



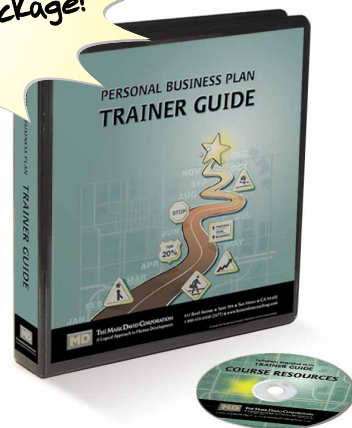
THE MARK DAVID CORPORATION
A Logical Approach to Human Development

Increase productivity instantly!

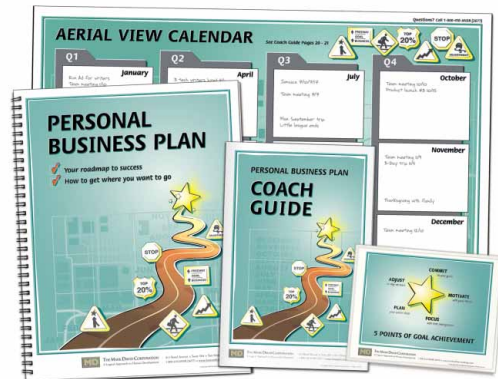
1-Day Personal Business Plan Workshop TRAINER GUIDE

Any manager, any trainer can effectively launch this course!

A Complete
Trainer Guide Package!



Trainer Guide
Step-by-step teaching guide that walks you through the course



On-the-Job Training Tools
Reinforce the new skills learned with Mark David's premier tool for increased productivity!

The 1-Day Personal Business Plan Workshop Trainer Guide walks you through the workshop with

- A quick-reading workshop **preparation** section to save time
- A **detailed agenda** with suggested timeline to stay on track
- Teaching **tips** and principles to engage participants
- **Step-by-step directions** for each workshop section to facilitate with confidence
- References to supporting **PowerPoint slides** to add to presentation excitement
- Suggested **training dialogue** to connect with participants
- Individual and group **activities** to involve participants

Using Mark David's easy-to-implement Trainer Guide, you will teach your employees the goal-planning skills of high performers. They'll create a roadmap to success by customizing their own Personal Business Plan to achieve their goals!

Show your employees how to

- Develop a proactive mindset!
- Define specific goals for the year!
- Identify a "Vision" to use as a key source of motivation!
- Outline a month-by-month plan for goal achievement and success!
- Apply rigorous time-management skills to accomplish more in less time!
- Develop skills for self-accountability and consistent self-coaching!

Trainer Guide package includes:

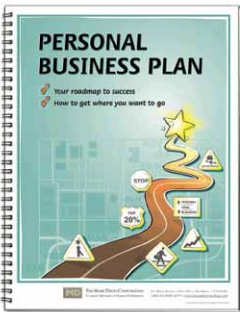
- Trainer Guide (112 pages)
- PowerPoint presentation (60 slides)
- Personal Business Plan (\$49.99 value)
- 5 Points of Goal Achievement Laminate (\$5.99 value)

Investment: \$399 per package

A full-length PowerPoint slide presentation is included in the Trainer Guide package. (60 slides!)

The Personal Business Plan

- ★ Personal tool to help you achieve your goals
- ★ Captures the structure and discipline of top performers
- ★ Complete it and review it once a month
- ★ It will become your roadmap to success



Focus and Prioritize

- ★ **Think** about each of your daily tasks as if they are worth a certain amount of money
- ★ **Determine** what to do first and most often by weighing how much each task is "worth"
- ★ If you **focus** on your "highest payoff" activities, you will reach your goals sooner

Easy step-by-step directions walk you through facilitation of the workshop.

**Tapping into Your Motivation
Step-by-Step Directions**

Big Hits

Once everyone has shared their Vision Drawing

- Refer to slide #32. Read the slide aloud as you build each bullet. Use the Big Hits listed below as supporting dialogue.

Visualization is Powerful

- Vision uncovers your true motivations
- You have to practice being able to see what your completed goals will look like
- The clearer your goals are in your mind, the easier they are to achieve
- Review your Vision Statement and Drawing at least once a month

- ✓ Creating a Vision is the best way to uncover the true motivation behind every goal you set for yourself.
- ✓ You have to practice visualization. The more you practice being able to see what the completed goal looks like, the more motivated you will be to stay on track and focused. Remember, Vision is your guiding light.
- ✓ All high-performers see it before they achieve it. Imagine driving to work with your eyes closed. Whether you realize it or not, you see things all the time prior to accomplishment. The clearer it is in your mind, the easier it is to achieve.
- ✓ The power of Vision has been proven by thousands of gurus, Olympic athletes, great leaders, and historic humanitarians; all have mastered the power of Vision. We've heard it, we know it, but so few of us work to master it.

© 2002 The Mark David Corporation. Reproduction in any form is strictly prohibited 73

Focusing on the Right Stuff

Top 20% – Define and Discuss

Purpose:
To introduce the concept of Top 20%.
To demonstrate the value of time management.

Timing: 1:55 P.M. - 2:15 P.M.

- Refer to slide #33.

Focusing on the Right Stuff
Top 20%

FOCUS
with time management

- **Transition:**
Now that you have clearly defined your goals for the year and you've created a vivid and motivating Vision, let's look at what you must focus on to reach those goals.

This next section shows how to use time management to focus on the activities that allow you to reach your goals. The two concepts we will discuss are Top 20% and Job Description (also referred to as JD). Let's start with Top 20%.

- Refer to page 7 of the Personal Business Plan. Suggest that participants take notes on Top 20% concepts on the bottom half of page 7.

© 2002 The Mark David Corporation. Reproduction in any form is strictly prohibited 74

To learn more about this powerful tool, call 800.410.ANSR (2677).

Visit www.bottomlinecoaching.com
for a complete course outline and learning objectives.