

AMP UP PERFORMANCE

Representative Programs

Individual Coaching

If you're stepping into power, Arudia is here to help. We tailor our coaching to meet your goals, and focus on guiding you to learn, develop, and maximize your natural strengths. Our coaching sessions will help you do your best thinking, put thoughts into action, and help guide your team members to work to their highest potential. As an outside party, we're objective and confidential, and will provide you the insight you need to grow.

To begin, we'll meet with you to identify your desired coaching goals.

Before our first coaching session, we'll ask you to complete appropriate assessments and *Welcome to Coaching*. After the initial hour to hour and a half session, we'll work with you in 30-minute sessions either by phone or in person every 7 to 10 days over a period of time. This short-burst follow-up and coaching will get you results because it provides feedback, strategizing and coaching in real time.

During the coaching sessions, we'll help you do your best thinking to focus on:

- Prioritizing commitments,
- Clarifying goals,
- Developing fresh perspectives, and
- Creating strategies to reach goals.

Representative Programs

How we ensure success: Before we conduct a program, we typically interview some or all of the participants on a confidential basis so that we understand the participants, their goals, and their challenges. In addition to providing the necessary information to design workshops, the interviews increase participants' interest and support the workshop, which leads to greater engagement and success. We create entirely new programs and modify existing programs to ensure we achieve the client's goals. We are not trainers. We develop powerful individuals, leaders, and teams.

We offer a number of Myers-Briggs Type Indicator® ("Type") and Kirton Adaption-Innovation Inventory® workshops, each tailored to the client's needs. These assessments enhance participants' understanding of their own strengths, blind spots, potential barriers to success, and communication biases as well as those of their staff, senior leaders, potential clients, existing referral sources and other stakeholders. Armed with these insights, participants are able to better convey their message.

Common foci include leadership and business development, team building, and conflict management. Various formats are available.

Representative programs fall into the following categories:

- Leadership Development
- Organizational Development
- Team Development
- Business Development & Marketing
- Professional Development
- Professional Development for New and High-Potential Employees

If you don't find a program that meets your needs, we'd welcome the opportunity to design one that does.

Leadership Development

Amp Up Performance Leadership

This workshop explores the multiple facets of leadership including creating a vision, communicating that vision, and inspiring others. Participants will be able to step from management into leadership through maximizing their own leadership style to give others what they need to follow. Other facets include developing a signature presence and creating the culture. Multiple formats are available.

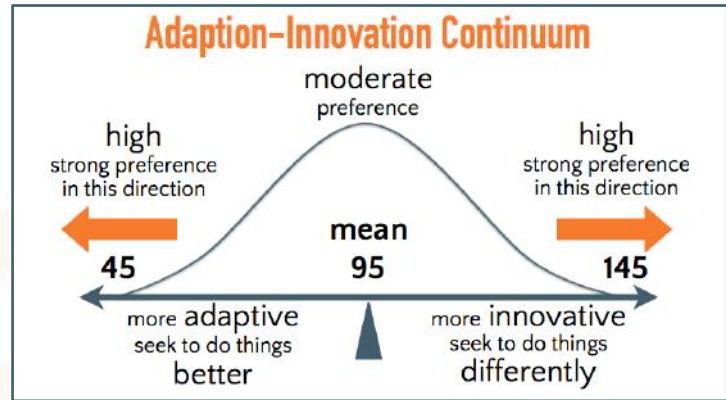
Uncover the Leader Within: A Myers-Briggs Type Indicator® Workshop

Effective leadership is necessary for both organizational and individual success. Knowing one's strengths and blind spots are critical to better self-management and therefore the foundation of leadership. Our Type and Temperament workshops for leadership teams are designed so that participants are more effective at leading their own teams and as part of a leadership team.

Amp Up Performance Leadership: Leverage Style to Lead

Successful collaboration requires leaders to effectively manage cognitive diversity, i.e., differences in problem-solving style, so that such diversity is an asset rather than a distraction. The reason differences in problem-solving style can distract from collaboration is that people solve problems differently and often view such differences in a negative light, e.g., someone is "in a rut," or "completely unrealistic," depending on one's style. The unfortunate truth is that many mistake diverse cognitive styles for incompetence or lack of ability. Thus, the ability to distinguish between styles is critical to transforming annoyance with differences into appreciation and the ability of the team to solve problems.

This workshop focuses on increasing awareness and understanding, and developing strategies to address the range of problem-solving styles that are present on your team. The Kirton Adaption-Innovation Inventory (“KAI”) creates the framework for understanding differences in styles. The KAI puts creativity and problem solving style on a continuum from more Adaptive to more Innovative, as shown to the right.

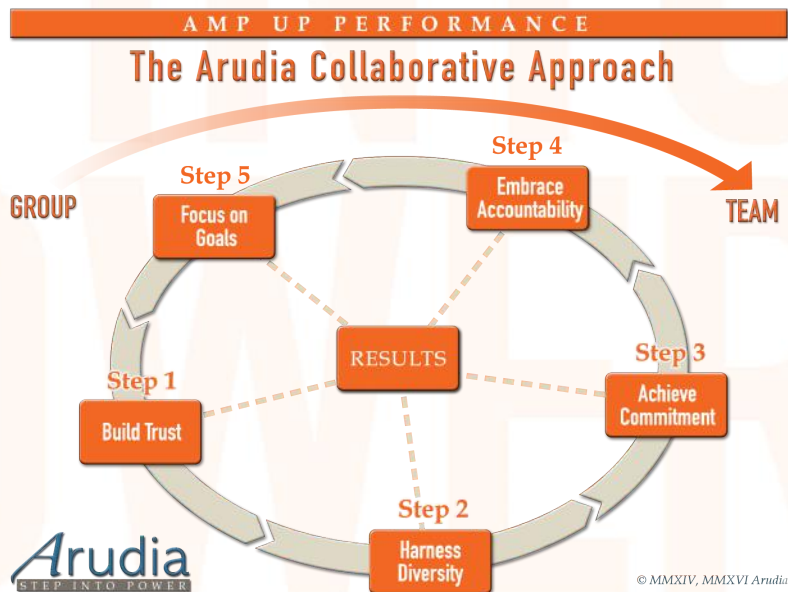


Understanding differences in problem-solving style allows people: (1) to be able to understand and identify different cognitive styles; (2) to learn to leverage their own style and others’ styles; (3) to learn to bridge to and cope with others’ styles as necessary; and (4) to help those they manage to understand, leverage, and appreciate their own and others’ styles. Short, half and full-day formats are available

The Workplace Toolkit

Framed by *The Arudia Collaborative Approach*, this program is comprised of two sections: *The Arudia Win-Win Conversation Model* and *The Arudia Coaching Model*. Depending on your goals and time, the sections can be experienced individually or together. Each section teaches

participants tools for getting better results and reducing stress. Better results because communication affects how we work with others. Reduced stress because working with others can be challenging. Building trust is essential to harnessing cognitive diversity (the second step in the diagram to the right) to get everyone’s best thinking, engagement, and buy in.



Regardless of the ease with which you collaborate and address differences, learning the skills described herein will transform the way you communicate, problem solve,

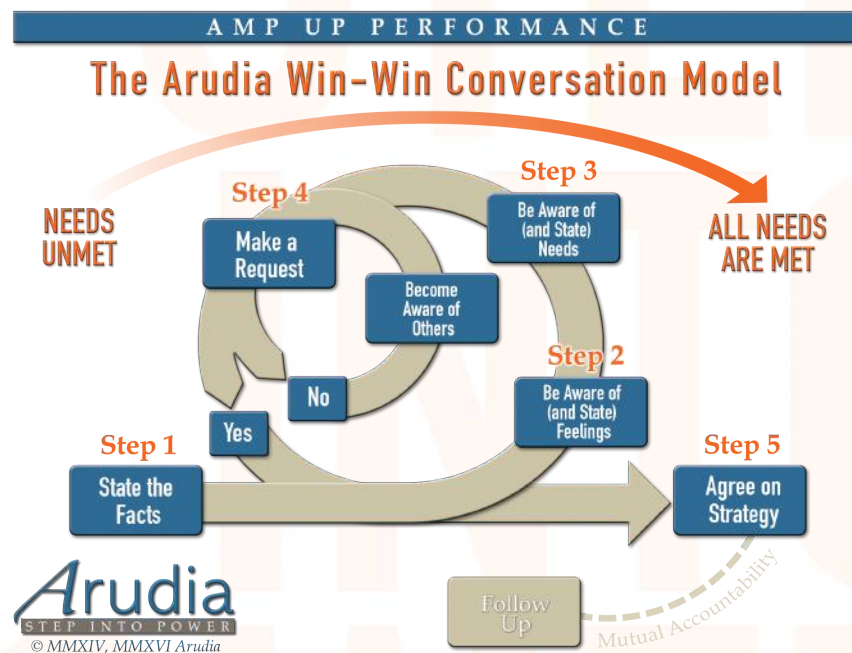
manage and lead, and work with others. This workshop addresses such topics as how to give meaningful feedback that results in more productive behavior, how to inspire rather than “make” direct reports do their jobs, and other leadership frustrations. The individual sections are described below.

The Arudia Win-Win Conversation Model. Using *Win-Win Conversation*, leaders learn to solve problems creatively and in a manner that is more likely to meet the needs of all involved -- everyone from clients to colleagues and teenagers to toddlers. By focusing on the underlying needs rather than strategies, and by engaging others, the *Win-Win Conversation* results in others committing to decisions, even if such decisions fail to meet that person’s needs. The key is for everyone affected to have his/her concerns heard, understood, and then prioritized as necessary.

The critical steps of a *Win-Win Conversation* are to state facts in a neutral manner, to understand one’s own feelings and needs and those of others, and to distinguish the underlying need or goal from the strategy for achieving it. Leaders who

use *Win-Win Conversation* communicate more effectively because they focus on the goals first and the strategies second. Exploring and reaching an understanding and an agreement on goals is a critical first step in productive problem solving and negotiation of any kind. In addition, participants will learn to use more neutral language and how to make requests in a manner that encourages clear, results-focused communication and to encourage others to use these same skills as they respond.

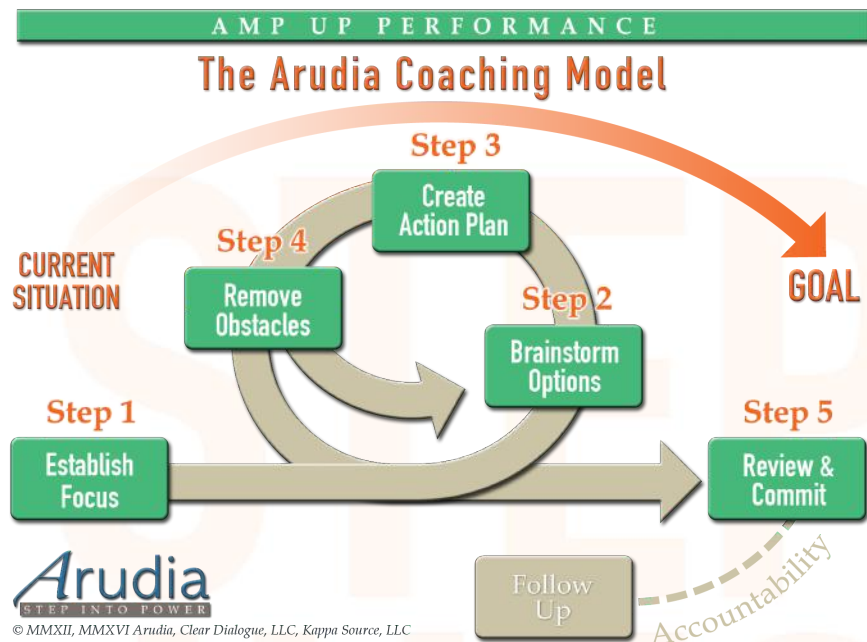
The Arudia Coaching Model. Coaching harnesses the power of the question to lead, collaborate, and devise solutions. *The Arudia Coaching Model* is ideal for executive teams, leaders, managers, and vertical teams.



A leader with coaching skills is able to create and hold an ambitious vision for team members in a manner such that followers are able to discover, believe, and commit to the vision. Such discovery is essential to being engaged, inspired, and excited about one's work.

Used along with the old-style "command and control" approach, coaching increases engagement and trust,

solves problems more readily, reduces friction, and enhances productivity and commitment. A culture of coaching improves the capacity of a leader, team and organization to build and sustain effective relationships, and powerfully develop accountability, trust, and commitment. Coaching skills drive innovation, improve team performance, and create clarity and engagement in a way that everyone appreciates. Half and full-day formats are available.



Define Your Executive Presence

Executives have a brand and need to be deliberate about creating it because what colleagues think and say about the executive matters. A brand answers the questions colleagues have about the executive such as:

- Can I count on you to get the job done?
- Are you the best person for a particular opportunity?
- Are you worth investing in?
- Do I want to work with you?

A brand either attracts or repels opportunities. An executive wants it to attract not only opportunities, but the opportunities that s/he wants and that will propel him/her forward. Successful executives know this and therefore deliberately create their brand. A powerful personal brand will deliver remarkable results by providing a compelling and unambiguous rendition of the executive's strengths, inspiring confidence and drawing the right opportunities to him/her. The executive's brand articulates why, how, and what s/he does, distinguishes him/her from peers, and succinctly describes

the value that the executive contributes given the opportunity. Participants leave this workshop with the beginnings of a brand, elevator pitch, mission statement, and messaging on which to draw. This program is a must for executives at every level.

Organizational Development

Design Your Organization: A Myers-Briggs Type Indicator® Workshop

When an organization's structure no longer serves the organization's size, goals, and clients, it is time to purposely redesign the structure, along with roles, responsibilities, progression paths, and processes. This workshop utilizes the organization's members in a consultative capacity in creating the new design. The process ensures a successful design and transition by engaging the very people who will have to implement the change, increasing their buy in.

Team Development

Leverage Strengths

Trust is essential for team members to work together effectively. Trust is created through understanding of one's own and team members' perspectives and motivations. Framed in *The Arudia Collaborative Approach*, this workshop focuses first on understanding of self and others and then on making the most of each team member's strengths so that neither team nor individual potential blind spots derail success. A key outcome of this workshop is to agree upon norms for working together. Either Type or KAI provide the basis for understanding, building trust and ultimately leveraging team members' strengths.



Leverage Type: A Myers-Briggs Type Indicator® Workshop

The purpose of a team is to work together to achieve common goals. In creating effective teamwork, harnessing diversity is essential to maximize the strengths of all team members. Knowing one's strengths and blind spots through a tool such as Type are critical to better self-management and appreciation of others. This workshop is designed to build more effective teamwork by harnessing the diversity of Type.

Outcomes of this workshop include better understanding of self and others and team-generated collaboration norms.

Amp Up Performance Teamwork: Leverage Style to Build Collaboration

Successful collaboration requires team members to effectively manage cognitive diversity, i.e., differences in problem-solving style, so that such diversity is an asset rather than a distraction. The reason differences in problem-solving style can distract from collaboration is that people solve problems differently and often view such differences in a negative light, e.g., someone is “in a rut,” or “completely unrealistic,” depending on one’s style. The unfortunate truth is that many mistake diverse cognitive styles for incompetence or lack of ability. Thus, the ability to distinguish between styles is critical to transforming annoyance with differences into appreciation and the ability of the team to solve problems.

This workshop focuses on increasing awareness and understanding, and developing strategies to address the range of problem-solving styles that are present on your team. The Kirton Adaptability-Innovation Inventory (“KAI”) creates the framework for understanding differences in styles. The KAI puts creativity and problem solving style on a continuum from more Adaptive to more Innovative, as shown below.

Understanding differences in problem-solving style allows people: (1) to be able to understand and identify different cognitive styles; (2) to learn to leverage their own style and others’ styles; (3) to learn to bridge to and cope with others’ styles as necessary; and (4) to help those they manage to understand, leverage, and appreciate their own and others’ styles. Short, half and full-day formats are available.

The Workplace Toolkit – Actionable Approaches To People Problems

Ideal for any team, this program is comprised of two sections, *The Arudia Win-Win Conversation Model* and *The Arudia Coaching Model*. Depending on your goals and time, the sections can be experienced individually or together. Each section teaches participants tools for getting better results and reducing stress. Better results because communication affects how we work with others. Reduced stress because working with others can be challenging. *The Workplace Toolkit* is essential to harnessing conflict (the second level in the diagram to the right) to get everyone’s best thinking, engagement, and buy in.

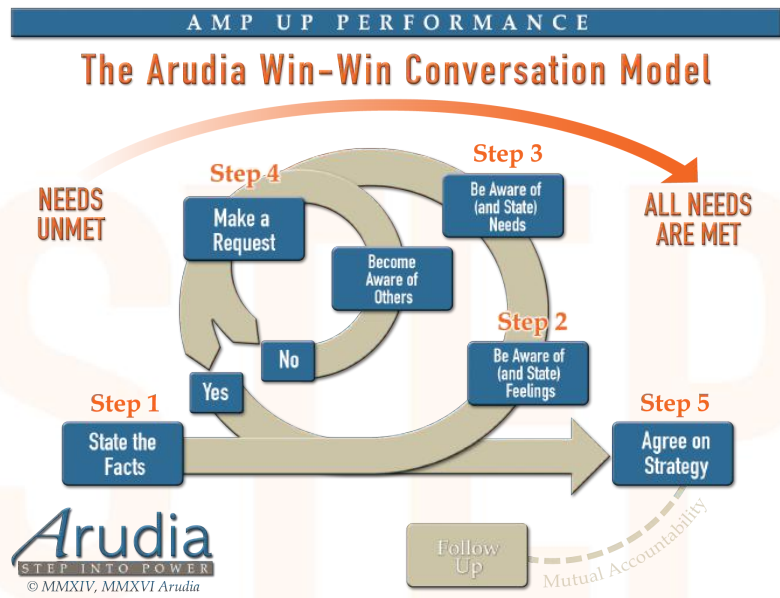
We all work on teams, even if those of us who function independently have internal or external clients to serve and collaborate with. Regardless of the ease with which you collaborate and address differences, learning the two models described herein will transform the way you communicate, problem solve, manage and lead, and work with others. The individual sections are described below.

The Arudia Win-Win Conversation Model.

Using *Win-Win Conversation*, team members learn to solve problems creatively and in a manner that is more likely to meet the needs of all involved -- everyone from clients to colleagues and teenagers to toddlers. By focusing on underlying needs rather than strategies, and by engaging others, the *Win-Win Conversation* results in others committing to decisions, even if such decisions fail to meet that person's needs.

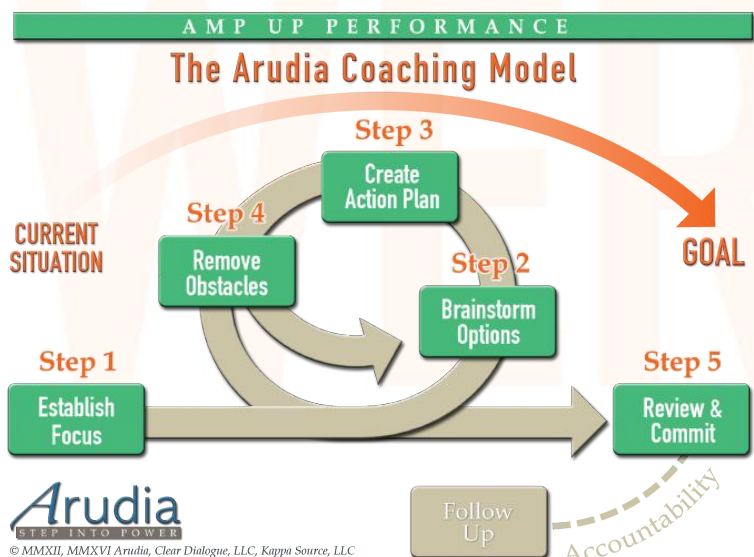
The key is for everyone affected to have his/her concerns heard, understood, and then prioritized as necessary.

The critical elements of a *Win-Win Conversation* are to state facts in a neutral manner, to understand one's own feelings and needs and those of others, and to distinguish the underlying need or goal from the strategy for achieving it. Team members who use *Win-Win Conversation* communicate more effectively because they focus on the goals first and the strategies second. Exploring and reaching understanding and (hopefully) an agreement on the goals is a critical first step in productive problem solving and negotiation of any kind. In addition, participants will learn to use more neutral language and how to make requests in a manner that encourages clear, results-focused communication and to encourage others to use these same skills as they respond.



The Arudia Coaching Model.

Coaching harnesses the power of the question to lead, collaborate, and devise solutions. *Five Steps to Coach In the Workplace* is ideal for executive and vertical teams. Team members work more collaboratively and effectively with each other and other stakeholders by using insightful questions to support others in contributing,



engaging, and buying into the solution.

Team members who use coaching skills with each other are able to discover, believe, and commit to the vision and action. Such discovery is essential to being engaged, inspired, and excited about one's work.

A culture of coaching improves the capacity of a team and organization to build and sustain effective relationships, and powerfully develop accountability, trust, and commitment. Coaching skills drive innovation, improve team performance, and create clarity and engagement in a way that everyone appreciates. Half and full-day formats are available.

Business Development & Marketing

Win Business Through Understanding Your Potential Clients

This workshop utilizes the insights gained through Myers-Briggs Type Indicator® ("Type") or KAI to better understand participants' own strengths, blind spots, potential barriers to success, and communication biases, as well as those of their potential clients and referral sources. Armed with these insights, each participant is able to better relate to prospective clients and identify strategies for overcoming barriers to successfully develop their own business. The workshop incorporates business development and networking exercises, examples, and practical tips. Participants gain key insights to help them identify and make contact with prospects, and then turn the prospects into clients.

Create Your Organizational Brand

A brand is the promise of a consistent client experience. Many can say *what* they do, but not articulate *why* they do it or *why* a prospective client would benefit from hiring them over similar competitors. For potential clients to choose a service provider, the service provider must articulate a compelling rendition about its specific expertise, its unique motivation and commitment to the work, and the distinctive mix of talent and chemistry particular to its team. When clients clearly understand what distinguishes a service provider from its competitors, clients focus on the value provided and are consequently committed to working with the service provider over the long term. Participants will leave this workshop knowing how to articulate their own and their firm's brand as well creating effective client pitch teams.

Business Development Part 1: Brand Yourself – private, semi-private, and group workshop for individuals

A brand is the promise of a consistent client experience. A powerful personal brand will deliver remarkable results by providing a compelling and unambiguous rendition of the participant's strengths, inspiring confidence and drawing potential clients to the

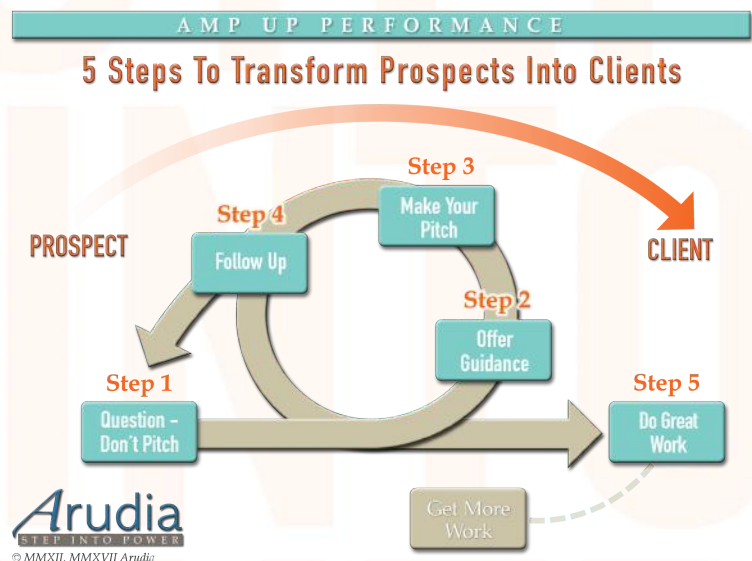
participant. It articulates why, how, and what the participant does, distinguishes the participant from his competition, and succinctly describes the value the potential client would receive by hiring the participant. Participants leave this workshop with a brand, elevator pitch, mission statement, point of difference, and messaging on which to draw. Participants will also learn tools to enhance their online presence, build their network, and win more business.

Business Development Part 2: Leverage Your Brand to Build Your Business

You do great work and want to develop business, but how? This five-step process demystifies business development and will get you the results you want. By first pinpointing strengths and specialties, identifying opportunities, and profiling ideal clients, participants will define their strategies and know exactly what to do to develop business.

Business Development Part 3: 5 Steps to Transform Prospects Into Clients

It is simple, but not easy to build your business. Utilizing this easy to follow five-step model, this workshop addresses common issues including how to keep the process moving forward, how to ask for business, and how to build and strengthen relationships with potential clients and referral sources. We provide practical strategies for overcoming challenges before they derail business development efforts.



How To Network

Networking is one of the best ways to build more business, enhance the reputation of a firm and its leaders as go-to experts, and sharpen skills and perspective to stay relevant in a changing landscape. Beyond “schmoozing,” the goal is to develop a strong reputation and relationships that lead to tangible outcomes including new clients, referrals and introductions, fresh ideas, and more opportunities to network and establish a reputation. This program is tailored to address the concerns of specific industries and participants, and offers key insights, best practices, and an action plan to achieve measurable success.

Professional Development

Remaining Calm in a Stressful World

For many ambitious people and organizations, stress seems to be an unavoidable reality, and a cost of doing business - but it can be managed to ensure that work is accomplished with more ease and effectiveness at every stage in a project and career. Participants are guided to recognize their individual stress response and likely triggers, which are unique to their industry and personality type. This knowledge allows participants to identify the preemptive strategies that will prevent stress before it starts as well as recognize the first signs of extreme stress and the effects on perception and judgment. This program focuses on how best to manage the competing demands and roles inherent in working in a demanding environment. Based on interest, we are able to teach techniques for mindfulness-based stress reduction.

Generations

Traditionalists, Baby Boomers, Generation X-ers, and Millennials – each generation offers important contributions and faces unique challenges in working together to ensure that an organization delivers successful results in today’s competitive landscape. This highly interactive program shares insight into the common mindset and communication preferences, strengths and potential blind spots of each generation, offering important tips and best practices. Formats of differing lengths are available.

Professional Development for New and High-Potential Employees

What Every Partner Wants You To Know (or What Every Boss Wants You to Know)

To build a rewarding legal career, associates know they need to develop an impeccable reputation and professional network - but how? This workshop encapsulates insights, suggestions and key “dos” and “don’ts” from successful partners at a cross-section of top law firms – all gathered through confidential in-depth interviews. Participants learn how to communicate effectively to gain visibility, showcase their strengths and develop their niche daily, while managing their career and professional relationships over the long term.

The version for non-law firms contains many of the same insights and is tailored to the client’s culture and needs.

Create A Career. Become a Success

This career kick-start for talented young professionals adapts the tools and methods we use for executives to address the experiences of those newer to the world of work. Designed for high-potential interns, support staff and new managers, proven assessments clarify what participants need, value, and are the best at, while expert

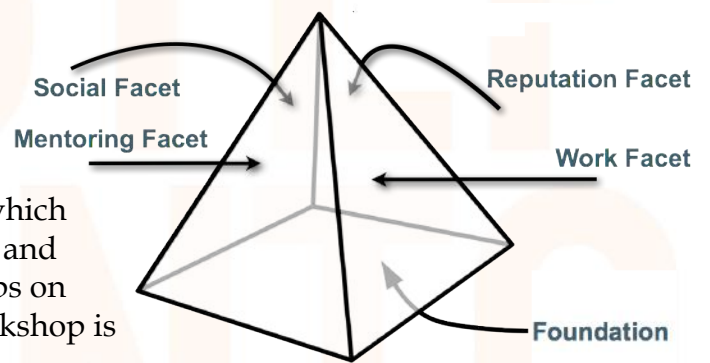
coaching distills powerful new insight into practical career tips and strategies. With fresh perspective, participants learn professional etiquette, including coaching skills for “managing up,” amplifying their job search materials, LinkedIn® profile and workplace communication style, and learning to build a committed network and strong professional reputation.

Strengths-Based Success

Ideal for anyone entering the workplace for the first time or changing careers, participants learn how to identify their strengths, make the most of their strengths, develop niches, and manage their career. Participants will know what actions to take so that they make the most of their strengths for the benefit of their employer.

Relationships-Based Success

Ideal for Millennials recently entering the workplace, this program distinguishes the types of workplace relationships necessary for success. Participants learn to recognize which facet of the relationship pyramid they are on and how to interact successfully. Loaded with tips on how to succeed and avoid mistakes, this workshop is a must.



Success Through Generational Understanding

This workshop is geared towards helping Millennials be successful and avoid common mistakes. Through understanding the expectations of Traditionalists, Baby Boomers, and Generation X-ers, participants learn how to work effectively with more senior colleagues. They will understand each generation’s mindset, value its contributions, and work with the unique challenges presented by each generation.