities bond the team together. See page 16.

The exact mix and design of each program will be custom fit to your company based on various surveys and focus groups. Learning and development become a hallmark of employment, recognition and promotion.

The Power of Virtual Learning Sessions

The world changed with the pandemic, requiring much more work and learning to take place virtually, and the technology has rapidly advanced. People are now much more accustomed to meeting and learning through platforms such as ZOOM, Microsoft Teams, WebEX and Google Classroom.

To meet this need, we now offer nearly all our content through virtual learning. One proven model is our VisionBound Virtual Leadership Institute. It can be customized in various ways, but we particularly like the twelve-session model, where one topic is presented each week in one-hour sessions. This enables your people to participate from almost any location, individually or in small groups. We use the fine book, *The Leadership Challenge* as a text, along with Kevin's book *Leaders Do Five Things*, and David Covey's book *Trap Tales: Overcoming the Seven Hidden Obstacles to Success*.

Participants also receive a deck of LeaderTip Cards: each of the 38 cards contains one practical tip on how to be an effective, on-the-spot leader.

Learning is enhanced through learning and accountability partnerships, small group discussions (live or virtual), personal on-on-one coaching and reading and application assignments.

You can learn more about this program by watching the video at <https://vimeo.com/453996864>



Lane Three: Build Winning Teams

Team Building

Purpose: To create winning teams that communicate clearly, practice focused accountability and work together in unity and synergy to accomplish goals.

The VisionBound half or full-day team building workshop provides a fun and action packed experience for intact teams. It may be conducted on-site or off-site. Participants will experience:

- Learning about each other in a fun icebreaker
- Creating a team purpose statement
- Working together in two or three team-building games
- Creating a team “Code of Conduct” that brings the team values to life
- Learning how to communicate assertively rather than passively or passive-aggressively
- Understanding how the power of a team is a “force multiplier” and creates trust
- How to build trust with each other and as a team



The team can prepare by participating ahead of time with a team Vital Signs Survey.

Additional Programs

Strategic Planning Off-site

Purpose: To guide executive or senior leaders in creating a clear “North Star” of vision, mission, strategy and goals to inspire, unite and focus their teams.

The VisionBound North Star Workshop is a one or two-day event where we guide executives through a fast-paced and proven process for creating the vision, mission, strategic plan and goals needed to inspire and align their teams. It may be conducted on-site or off-site.

Objectives:

Senior leaders will experience:

- Learning the power of the three lanes of leadership: strategic, operational and tactical and how senior leaders need to “stay in their lane” and think and plan strategically.
- Creating an organization vision.
- Creating an organizational mission statement. We leave with drafts and establish a task force to complete the mission statement.
- Create supporting WIG’s (Wildly Important Goals) and the systems and scoreboards to create a culture of focused accountability to team and individual level.
- Creating a senior leader “Code of Conduct” that brings the team values to life
- Build trust with each other and as a team.



We recommend sending out a company-wide survey to glean opinions and ideas from the field on the vision, mission, strategy and goals. The survey also assesses the degree of loyalty in the staff. This is explained on the next page.

The VisionBound Vital Signs Survey

Turning Feedback into Change

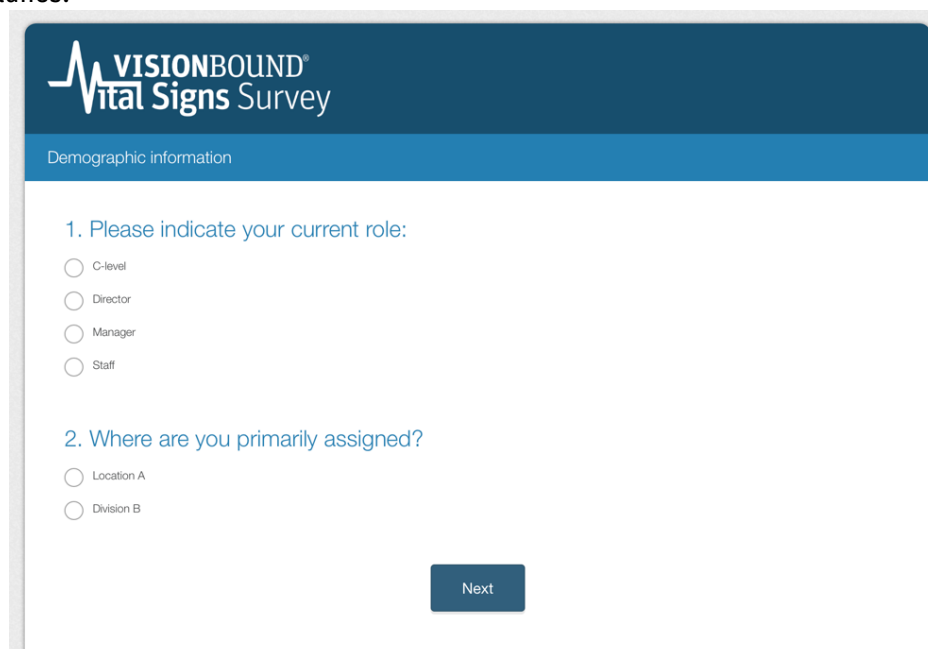
Vision is the Breakfast of Champions. Feedback is the Lunch of Champions. Self-correction is the Dinner of Champions.” --Dr. Stephen R. Covey

VisionBound is committed to helping you transform your culture and become a workplace of choice and a top provider of your services that wins customer loyalty.

This transformation is a process, not an event. It begins with our no-cost Vital Signs survey and our expert analysis. But rather than ending there, we can take it much further by helping you turn this feedback into change and custom designing a Leadership Institute that accelerates the transformation.

Phase One: Gather the Feedback: We will set up a customized version of our fifty question Vital Signs survey. It is like an employee engagement survey but goes deeper into many issues and measures your staff loyalty. The data is gathered online anonymously and confidentially and we will provide our expert analysis and our recommendations. To see a sample visit <https://www.surveymonkey.com/r/vssample> All of this is at no cost or obligation to you. We believe in diagnosing before we prescribe.

Phase Two: Feedback into Change: We have an extensive array of programs to turn the feedback into true change. One is to create several internal task forces to address specific areas of the feedback, such as communication, strategy or leadership. Managers and staff work together in these task forces for maximum ownership and involvement. Previous sections address how we do this in the three lanes.



The screenshot displays the 'VISIONBOUND Vital Signs Survey' interface. At the top, a dark blue header contains the logo and title. Below this, a light blue bar indicates the 'Demographic information' section. The survey content is on a white background. The first question, '1. Please indicate your current role:', is followed by four radio button options: 'C-level', 'Director', 'Manager', and 'Staff'. The second question, '2. Where are you primarily assigned?', is followed by two radio button options: 'Location A' and 'Division B'. A dark blue 'Next' button is positioned at the bottom center of the survey area.

Sample Vital Signs Survey Questions:

1. How likely is it that you would recommend this company to a friend or colleague? (zero to ten scale: The Employee Loyalty Score)
2. What is the most important reason for the score you gave?
3. I know how we are doing in regards to our goals.
4. I am enthusiastic about the mission of this company.
5. We are doing the right work and offering the right services to our customers
6. Our policies and procedures make sense
7. How knowledgeable are you about the company's goals?
8. What is one thing you would recommend we do differently to help our company grow and improve?
9. I have the chance to use my strengths every day at work.
10. The thing I like best about working here is:
11. I am satisfied with my overall compensation.
12. My teammates have my back.
13. How meaningful do you feel your work is?
14. I can meet my customers' needs.
15. I have sufficient resources (time, material, equipment, budget) to do my job well.
16. At work, I clearly understand what is expected of me.
17. I enjoy working here and generally look forward to coming to work each day.
18. People are held accountable for poor work.
19. In the last year, I have been given opportunities to learn and grow.
20. I know I will be recognized for excellent work.
21. My supervisor seems to care about me as a person.
22. Work is distributed fairly.
23. I trust those who lead the organization.
24. My manager makes it easy for me to do my job well.
25. Our leaders listen to our ideas and concerns.
26. Meetings are short and efficient and help us do our jobs well.
27. How likely is it that you would recommend this company to a friend or colleague?
28. What is the most important reason for the score you gave?

The Training and Development Needs Survey

We also offer, at no cost, a fine tool for diagnosing the training and development needs of your company or team. It presents a wide range of dozens of topics for staff and managers to rate on a zero to five needs scale. We then work with you to analyze the results, so you know where to best apply your training budget, time and resources.

Answers can be filtered by level of staff, department or location so the results can be further customized.

The screenshot displays a web-based survey titled "Training and Development Needs and Priorities Survey 2020". The survey's purpose is to determine the priority for future leadership and professional development programs, with instructions to rank from 1 (low need) to five (high need). The interface is divided into sections. Section 1, titled "Section 1", contains a question: "1. What level are you currently serving in?". It offers three radio button options: "Senior leader/executive", "Manager or Team Lead", and "Staff". Section 2, titled "Section 2", is titled "Leading Self: Skills for Personal Excellence" and includes a sub-header: "These topics have to do with becoming a more effective person or performer". It contains three questions, each with a 1 to 5 rating scale represented by radio buttons: "2. Managing Stress in yourself and others", "3. Managing personal and team time", and "4. Personal goal setting".

Training and Development Needs and Priorities Survey 2020

This survey will help us determine the priority for any future leadership and professional development programs. Please rank from 1 (low need) to five (high need) for the following topics.

Section 1

1. What level are you currently serving in?

☐ Senior leader/executive

☐ Manager or Team Lead

☐ Staff

Section 2

Leading Self: Skills for Personal Excellence

These topics have to do with becoming a more effective person or performer

2. Managing Stress in yourself and others

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

3. Managing personal and team time

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

4. Personal goal setting

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Program Endorsements and Testimonials

A unique combination of character, competence and enthusiasm has made Kevin an extraordinary teacher. –Dr. Stephen R. Covey, author 7 Habits of Highly Effective People

Over the past decade, I have been the CEO of various large hospitals serving the Native American community in California and New Mexico. I partnered with Kevin and VisionBound International to help me transform the culture of these hospitals through a powerful combination of their three lanes: win loyal customers, instill inspiring leaders and build winning teams. Kevin also guided us in creating powerful strategic plans. The results have been immediate and measurable, especially in the Customers Only Want Two Things program. Do not hesitate to involve Kevin and his team if you want true culture transformation. —Vida Khaw, President, Native American Healthcare Solutions.

I had the recent pleasure of participating in VisionBound's Virtual Leadership Institute. I found the entire experience enlightening and engaging. What impressed me the most was Kevin's Helm leadership model, which is the simplest and best leadership model I have ever seen, considering that I helped coordinate the curriculum for the Executive Leadership Development Program (ELDP) for three years for the Office of the Secretary of Defense, based upon the DoD Civilian Leader Development Continuum and DoD Civilian Leader Development Framework.

I was also impressed that he taught best practices for each leadership competency that he taught and provided guidelines and job-aids so that participants could implement the competencies immediately. Kevin challenged the learners in each session to apply the tools, interact with an accountability partner, and report in a running After Action Review what they learned and applied each week. One of the favorite tools was the deck of 38 LeaderTip cards: participants chose cards to focus on each week and scoreboard their usage. At the beginning of each session, Kevin had a few participants share how they had been applying the workshop principles and competencies, the behaviors from the LeaderTip cards, as well as the principles and practices from the assigned book, The Leadership Challenge. In spite of having only an hour for each of the 10 sessions, Kevin provided some time for participants to discuss and practice the competencies, and plan how they would apply them.

I have studied, researched, implemented, and taught best-practice instructional principles and strategies for most of my career, and have a Ph.D. in instructional design. Rarely have I seen the principles applied so effectively to leadership training. This course is unusually powerful and extremely impactful for anyone who wants to accelerate their skill and success as an inspiring leader.

Dr. Max Cropper
CEO and President
Five Star Performance Solutions

Payson City recently completed a training course from Kevin Miller that had the effect of rekindling the positive moral of the employees and created a dedication to customer service that will remain with us for a long time. Kevin was able to relate with the diverse needs of a full-service organization and provide meaningful insights of how each of us can be more customer friendly. Kevin brings with him some great written and reference information that can be used time and again as a refresher course or as new employees are hired. We hope to continue with more extensive training in the future. —Sincerely, Andy Hall, Payson City Manager, Payson, Utah

We engaged VisionBound's Customers Only Want Two Things program throughout all the branches of our Bank. The results have been truly transformational. Our staff responded excitedly to use the Hot Tip Cards and other tools, and we have created a recognition system that has kept the fires burning. We are already seeing culture changes, as well as lower turnover and greater enthusiasm among our tellers and customer service staff. If you want further information, don't hesitate to contact me.

—Jenny Bressler, Training Director, Central Bank, 801-655-2197

Visionbound International, led by Mr. Kevin Miller, recently provided an outstanding 12-week Virtual Leadership Institute Seminar to 30 employees in our organization. Kevin's understanding of leadership and his ability to clearly articulate his approach to employees of differing skill levels and experience was remarkable. Kevin takes the seminar participants through a new topic each week that includes topics such as defining leadership and its importance; and explaining how to create a vision, resolve conflict, and lead change within an organization. The seminar effectively uses small group discussions outside of "class" to develop and implement "Monday Morning Plans" focused on the participants holding each other accountable for turning the leadership principles they are learning into action. The materials provided throughout the course markedly improved the learning experience and also serve as invaluable resources for employees as they continue to grow and strengthen their leadership skills. I am confident that Kevin's seminar has given our employees a solid foundation for improving their leadership and effectiveness.

Rick L. Tillotson

Civilian Deputy, 21st Theater Sustainment Command

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Mark Christensen

Chief, Client Services

21st Theater Sustainment Command, Germany

I have been working over 35 years for the government encompassing both 22 years in the Army and 13 years civil service with an educational background of a Master's degrees in Management, Human Resources, and Education. VisionBound's virtual leadership institute provided a fresh approach to leadership training, new material gained, and a reminder to follow my heart.

Kevin Miller "knocked it out of the park" with his interactive seminar with the students, weekly reading assignment and exercises, weekly accountable after-action reviews with a learning journey, 37 different VisionBound Leader Tip cards with challenge events impacting the organization, various surveys, personal stories relating his leadership experience, and more importantly a leadership binder full of references to refer to after the course has been completed. If you are an organization struggling with leadership issues, contact VisionBound today!

John F. Farias
Senior Defense Travel Administrator
21st Theater Sustainment Command



Kevin R. Miller, MEd., MS

Dr. Stephen R. Covey said of Kevin, *"A unique combination of character, competence and enthusiasm has made Kevin an extraordinary consultant and teacher."*

Clients world-wide value Kevin's "real-world" experience. For over 25 years he has developed leadership and customer loyalty and transformed cultures in both public and private sectors. As a former Army officer, he observed first-hand the power of leadership as a "force multiplier" and understands the need for strong leaders in today's world. He is committed to use best practices and practical tools to help others make the genuine changes necessary to become great leaders. His company uses a three-lane approach: **Win Loyal Customers, Provide Inspiring Leaders and Build Winning Teams.**

Kevin brings a wealth of experience to his clients. He is a retired active-duty Army officer. He served as a company commander in the 7th Infantry Division, served during Desert Storm, and held many leadership positions in Europe and the United States.

In addition to his military service, in 1995 Kevin founded his own consulting company, VisionBound International, LLC, and has worked with public and private-sector clients worldwide helping them improve leadership, communication, and customer service skills. The VisionBound Leadership Institute has developed hundreds of leaders in the United States and internationally. Kevin co-authored *"Customer Service Strategies that Really Work"* with other experts and is considered an international expert on customer service. He recently released his book *Customers Only Want Two Things: Winning Loyalty in a Competitive World*, and co-authored *Entrepreneurs on Fire* with best-selling author Timothy Ferris and also *Customer Service Strategies that Really Work*.

Kevin's clients represent a broad, cross-section of industries including government, military, education, finance, healthcare, aerospace, oil and gas, automotive, and retail and technology, enabling him to cross-level concepts, tools, stories and skills with each group. Kevin is also a highly popular keynote presenter in conferences and workshops, and on several cruise lines where he travels the world. He also leads team leadership events on cruises.

Kevin has earned three M.S. degrees—one from Utah State University in secondary education, a second from Kansas State University in adult and continuing education, and a third from the Command and General Staff College in strategy and operations. He holds a B.S. in business management from Brigham Young University.

Kevin and his wife, Denise, live in Springville, Utah. Together they like to travel and garden and enjoy their four children and (especially) their six grandchildren! He is active in various community activities.

Programs Include:

- Leadership Development
- Customer Loyalty Programs
- Team-building
- Communication Workshops
- Surveys and Assessments
- Strategic Planning
- Goal Setting, Execution and Scoreboarding
- Creating a Culture of Accountability
- Stress Management
- Time Management
- Webinars
- Inspiring Keynotes
- Breakout Sessions
- Executive Coaching
- *Crucial Conversations™*
- *Crucial Accountability™*

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The VisionBound Team of Professionals include:



Beau Sorensen, COO



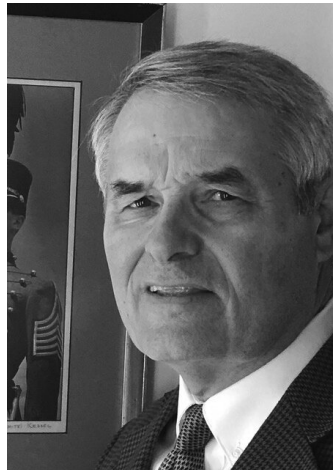
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