

**Finally.**  
**An unprecedented new web technology**  
**that gets managers to follow through**  
**over time to ingrain leadership skills.**



*Develop the people  
who influence others to get things done.*

**Brought to You By:**

**Barbara Stennes  
Resources Unlimited**



## How much is poor leadership costing you?

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The potential price tag for ineffective supervisors and managers is too high to ignore. In addition to expensive leadership development programs that fail to change behavior, organizations are vulnerable to higher levels of turnover, reduced productivity, employee complaints and even lawsuits. If an organization has problems in *all* these areas, the costs can be enormous.

### High Levels of Turnover



Dissatisfaction with the boss is the #1 reason people give for resignation. The problem is, it's expensive to replace them. Exit costs, recruiting, interviewing, hiring, training, lost productivity, lost expertise and administrative costs can total from 30% to 50% of an employee's annual salary—and two or three times that amount for a manager.

### Reduced Productivity

Today it's critical to get *more* from every person, because organizations don't want to hire more staff. But people who are unhappy with their supervisor won't contribute their best.



### Employee Complaints

When people don't trust and respect their manager, they're more likely to complain and file grievances, which can escalate into lawsuits.



A real example: An employee at a mid-sized company recently filed a lawsuit because of a manager's mistake in judgment. The cost to the company for legal fees, settlement and lost time: *more than \$350,000*

And most leadership development programs don't prevent these problems...

## Why do most leadership development programs fail?

Even when companies invest in leadership development, they usually don't get the return they were hoping for. This is because leadership assessment and training cannot—by themselves—change the behavior of managers.

What's missing is a program of long-term follow-up reinforcement. Here's why:

1. Traditional programs deliver information, knowledge, motivation and entertainment, but what executives really need from a program are real changes in behavior and lasting improvements in performance.
2. Skills introduced in the classroom rarely transfer to changed behavior in the workplace. The reason: it takes lots of repetition and reinforcement for new neural networks in the brain to establish themselves. This takes a lot more time than a training program allows.
3. Until a skill feels like second-nature, it won't be used as a matter of habit. So the most important phase of skill development has to happen *on the job—after instruction is over*.
4. Since learning programs are rarely followed by systematic reinforcement, feedback and coaching, traditional programs almost never deliver the hoped-for return on investment.
5. Effective leadership depends on *more than skills*. It also depends on “the intangibles”—dozens of critical personal strength behavior patterns such as self-discipline, commitment, initiative, patience, courage, honesty and dozens more, which aren't addressed in traditional leadership programs.



### So what's the solution?

What's needed is a system that combines assessment, training, and long-term follow-up coaching and reinforcement to ingrain the skills and personal strengths critical for effective leadership. Such a system never existed before. **But it does now. It's called ProStar Coach.**

## What is ProStar Coach?

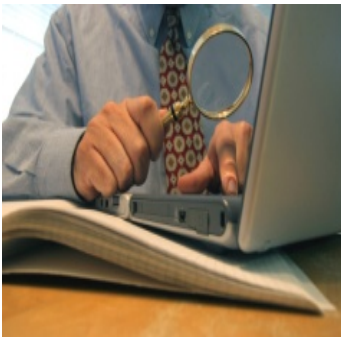
ProStar Coach is a totally new kind of online subscription service that will transform the way you help supervisors and managers improve their leadership skills.



ProStar Coach combines assessment, development, coaching and reinforcement programs into a single unified resource. It's a self-paced, self-directed system for long-term follow-through that helps leaders ingrain skills over time. It's like giving a manager a 24/7 personal leadership coach.

Managers work on one skill or one personal strength at a time, as they apply best practices with the people they supervise every day. They access learning resources ***anytime, anywhere and as often as needed*** to make real changes in their behavior.

### **ASSESSMENTS identify #1 area for development.**



Learners pinpoint one specific leadership skill or one personal strength behavior pattern to improve on the job. After the self-assessment, they get an online report suggesting areas within ProStar to work on.

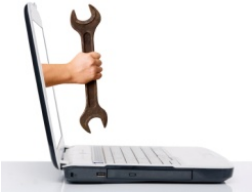
Later, after the leadership behavior becomes an ingrained habit, they can focus on another area. Leadership development is a journey, not an event, and ProStar Coach will be there for them.

### **TRAINING VIDEOS introduce and reinforce critical leadership skills.**

Each of the 18 reality-based videos focuses on ***how to perform the skill*** on the job, featuring the best of what's been learned about leadership during the past forty years. Never before have these skills been combined in a single series. The videos are supplemented by an audio version and job aids summarizing key points and tips.



## **EXERCISES relate best practices to their work.**



The **Success Tools** area features eight learning resources that provide coaching on **40 different leadership-related behavior patterns**. Fresh content streams to the leader daily and weekly. Exercises relate this material to their work and suggest follow-up actions. All exercises can be archived for later reinforcement.

## **A private COACHING NETWORK provides peer coaching.**

This unique hybrid of social networking and forum technology supplements the built-in virtual coaching with input from real people who care about the individual's development, such as managers, coworkers, team members, training co-participants, coaches and others who share information, feedback, coaching, advice and encouragement.



Users can even gather **micro-feedback** by asking network members straightforward questions such as, *"What one area of my leadership should I be working on right now? Please suggest two ways for me to improve what I'm doing."*

And YOU can even add customized content by including links to *your* proprietary material in a special area within ProStar!



**Stacy Hunjadi**  
PrimeLending  
Carlsbad, CA

***"ProStar Coach really helps you to grow, expand and stay focused on your goals."***

"I love the ProStar Coach system and think it is wonderful for people who want the extra push to improve their performance. It helps get your mind working and stimulated to consider options you might not think about. ProStar Coach really helps you to grow, expand and stay focused on your goals. I especially liked that it helped me identify what I'm doing well and what I need to work on."

## Why should you invest in ProStar Coach?

If you knew that a small cup of coffee from McDonald's every day would magically make your managers better leaders, would you make that investment? Of course you would! And you'd probably consider it a bargain.



ProStar Coach costs less than that – a maximum of 81 cents per day per manager – without any of our price discounts! And unlike the cup of coffee, it actually does boost the leadership effectiveness of your managers.

In fact, ***ProStar Coach more than pays for itself.*** Stronger first-line leadership boosts productivity and reduces expensive turnover and complaint issues. Also, ProStar helps transfer classroom instruction to improved workplace performance, which produces a ***far greater ROI.*** ProStar is so powerful you can even ingrain skills in the absence of training.

### Quantity Discount Pricing

Prices shown are per subscription. Each manager must have his or her own subscription. Once a subscription has been assigned, it is not transferrable to another person.

Quantity	1-Year
1-9	\$297
10-99	\$282
100-999	\$267
1,000+	\$252

**NOTE:** A 20% non-profit discount is available for government, non-profits and educational organizations (e.g., public school systems, colleges and universities). Qualifying organizations will need to contact Performance Support Systems, Inc., for a special discount code when purchasing online.

Questions? Contact us at:

**Resources Unlimited**  
**515.278.1292 or 800.278.1292**



**Christine Johnson**  
ALD, Inc.  
Hayden Lake, ID

***“Where has this tool been all my life?”***

“I certainly know what most of my strengths and “needs work” traits are, based on years of experiences, and I’ve made less-than-whole-hearted efforts to overcome faults without ever being able to say I’ve really conquered that problem.

“Now I’m investing time in ProStar Coach and I find that **I’ve never worked with such a comprehensive set of tools to address my “needs” as ProStar Coach provides.** These resources have actually inspired me to *work daily* on specific traits – I have a choice of videos, activities that drive my thinking beyond the first or second level of self-examination *and* access to people I trust as personal coaches.

“Each morning I open ProStar Coach and prepare to complete at least one Success Tool for the personal strength I’m currently addressing. Often I’m so intrigued by a *Self-Discovery* activity or the *Insight-to-Action* analysis that I go beyond my self-assigned task and choose other strengths to examine (there are 40 strengths to work with!).

“*Where has this tool been all my life?* It’s in-depth, comprehensive and easily accessible; it allows me to identify where I want to focus and then select the Success Tools, Training Videos and Job Aids that suit my learning style. I have the option of moving at my own speed, consulting with peers, but being accountable for my own growth, knowing that I will never stop learning.”



**Nancy Link, M.S.**  
Carlsbad, CA

***“...none of them were as comprehensive as the Pro Star Coach Program you have created...”***

“I have been in the field of Health and Wellness as a professional coach, mentor and teacher for over 30 years. Through the years I have taken several coaching courses and have received certifications as well. Each program offered different approaches, and some were more thorough than others, but none of them were as comprehensive as the Pro Star Coach Program you have created.

“It is simple, comprehensive, available 24/7, and brilliant in how each area is addressed. From the ability to focus on strengths and weaknesses, to choosing how you want to focus, whether it be through affirmations, insights to action, or others, it allows a person unlimited resources within the system, plus the ability to reach out to a network of people who can also provide valuable input.

“I am very excited for the launch of a tool that I know will make a difference for those who would like to grow professionally, with the flexibility of doing it on their time, any time, and for a very affordable price. My hats are off to you and I look forward to referring others to utilize this program for years to come.”



**Harvey Bennett**  
360 is us Ltd.  
Broadstone, Dorset  
United Kingdom

***“The key measure is that it helps me improve my business.”***

“As a long-in-the-tooth and experienced independent consultant, I have used ProStar Coach in a way that meets my needs in an environment where I work very much on my own. With no support team to delegate to, I can build on personal strengths but I have to find ways around coping with my weak areas. I find that the Voice of Encouragement is a very helpful way of thinking about how I approach various aspects of my work activities, and what I might do differently. The messages are short, relevant and very much to the point. It is so easy to slip into well-established ways of behaving, yet the message seriously challenges you to step back and think again.

“My preferred learning style is that of a Reflector, so the Insight-to-Action reflection process also resonates well for me. It isn't a new insight and is indeed a regular activity at the end of the many feedback projects that I run, and particularly at the end of sales presentations. With business life generally being quite pressurized it is so easy to omit the review phase in the Plan-Do-Review cycle of project management, with the temptation to move on quickly to the next challenge. The structured Insight-into-Action process ensures that you don't become complacent about what you do, whether one-offs or routine activities. It's a great antidote to complacency. There are many other things that impress me with ProStar - easy to use, well-presented, there when I need it, and so forth - but the key measure is that it helps me improve my business. It does, and that is why I commend it to others.”



**Elizabeth Fried, Ph.D.**  
N.E. Fried and  
Associates  
Carlsbad, CA

***“My 24/7 virtual coach when I need to think through an issue and my buddies are sleeping...”***

“As a life-long learner and executive coach, I'm always interested in broadening my professional skills so I can bring the best to my clients. But, like many busy professionals, time is precious.

“What has helped me greatly is ProStar Coach. It's easy to use and has an impressive array of practical learning resources that let me learn according to my learning style. I get to pick and choose what to work on and when. For example, it gives me the opportunity to take a topic and watch a 20-minute video, download hard copies of “Cliff” notes as well as PowerPoint slides. I can then follow up with a select series of exercises to provoke my thinking and reinforce my learning. I can also create a real-time accountability circle of trusted friends to test my perspective and give me feedback. If I want to further reinforce what I've learned through relaxation, I can listen to a 10-minute meditation on the topic at hand. There's even an exercise that helps me learn from experience.

“The content is fresh, diverse and on-target. It is now my 24/7 virtual coach when I need to think through an issue and my buddies are sleeping. I'm also recommending it to all my clients as a “one-stop shop” learning resource center to reinforce and strengthen leadership skills over time.”