

## Ways I Work With Your Team

### Public Speaking

#### Keynotes for:

- \* Company Meetings
- \* Association Conferences
- \* Industry Conferences
- \* Mini-workshops for your company, association or group



### Executive Coaching

- \* 1-1 Coaching
- \* Partnership Team Coaching
- \* Group Coaching
- \* Strategic Planning
- \* Executive Retreats
- \* Topical Coaching Packages

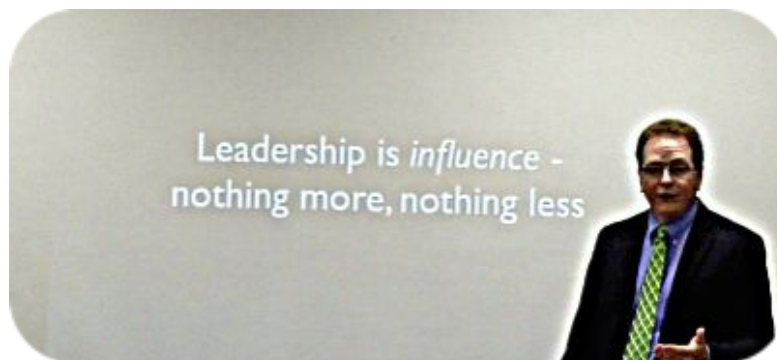
### Training (Interactive Workshops)

- \* Lunch and Learn
- \* Mini Workshop
- \* 1/2 Day Workshop
- \* Full Day Workshop/Retreat/Offsite
- \* Multi-Day workshop/Retreat/Offsite



### Business Coaching

- \* 1-1 Coaching
- \* Partnership Team Coaching
- \* Executive Leadership Team Coaching



## Keynotes - By Tom Cooper

When you're planning an offsite, a conference, a convention or any special event, having the right speaker is the difference between an amazing team experience and a day away from productive work.

When it comes to speaking at your event, my goal is to clearly understand YOUR goal, and then play a key part in creating the result you have in mind.

### My most requested topics include:

#### Why Won't They Listen To Me?

We used to live in a command-and-control world where the boss tells the workers what to do, and they HAD BETTER DO IT!

Today we live in a permission and persuasion world. Few of us have positional power to demand performance - and even if we did, that gets us less than we can get if people *want* to help us.

I'll share with your team the three essential questions that potential followers are asking them to answer before they jump in to help.

#### Too Busy To Plan

The world is moving faster than ever, and few of us have time to think. Sometimes we even forget to breathe!

How can you easily identify the MOST IMPORTANT things, and let the less important ones fall away?

How can you begin to set priorities and have them stick?

I'll offer your team real answers to those questions, and provide some tools to use to set and achieve incredible goals.

#### Everyone Communicates, Few Connect

*"The number one criteria for advancement and promotion for professionals is the ability to communicate effectively."* - Harvard Business Review

How? How do we get our message across? How do we present information so that others want to hear it?

I'll give your team key principles for making communication more effective, and then offer some specific tools that that can start to use right away to connect with their listeners.

#### How to be a R.E.A.L. Success

We all want to achieve success - but what is success anyway?

During this session we will talk about the four specific areas of growth needed for REAL success:

Relationships, Equipping others, Attitude, and Leadership

Your team will leave this session with ideas they can apply at work to improve in each of these areas.

*"As a speaker, Tom comes well prepared and you can count on him to deliver a relevant presentation that hits the mark every time.*

*He engages, educates and entertains with his remarkable stories and examples that bring the importance of effective leadership to life.*

*As a person, you can count on Tom to embody the knowledge, skill, passion, leadership and integrity that is sure to impress anyone who has the pleasure of meeting him or simply has the good fortune of attending one of his events. Tom delivers!"*

- Steve D.

I can present any of these as a keynote, a mini workshop or a full day workshop for your team.

## Pricing Workshops and Retreats

Format	Description	Cost
<b>Lunch and Learn</b>	<p><b>Goal:</b> To stimulate thought and plant seeds of new ideas in your team.</p> <p><b>Delivery:</b> A 45 minute, interactive team discussion on a relevant topic.</p>	\$675
<b>Mini Workshop (2 hour)</b>	<p><b>Goal:</b> To have team members share ideas and build on them together.</p> <p><b>Delivery:</b> Intensive, interactive working session with your team.</p>	\$2,450
<b>1/2 Day Workshop</b>	<p><b>Goal:</b> Team members develop plans to change their performance based on the topic and ideas covered together</p> <p><b>Delivery:</b> A 1/2 day “deeper dive” into working as a team.</p>	\$4,700
<b>Full Day Team Retreat</b>	<p><b>Goal:</b> Team members work together to innovate and begin to collaborate during the session. Your team will create and share specific implementation plans based on the content.</p> <p><b>Delivery:</b> An opportunity to “break away” from the stress and interruptions in the office.</p>	\$6,950
<b>Multi-day Team Retreat</b>	<p><b>Goal:</b> Develop measurable action plans which show personal implementation and TEAM implementation. Leave the retreat with a list of specific, measurable actions, owners and due dates.</p> <p><b>Delivery:</b> Step away with your team - have enough space &amp; time to talk about strategy, learn new skills, improve teamwork, tackle a difficult problem or set some Big, Hairy, Audacious Goals. (BHAGs).</p>	\$6,000 /day
<b>“Applied Coaching” Programs</b>	<p><b>Goal:</b> Ideas, without ACTION, are interesting, but not useful. Our “Applied Coaching” program drives your team to DO IT.</p> <p><b>Delivery:</b> As a follow on to a workshop or retreat, and based on your team’s exact needs, we will design a customized 90 day, biweekly coaching program. Your team members will be accountable to DO SOMETHING with the ideas from the program. Includes: accountability, group discussion, team feedback and follow through.</p>	\$2,995

- \* \$50/participant materials fee for more than 10 participants
- \* Prices do not include facility or catering costs
- \* 20% non-profit discount is available
- \* Rates subject to change

**Keynotes**

	Description	Cost
<b>Keynote speaking</b>	<p>Delivery of a powerful experience for your group.</p> <p>Each topic can be customized to your specific needs, and the cost includes a pre-event call to focus on the key areas of value to your group, and a post event follow up call.</p>	\$6,900

**“No Hassles, No Questions Money Back Guarantee”**

We only win when you believe we have delivered far more value than it cost you.

If, after working with our team, you are not completely satisfied, we will refund you what you’ve paid for the services that you hired us to provide.

No questions. No hassles. Just your money back. Period.

**Expense Policy**

<b>BrightHill Group “Reasonable Expenses” Policy</b>	
Airfare	We charge actual rates, coach fares. Our goal is to book in advance to reduce expenses to our clients.
Mileage	If mutually agreed, we may bill for mileage rather than airfare. Mileage is billed at current IRS rates.
Accommodations	We stay at hotels approved by our clients. Our standard hotel is a Marriott Residence Inn (or equivalent).
Rental Cars	If required (as determined by BrightHill Group) we charge actual rates, for intermediate car.
Meals	Per diem for meals is \$75.

My fees are current as of date of this publication, and may change. Current fee schedule is available at <http://BrightHillGroup.com/catalog>

## Why BrightHill Group Programs Are Better Than Traditional “Training”

### Our philosophy

We believe that *“Because people matter, we must lead them well.”* After more than 20 years in industry watching people, planning and projects fail far too often, Tom Cooper started BrightHill Group with the mission of helping leaders lead well.

### Our approach

Our programs are designed specifically for the adult learner. We combine the best content with interaction, discussion, working sessions and relationship building. This allows everyone to engage and participate, getting the most out of the time invested.

*We see change as a process, not an event. Going to a class is one step on the journey. We help you see the path and take the steps to move forward.*

### Behavioral science-based

*Our business is about helping you APPLY new ideas to your workplace.* Our approaches, assignments, homework, and coaching is based on the latest research in applied behavioral science - we use the latest developments to help teams hear, understand, believe, and then APPLY these ideas to help them ACHIEVE.

### Applied coaching program

Most of the time people think of training as an event. (e.g. I’m going to a class on writing.) Knowledge is not enough - we all “know” we should eat better, lose weight, etc. *It takes a combination of knowledge, motivation to change, and a trigger - a reminder to DO the things that you learned in class.* We help you and your team DO IT through our applied coaching program where we provide ongoing support through coaching calls to help you “road test” these ideas, and we help you as you get started.

## Appendix

### About BrightHill Group/Tom Cooper

BrightHill Group is a management consulting firm with a focus on leadership as it relates to Project Management, Product Management, Software Development, Software Integration and Technology implementation. We help leaders get more from their teams.

#### The Problem:

All too often the expert or best technical resource becomes the leader. Unfortunately the skills needed to be an excellent technical resource are not the same skills needed to be a great leader.

This is compounded by the fact that most technical experts invest a huge amount in developing amazing technical skills or subject matter expertise, but almost no time understanding the keys to leading and motivating others.

This leads to

- Unhappy technical leaders - they are working in an area where they are not skilled, and it's very frustrating
- Unhappy team members - Being led by a boss who is not great at leading is demotivating and attacks employee engagement
- Poor team performance - A poorly engaged team simply cannot deliver effectively
- Unhappy senior leadership teams - their teams are not performing - leading to schedule delays, cost overruns and missed opportunities.

#### The Solution:

The BrightHill Group team works with leaders, team members and technical performers to

- Help them assess the opportunities to improve, with actionable steps to move toward success
- Equip team members with insights and skills in connecting with and influencing others
- Provide tools, practical examples, and coaching to team members to help them overcome challenges and find new ways to engage team members, leading to
- Lower costs, shorter delivery schedules, and happier teams.

#### Tom Cooper is proud to be a Founding Partner in the John Maxwell Team

The JM team are Coaches, Trainers and Public Speakers certified to use many of John's materials to help our clients.

*The* JOHN MAXWELL **Team**

### About Tom Cooper

For more than 30 years Tom Cooper has been involved in technology, starting with his investment from his first business into his first computer at age 12. He spent many years as a hands-on technologist before rising to formal leadership positions.

Tom's experience in Fortune 500 IT equips him to know what it takes to innovate, integrate and operate large systems. He is gifted in seeing the big picture and is able to communicate strategic vision. Tom is strongly skilled in team development.

To solve real-world business problems Tom developed skills in team building, business process analysis, process automation, innovation, negotiation, communication, relationships, and leadership. I hold certifications in Project Management ([PMP](#)) and Product Management.

Some of the roles Tom has held include:

VP Products – Software Engineering – IT Operations – Business Process Analysis and Automation – IT Service Catalog – IT Service Management – Solution Development – Process Improvement – System Development – Leadership – Identity Management – Enterprise System Integrations – Enterprise System Deployment - and VP of Products for a SaaS vendor focused on Telecom Expense Management.

Tom's experience led him to realize that many times technical professionals are very skilled in their disciplines, but don't make similar investments in understanding "the business of business" or "how people work."

Tom discovered that each of these areas was learnable, and he began to experience success by learning and applying these ideas in his workplace. This discovery and success fueled a passion to share these ideas with leaders and technical professionals everywhere.

That's why Tom founded BrightHill Group, where he brings together team members who share his passion for leadership and strength in technical skills.

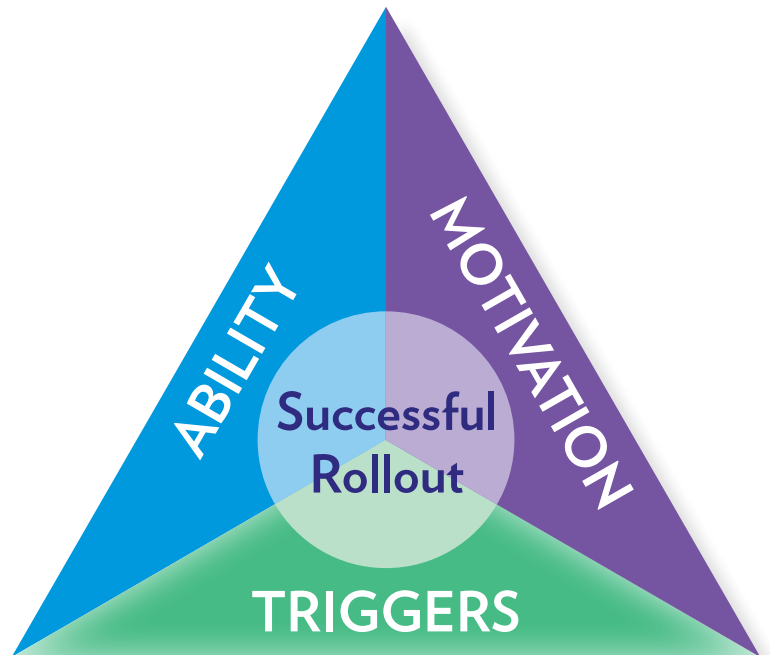




# KEYS TO SUCCESSFUL ROLLOUT

Gaining business results from any project requires a change in behavior from what we are doing now to what we want to do in the future. Social science experts tell us that we need to have three key factors to successfully implement change:

**Ability**, **Motivation**, and **Triggers**.



**Most training programs focus on Ability** – what are the key skills that workers need to have to be successful in these new tasks? Most training programs can provide adequate facts about what is needed.

**In many cases, organizations also create incentive programs to address the area of Motivation.** Why do people want to do this new thing? Why do they want to stop doing the old thing? This is usually addressed – through incentives like bonuses or negative rewards like being forced to sing if you show up to a meeting unprepared.

## THE MISSING LINK

**One key area of challenge that we see in change processes relates to the concept of Triggers.**

What will “trigger” me to begin to remember to use the new skills to achieve the rewards?

**We have created a unique system where we address all three areas to amplify your return on investment.**

***CALL TODAY to get started on your journey!***