



ON-DEMAND

MindSet Leadership

PROGRAM

A BetterCulture Product

83%

The infographic consists of two overlapping white circles on a dark blue background. The top circle contains the text '83%' in large blue font, followed by 'OF ORGANIZATIONS SAY DEVELOPING LEADERS AT EVERY LEVEL IS IMPORTANT.' in white. The bottom circle contains the text 'YET ONLY' in white, followed by '5%' in large blue font, and 'OFFER DEVELOPMENT FOR ALL LEADERS.' in white. The circles overlap in the center.

OF ORGANIZATIONS
SAY DEVELOPING
LEADERS AT EVERY
LEVEL IS IMPORTANT.

YET ONLY

5%

OFFER
DEVELOPMENT
FOR ALL
LEADERS.

**ON-DEMAND
MINDSET LEADERSHIP PROGRAM**

**INVEST IN YOUR LEADERS.
ENERGIZE YOUR CULTURE.
PROPEL YOUR SUCCESS.**





Leadership: a Mindset and a Skillset

Leadership is a mindset. It's a way of thinking – a way of viewing the world. The most capable leaders see opportunities that others miss to build culture, strengthen teams, develop employees, and motivate performance. Leadership also requires a skillset. The most capable leaders have mastered techniques for developing people, instilling pride, setting expectations, holding others accountable, making decisions, and managing conflict.

THE ON-DEMAND MINDSET LEADERSHIP PROGRAM

is a fast and effective way for existing and emerging leaders to understand the mindsets, and acquire the skillsets, of a world-class leader.

MAKE OUR LEADERSHIP PROGRAM YOUR LEADERSHIP PROGRAM:

IMAGINE: An organization where every supervisor shares a common understanding of what it means to be a leader.

IMAGINE: A company where every leader knows how to create and protect a culture powerful enough to attract, build, motivate, and retain great employees.

IMAGINE: A work setting where every employee reports to an outstanding supervisor.

- ✓ Invest in your leaders.
- ✓ Improve your teams.
- ✓ Strengthen your culture.
- ✓ Win the war for talent.

That is what the MindSet Leadership Program will help your organization achieve.





ABOUT THE PROGRAM



About the Program

The *On-Demand MindSet Leadership Program* is a premier leadership training resource designed to impact leaders at all levels and across all industries.

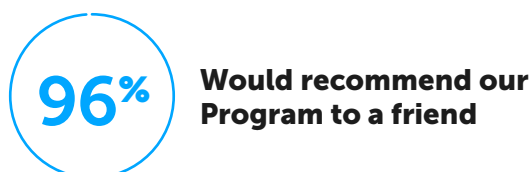
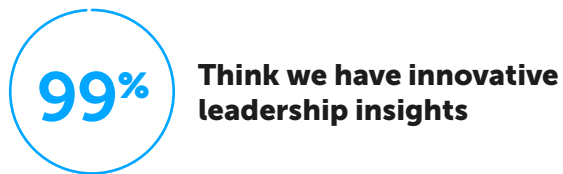
The program consists of 56 brief (less than 4 minutes on average) but powerful videos. It is taught by a national leadership expert, BetterCulture Co-Founder Dr. Kim Hoogeveen.

Dr. H is a licensed psychologist, 24-year CEO, and founder of three companies, including one that became the largest center of its kind in the United States and was recognized five times as the #1 Best Place to Work in its metropolitan area. A much sought-after speaker, consultant, and executive coach, Kim's insights have helped thousands of leaders improve their ability to build and protect outstanding workplace cultures while propelling tremendous business success.



Kim Hoogeveen, PhD
Program Instructor

THOUSANDS OF LEADERS TRAINED:



KEY CONTENT FEATURES:

Proven: created and taught by the Founding CEO of a 5-time #1 Best Place to Work.

Impactful: practical, real-world insights and techniques that make a lasting impact.

Acclaimed: thousands of leaders trained across hundreds of organizations.

COMMON SENSE.
UNCOMMON
KNOWLEDGE.
LEADERSHIP
THAT WORKS.



A Universal Schema for Leadership: BetterCulture's Seven Principles[®]

The lessons within the *On-Demand MindSet Leadership Program* are applicable to leaders regardless of industry or size of organization. The program is structured around *BetterCulture's Seven Principles of Leadership[®]*:

- 1 LEADERS MAINTAIN A NEVER-ENDING FOCUS ON MISSION, CULTURE, AND THE PURSUIT OF EXCELLENCE.**

- 2 LEADERS CREATE AN ENVIRONMENT WHERE STAFF FEEL PROUD OF THEIR COMPANY – AND KNOW THAT THEIR COMPANY IS PROUD OF THEM.**

- 3 LEADERS WORK HARD TO HELP STAFF BE SUCCESSFUL AT WORK AND IN LIFE.**

- 4 LEADERS PROTECT THE RIGHT OF GOOD STAFF TO WORK WITH GOOD STAFF.**

- 5 LEADERS ENCOURAGE AND PROMOTE OPEN DISCUSSION AND ANALYSIS AS A PREDICATE TO DECISION MAKING.**

- 6 LEADERS DEAL EFFECTIVELY WITH CONFLICT.**

- 7 LEADERS ENCOURAGE OTHERS TO ENJOY THEIR WORK.**





Program Overview

INTRODUCTION

Video 1: Welcome to the MindSet Leadership Program

Video 2: Leadership: It's Not Easy

Video 3: Parenting and Coaching

MODULE 1

MISSION, CULTURE & EXCELLENCE

Video 4: Introduction to Leadership Principle 1

Video 5: Mission-Driven Leaders

Video 6: Culture

Video 7: Envision the Culture

Video 8: Excellence

Video 9: Satisfied Customers – NOT Enough

Video 10: Internal Customer Service

Video 11: Recruitment & Selection

MODULE 2

PRIDE

Video 12: Introduction to Leadership Principle 2

Video 13: Cosmos & Locals

Video 14: Do You Know Your History?

Video 15: Fishing for Compliments

Video 16: Celebrate Success

Video 17: Training Staff to Market

Video 18: Recognition: A Couple Techniques

Video 19: Be a PR Agent

Video 20: Second-Hand Compliments

Video 21: Appreciation – Get Creative



MODULE 3

GROWTH

- Video 22:** Introduction to Leadership Principle 3
- Video 23:** It's Not About You
- Video 24:** The Magic Feedback Ratio
- Video 25:** Openness to New Learning
- Video 26:** Success: The Simple Solution
- Video 27:** Think Up Two
- Video 28:** The Value of Mentoring
- Video 29:** Linkage
- Video 30:** The Single Best Piece of Advice
- Video 31:** SEA of Possibilities

MODULE 4

HIGH STANDARDS

- Video 32:** Introduction to Leadership Principle 4
- Video 33:** Go Fix It
- Video 34:** The DNA of Employee Error
- Video 35:** Holding Performance Conferences with Confidence
- Video 36:** What are You – Uncaring or Stupid?
- Video 37:** What's Wrong with This Picture?
- Video 38:** Goodbye to Option B

MODULE 5

DECISIONS

- Video 39:** Introduction to Leadership Principle 5
- Video 40:** Listen Up!
- Video 41:** Why Do You Ask?
- Video 42:** The 360 Rule
- Video 43:** What/How/Who: Sit Back Down
- Video 44:** Plan It Backwards
- Video 45:** Invert the Question
- Video 46:** Argue the Other Side

MODULE 6

CONFLICT

- Video 47:** Introduction to Leadership Principle 6
- Video 48:** Stupid Idea – Let's Have Lunch
- Video 49:** You Can Always Ratchet Up Tomorrow
- Video 50:** Learn to Apologize
- Video 51:** Unspeakables

MODULE 7

FUN

- Video 52:** Introduction to Leadership Principle 7
- Video 53:** Empower Your Fun People
- Video 54:** Sad: No Laughing Matter!
- Video 55:** Why Not Have Some Fun?
- Video 56:** What Humans Really Want





A leader's success is largely determined by the quality of their MindSets.

WHAT MAKES BETTERCULTURE TRAINING SO IMPACTFUL?

The MindSet Leadership Program teaches a powerful array of proven, effective leadership insights and techniques. These “MindSets” encompass how great leaders think and what great leaders do. A leader’s MindSet determines their initial reaction to stimuli (i.e., events, information, situations, challenges, and opportunities) and their longer-term ability to provide effective leadership.

“We’re beyond professional development here - these insights can add a new layer of brilliance to the way we manage and lead.”

- David Brown

Past President and CEO,
Greater Omaha Chamber

BetterCulture teaches two types of MindSets: **(1) insights** that help participants understand how outstanding leaders think and **(2) techniques** that show participants how exceptional leaders act. When we put those together, understanding how leaders think and act, we put leaders in a position to build a dynamic culture and propel a profitable enterprise.

BetterCulture’s leadership lessons are applied, functional, time-tested, and learnable. Leaders who absorb these teachings will possess an analytical structure that will allow them to better navigate through the myriad of complex social, emotional, financial, and strategic decisions that are necessary to move an enterprise toward greater success.





THREE WAYS TO USE THE MINDSET LEADERSHIP PROGRAM



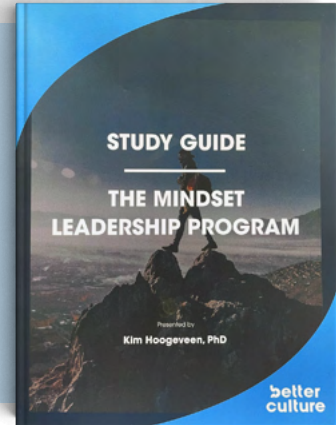
Three Ways to Use the MindSet Leadership Program

1. INDIVIDUAL DEVELOPMENT.

The *On-Demand MindSet Leadership Program* can be used individually by leaders or emerging leaders seeking to develop their skills. Program participants gain on-demand access to all video lessons and an 80+ page digital **Study Guide** that extends the content and enriches the learning experience. The Study Guide is also available in physical format.

Whether you use the MindSet Program alone or as part of a group, the Study Guide is a fantastic resource."

- Kevin Hensel
HR Director



2. A COHORT-BASED LEADERSHIP DEVELOPMENT PROGRAM.

The most common use of the *On-Demand MindSet Leadership Program* is by organizations seeking solutions to efficiently and effectively develop groups of managers and leaders. By using our pre-built curriculum and materials as the framework for cohort-based leadership development, organizations can easily launch a cost-effective, premier leadership development program.

To launch a cohort-based leadership development program, organizations start by identifying a skilled Facilitator. If requested, BetterCulture can share a listing of characteristics of good facilitators to help with your selection. You also have the option to hire BetterCulture to facilitate the program. The next step is to select your first group of program participants – typically 8-25 individuals.

BONUS CONTENT



Program "Host" Videos

Short videos that help introduce the program to participants and that recap content from each module.



"Power 7 Tenets" Videos

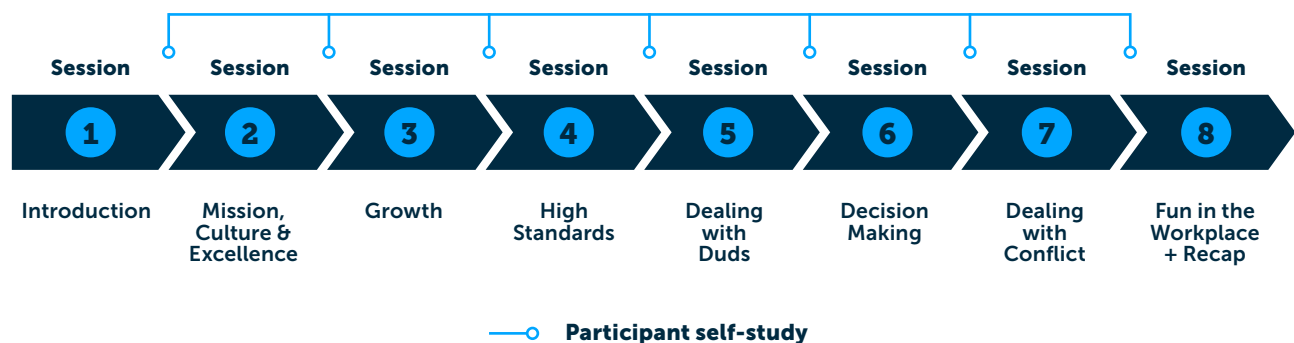
Short videos that encourage self-reflection and develop the soft skills of your cohort participants.



BetterCulture provides Facilitators with everything they need to make this leadership development experience a soaring success:

- **Guidance** on session scheduling and timing
- **A Facilitator's Guide** with presentation tips and optional exercises
- Pre-built **discussion guides** and **PowerPoint decks** for training sessions
- And other valuable **bonus content** to enrich attendee experience

Example: 8-Session Cohort-Based Leadership Development Program



3. UNLIMITED ACCESS.

BetterCulture offers special pricing for organizations interested in licensing our content for unlimited internal use across an entire organization. Example uses include:

- **Embedding our content** into your learning management systems
- **Infusing select content** into existing development programs
- **Posting or sharing select content** via internal communication platforms for employees' benefit
- **Directing managers to specific videos** as a resource library for certain management or HR issues as they arise
- **Launching an emerging leader program** for "Rising Star" employees you want to recognize, develop, and retain
- **Encouraging executive teams** to make use of select videos in regular team meetings or retreats to encourage progress on team and company culture goals

Enterprise Solutions, Custom Fit for You

The MindSet Leadership Program is a sound investment for any business that wants to have a great work culture. When you send a team of leaders through the program, each will become a more effective leader."

- Rick Knudtson
Co-Founder and CEO,
Workshop





SEE WHAT OUR CLIENTS HAVE TO SAY ABOUT OUR PROGRAM

“When it comes to leadership development, BetterCulture has developed a huge toolbox from which they have constructed a highly engaging training series that will yield immediate results for participants. I believe an investment in BetterCulture training will pay for itself many times over.”

TODD DARNOLD, PHD

*Director of Leadership Programs, Heider College of Business,
Creighton University*



“The BetterCulture approach is deeply embedded into our culture, and it is responsible for much of our growth, cultural health, and business success. I would strongly encourage any CEO or owner to get your executives and supervisors trained as BetterCulture Leaders.”

PATRICIA KEARNS

President and CEO, QLI



“The MindSet Leadership Program is the best leadership program I have ever attended. I use the BetterCulture strategies and techniques on a regular basis. They are easy to put into practice, yet highly effective.”

JESSICA KOCH

Director of Human Resources, Fusion Medical Staffing



“If you want to build a great culture and have an engaged workforce, it starts with great leaders. We have been fortunate to utilize BetterCulture to further develop our leaders, and I highly recommend their training. BetterCulture teaches leadership principles that you want everyone, regardless of how long they have been a leader, to be well versed in.”

CURT BECKER

Chief Financial Officer, American National Bank



“When it comes to leadership and how to build a great work culture, BetterCulture is a resource that I can unconditionally recommend. Their approach flat-out works.”

SUSAN COURTNEY

Executive Vice President, Blue Cross and Blue Shield of Nebraska



“The MindSet Leadership Program is invaluable insight, real-world tools, and shared vocabulary wrapped into an experience that moves the needle for leaders. BetterCulture training elevates up-and-coming leaders and challenges even the most seasoned managers to think smarter and does it quicker than any other program I’ve seen.”

DUSTY DAVIDSON

Co-Founder and Former CEO, Flywheel



Here is What the MindSet Leadership Program Offers:



A comprehensive curriculum

The MindSet Program inspires well-rounded leadership development.



Credibility and proven success

BetterCulture has a long track record of helping a myriad of companies across a wide array of industries enhance and protect their work cultures. A rapidly growing number of highly successful companies and Chambers of Commerce are choosing BetterCulture to be their exclusive leadership development partner.



High satisfaction ratings

The MindSet Program has earned raving fan corporate clients and remarkable attendee feedback that can let you be confident that your employees will find the program to be both valuable and enjoyable.



A coherent leadership toolbox

The MindSet Program has a clear and organized focus: to help clients acquire the skills necessary to better (a) attract, build, motivate, and retain high quality employees, and (b) build and maintain a healthier workplace culture. The program curriculum and tools draw from a combination of real-world leadership experience and organizational, social, behavioral, and cognitive psychology.



Applied and functional skills

BetterCulture rejects hazy bromides. Instead we provide clients with a real-world tested, roll-up-your-sleeves, applied and functional training experience that empowers leaders to positively impact their teams and organizations.



A lasting effect

The results of the MindSet Program are long-lasting. Its content is designed to give learners newfound perspectives and skills that deliver value for years to come.



READY TO GET STARTED?

ON-DEMAND

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A BetterCulture Product

BetterCulture's Mission:

To Make the World a Better Place to Work

Web: www.betterculture.com

Email: info@betterculture.com

Phone: 402.630.6500

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