



**Training Services
On Demand,® Inc.**

www.tsod.com

Onsite Training Programs for Your Team, Nationwide

Seminar & Workshop Catalog



All-Inclusive Tuition

Nationwide Service



*Results-Oriented
Workshops*

800-810-TSOD

www.tsod.com

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Course curricula are subject to periodic revision.

Course durations are offered as estimates; Actual times may vary.

This catalog offers general information only; No warranties or contracts are expressed or implied.

The suitability of a particular training course to an employee group's needs is the client's responsibility.

Date availability is guaranteed only upon our acceptance of a signed and countersigned Service Agreement.

Training Services On Demand (TSOD) provides high-quality, results-oriented onsite training programs throughout the United States.

If you're working with us for the first time, here's what to expect...



You'll benefit from team-focused training services.

Instead of distributing your employees to separate seminars, you'll involve your group in an interactive learning experience: One that generates team motivation and commitment, and results in solutions tailored to your needs.



You'll enjoy free student materials and instructor travel.

Our all-inclusive tuition policy guarantees that you'll never be surprised by add-on or incidental fees.



You'll love the courses.

Our facilitators are as enjoyable as they are experienced. They're expert at delivering valuable insights in colorful, interactive learning experiences.



You'll stand on proven ground.

You'll benefit from our years of experience working with organizations just like yours, no matter where you are, or what you do.

We look forward to learning more about your training plans, and hope to partner with you in advancing your organization's skills, camaraderie, and professionalism.

TSOD TRIVIA

We'll Be There For You...

TSOD maintained a 100 percent reliability record throughout 2001, 2002, and 2003.



True Nationwide Service

Training programs at your location, for your team, customized to your needs...



Our nationwide presence and our constant circulation throughout our great nation ensure that we'll meet your training needs, no matter where you are.

- **We meet our obligations:** We've logged a 100% reliability record for more than three years. We'll be there to meet your training needs, no matter where you are.
- **We never charge for travel,** because we don't need to. We're available nationwide.
- **We enjoy our work,** meaning that we enjoy visiting our customers throughout the United States, at their location, at their convenience. That's what we do.

True Turnkey Solutions

We make training planning easy for you.

We'll not only supply an outstanding facilitator, we'll provide all student materials. That includes workbooks, note paper, and pens. And name tents. And graduation certificates. And MBTI® assessments, if your program calls for them. And videotaping gear if your program calls for it. And a left-handed snooglefoid wrench, if necessary.

Simply put, we'll make you a hero without making you break a sweat.

We'll ask you to supply participants, since those are important. And we'll ask for training space and basic furnishings, like a flipchart. And maybe some flipchart markers. But we always bring those, too, just in case you're busy.

TSOD TRIVIA

*It's Like Déjà Vu All Over Again...
More than three-fourths of TSOD customers are repeat customers or customer referrals.*



America's Most Respected Team Building Workshops

"I finally understand you. I can work with you."

TSOD Team Development programs focus on mutual understanding. There is no higher goal.

Half-Day MBTI® Team Building Program

This interactive session focuses on personality types, and how those types interact. Participants gain a heightened awareness of themselves and their colleagues: How they naturally communicate (or fail to communicate), form relationships (or fail to do so), and make decisions (or not).

By the end of the session, participants fully appreciate the two types of people in the world: Themselves and everybody else.

This session is chock full of "A-ha!" moments, as participants discover the genuine value of different personality types in a team environment. Designed by to be more results-oriented (and less touchy feely) than other programs, this enjoyable and uplifting team development experience delivers astonishingly beneficial insights in just a half day.

To add greater depth to your team development experience, add any one of the complementary sessions (below) to create a full day of refreshing and revealing perspectives on team relations.

Length: 3.5 hours

Participants: 10 - 40

Prerequisite: None (Participants must complete MBTI® Assessments in advance)

Details: www.tsod.com/teams

Length: 3.5 hours

Participants: 10 - 40

Prerequisite: None (Participants must complete MBTI® Assessments in advance)

Details: www.tsod.com/teams

Half-Day MBTI® Team Building for Executives

Similar to the core team building program above—but customized to address the unique demands of senior managers—this workshop helps ensure more collegial relationships in the boardroom. This highly effective and time-efficient workshop can be combined with any add-on course (below) for a full day of need-specific executive coaching.

Half-Day Add-on Workshop: Applied Team Building

A highly recommended supplement to any of our core MBTI® workshops, this highly interactive program answers the question, "What next?" Participants branch out into small groups to define the benefits of interpersonal understanding in various teams scenarios, then brief their colleagues on their conclusions.

Length: 3 hours

Participants: 10 - 40

Prerequisite: MBTI® Team Building

Details: www.tsod.com/teams

Team Building (continued)



Half-Day Add-on Workshop: Team Communication

The perfect add-on workshop for teams that need to communicate better, this program teaches communication processes and best practices. Your team will reach agreements that improve meeting management, e-mail usage, listening skills, and more.

Length: 4 hours

Participants: 10 - 40

Prerequisite: MBTI® Team Building

Details: www.tsod.com/teams

Length: 3 hours

Participants: 10 - 40

Prerequisite: MBTI® Team Building

Details: www.tsod.com/teams

Half-Day Add-on Workshop: Team Conflict Management

This add-on program helps each participant explore his or her natural reaction to conflict, and uses interactive exercises to promote more productive, more appropriate methods of conflict resolution. This program is highly recommended for newly formed teams.

MBTI® for Aircrew CRM

Nowhere is clear communication and interpersonal understanding more critical than on the flight deck. This program—designed by an experienced AQP/CRM courseware author—gives pilots and flight attendants new perspectives on communication, decision-making, and professional relationships.

Length: 3.5 hours

Participants: 10 - 40

Prerequisite: None (Participants must complete MBTI® Assessments in advance)

Details: www.tsod.com/crm

Length: 3.5 hours

Participants: 10 - 40

Prerequisite: None (Participants must complete MBTI® Assessments in advance)

Details: www.tsod.com/sales

MBTI® for Sales Professionals

TSOD's Customer Connection Sales Training Workshop™ brings the powerful insights of the Myers-Briggs Type Indicator® to the sales process. In this interactive sales workshop, sales professionals gain insights that assist in forming more productive and durable relationships with customers. As an intentional side benefit, participants discover how they can better interact as members of the sales team.

Half-Day Team Refresher Program

Renew and reinforce your insights with this interactive workshop. Available exclusively to TSOD workshop graduates, this program should be scheduled three to nine months after your initial team building workshop.

Length: 3.5 hours

Participants: 10 - 40

Prerequisite: MBTI® Team Building

Details: www.tsod.com/teams

Note: Programs involving the MBTI® Assessment require all participants to complete the assessment in advance. Materials and instructions are provided; All forms must be returned simultaneously at least two weeks prior to the workshop.

Myers-Briggs Type Indicator® and MBTI® are registered trademarks of Consulting Psychologists Press, Inc.

Persuasive Presentation Skills Seminars & Workshops

The choice of PUMA Athletic, C-SPAN, The Sacramento Kings...

Persuade and Impress Your Audience, Every Time

TSOD's Presentation Skills training programs ensure that your presentations reflect the brilliance of your organization.

Your team will not only gain public speaking confidence, they'll discover the shrewd techniques used by master presenters to engage and influence their audiences.

Best of all, by training as a team, you'll ensure that the genius emerging from this workshop benefits every member of your team—in every situation—going forward.

What You'll Learn

- **Planning Your Presentation**

You'll learn an ingenious system for converting scattered thoughts into a logical flow of compelling information. You'll find-out what three things need to happen at the beginning and end of every presentation, and you'll discover five best practices essential to the planning process.

- **Platform Techniques**

In this section, you'll find-out how to leverage your most valuable visual asset: Yourself. You'll learn to avoid verbal, body language and gesture pitfalls. You'll hear the two types of dreaded crutch words. Most importantly, you'll gain confidence to leverage verbal and paraverbal expressions to subliminally electrify your audiences.

- **Using Audio/Visuals**

If you've ever snickered under your breath at other presenters' goofy graphics, beware: They might be snickering at you, too. This section outlines a/v best practices, several of which you'll find surprising, all of which you'll find helpful. Along the way, we'll uncover the psychological implications of colors and shapes.

- **Interacting with Your Audience**

Universally regarded as a "worth the price of admission" topic, you'll find-out how to deal with any problem participant in any audience, in any situation. You'll learn how to create positive interaction, how to manage it, and what to do when the jerk in the front row decides to completely derail your best efforts.

- **Using Humor in Presentations**

Distilled into thirteen short and sweet rules, we'll help you leave 'em laughing. As a bonus, we'll explain why that's absolutely essential.

TSOD TRIVIA

Everybody Knows Frank...

TSOD's chief instructor has given more than 1,000 professional presentations and has made more than 3,500 television appearances.



Presentation Skills (continued)

Our popular two-day workshops include videotaped coaching to ensure that your participants practice the program's wealth of sophisticated communication techniques.

In two fast-paced days, you'll master the art of compelling speeches, sales presentations, instructional sessions, and peer-group briefings.

Designed and facilitated by an award-winning television newscaster, TSOD's two-day programs are used by Pfizer, C-SPAN, and PUMA Athletic to maintain a credible and refined public presence.

Length: 12-14 hours

Participants: 6-12

Prerequisite: None

Details: www.tsod.com/present

Workshop Versions:

- Presentation Skills for Executives
- Presentation Skills for Sales Professionals
- Presentation Skills for Professionals
- Presentation Skills for Trainers

We'll provide videotaping equipment, course materials, and expert facilitation. You'll only need to provide training space and participants!



Length: 6 hours

Participants: 10+

Prerequisite: None

Details: www.tsod.com/present

Our one-day seminars include all of the content from the two-day programs, but without videotaped practice and coaching sessions. Designed for organizations whose time or budget constraints prevent participation in the full workshop, this seminar exposes participants to great ideas and proven techniques that they'll use in every presentation they make.



TSOD TRIVIA

Lights, Camera, Action...

TSOD bought RCA's last pallet of full-sized VHS camcorders for its Presentation Skills and Media Relations courses.

Time Management and Stress Management

Proven benefits for teams that need to boost productivity and job satisfaction...

Every Team Needs an Occasional Recharge!

Time Superstar™ is the first significant Time Management system developed in the e-communication era.

Time Superstar™ is a team learning program that focuses on the essential components of time management:

1. Leveraging Processes,
2. Organizing and Prioritizing,
3. Converting Priorities Into Actions,
4. Working Strategically, and
5. Controlling Your Agenda.

Length: 4 hours

Participants: 10+

Prerequisite: None (often followed by Success Under Stress™)

Details: www.tsod.com/time



This is an uncommonly fast-paced learning experience. It's interactive and fun—and sometimes extremely amusing—but there's no time for fluff. You'll experience four hours of proven, targeted time management training in an accelerated format.

The program moves from “big picture” to “highly specific.” You'll begin with goal development—an essential compass for time effectiveness—and conclude with more than 100 tips, tricks, and techniques for optimizing your day.

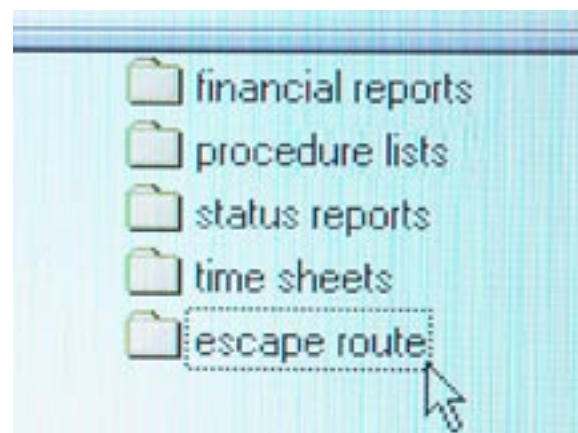
Along the way, you'll explore the habit patterns that define professional achievement. We refer to these

five habit areas as the “Five Points on the Time Superstar,” and you'll use the star as a convenient and memorable reference for time effectiveness.

The Time Superstar™ approach is unique to Training Services On Demand, and reflects today's best practices for time effectiveness.

TSOD TRIVIA

*Same Town, Different Team...
Because every team benefits from these ground-breaking programs, Time Superstar™ and Success Under Stress™ are our most popular repeat customer workshops.*



Success Under Stress™ provides participants with the elements essential to workplace stress management:

- An understanding of stress (including its benefits!),
- A scientific assessment of their current stress level, and
- Solid guidance on minimizing negative stressors.

Success Under Stress™ helps your team get past the mind-sets that distract and de-motivate otherwise capable employees. Sometimes described as “the most fun you can have discussing stress,” this interactive program finds receptive audiences in all occupations, at all professional levels.

Length: 3 hours

Participants: 10+

Prerequisite: None (Time Superstar™ is recommended)

Details: www.tsod.com/stress



This comprehensive learning program includes everything most people need to design and implement a healthier, more productive lifestyle, at home and at work. Beginning with an exploration of stress itself—including an assessment of your stressors—you’ll learn both the positive and negative aspects of different stress categories.



Next, you’ll discover more than 24 proven techniques for mitigating stress (and you’ll even find out which “comfort foods” provide real solace). Finally, you’ll work-through your approach to conflict—a major stressor for most professionals—and find-out how you can conclude any confrontation without loading-up on anxiety.

Throughout the workshop, you’ll craft an action plan: a personalized approach to minimizing negative stressors.

Because ineffective time management is a major contributor to stress, we recommend offering Time Superstar™ prior to this workshop.

Both Time Superstar™ and Success Under Stress™ offer proven benefits to teams facing daunting workloads or job pressures. And of course, both courses feature our legendary, results-oriented approach to adult learning.



MediaSavvy™ Media Relations Programs

Work with the news media productively and effectively, in good times or in challenging situations...

Created by Reporters, Taught by Reporters: A Real-World Perspective on Media Relations...

If you need to work with the news media—either proactively or defensively—MediaSavvy training programs are ideal for you.

Crafted and facilitated by award-winning journalists, MediaSavvy seminars and workshops give you the skill and confidence to turn television, radio, and press interviews to your advantage.

Available in highly interactive two-day workshops, condensed one-day seminars, or one-topic convention sessions, MediaSavvy programs reveal how you can look and sound your best, using proven techniques to optimize media encounters.

MediaSavvy courses are popular among professionals who find themselves in the media spotlight, including executives, politicians, and high-visibility professionals. You'll learn every aspect of effective message positioning, interviewing, and media relationship building.

Designed and Facilitated by Accomplished Journalists...

MediaSavvy's facilitation team combines decades of media experience, extensive public relations practice and refined corporate training expertise to ensure that your learning experience is vivid, relevant, and memorable.

In addition, our trainers are flexible, accommodating, and personable. You'll work with good people... and very experienced people.

Media Training (continued)

Course Options: Two-day, One-day, or a Single Topic

In the two-day MediaSavvy workshop...

...you'll explore proven methods for working with reporters, and you'll practice what you learn through videotaped interviews. You'll receive on-the-spot critiques and constructive coaching from experienced reporters. This results-oriented learning experience prepares you to deal with virtually any media encounter, whether proactive or hostile in nature. Because of the individual attention provided during this workshop, participation is limited to twelve persons.

Length: 12-14 hours

Participants: 6-12

Prerequisite: None

Details: www.tsod.com/media

Length: 6 hours

Participants: 10+

Prerequisite: None

Details: www.tsod.com/media

In the one-day MediaSavvy seminar...

...you'll learn the most appropriate methods for working with reporters. You'll gain the full benefit of our proven workshop curriculum (above), but without video practice. Ideal for organizations with tight time or budget constraints, this training program delivers relevant information in a condensed format.

In convention mini-seminars...

...you'll provide your convention attendees with a time-efficient and content-rich exploration of a relevant aspect of media relations. Convention mini-seminars showcase our most popular media topics, creating a valuable and entertaining short session.

Length: 45-75 minutes

Participants: 25+

Prerequisite: None

Details: www.tsod.com/smart



TSOD TRIVIA

Welcome Aboard Jet Whyte...

TSOD's Frank Whyte and Tim Sharp met as television reporters in the late 1970s. When Tim campaigned for Congress years later, Frank contributed by flying the campaign airplane.

Team Leadership

Survival Skills for New Managers...

...Fresh Methods for Experienced Leaders

TSOD's Team Leadership Workshop provides proven methods for successful people management. Participants receive a step-by-step plan for guiding each employee toward success.

This workshop includes elements of TSOD's nationally respected Team Building Workshops, expanding upon that foundation to help leaders:

- Recognize each employee's personality preferences and supervisory needs,
- Align their leadership style with those of their bosses, colleagues, and subordinates,
- Develop competent and committed employees by mentoring and guiding their employees toward success,
- Schedule their management responsibilities to ensure that nothing is left to chance, and
- Use practiced, real-world scenarios to resolve challenges and remove barriers.

This team-oriented approach to effective supervision is only available through TSOD. Our customers find that this program pays for itself immediately: If only one supervisor receives the guidance they need to succeed with your company, you'll save thousands of dollars in recruiting, training, and productivity costs.

By the end of the program, new managers will have a starting point for effective supervision, and experienced leaders will have refined insights to serve as mentors, coaches and teachers for their team.



Length: One-Day & Two-Day Options

Participants: 10+

Prerequisite: None

Details: www.tsod.com/lead

Essentials of Finance for Managers

This course is designed for competent managers and professionals who need to know the “secret language” of accounting in order to effectively participate in their organization’s success. This interactive workshop helps managers not only survive—but add value—as they interpret financial statements, set departmental budgets, and make decisions that support solid financial strategies.

You’ll learn from a CPA with an uncommon talent for translating GAAP (Generally Accepted Accounting Principles) into easily understood concepts. You’ll benefit from more than 20 years of corporate controller

Length: Full-Day Workshop Recommended; Half-Day Available

Participants: 6+

Prerequisite: None

Details: www.tsod.com/finance



and private-practice CPA experience as you explore the fascinating world of debts, debits, and deficits. Even if finance and accounting don’t trigger an adrenaline rush, you’ll still find the instructor engaging and the workshop extremely beneficial.

This program is recommended for managers and professionals at all levels of any organization that distributes financial accountability throughout the organizational structure.

Business Writing Skills

Length: One-Day & Two-Day Options

Participants: 10+

Prerequisite: None

Details: www.tsod.com/write

This is a program designed for virtually every employee at every professional level... the people who put your organization’s reputation in writing!

People judge your professionalism by your use of the language: Those who craft meaningful messages are more successful throughout their careers, whether they pursue sales, management, or technical occupations.

Unfortunately, many of us forget the essentials—the rules and techniques that allow us to produce clear, meaningful, error-free documents. This course offers a business writing checkup—with a free grammatical booster shot.

You’ll learn how to compose impressive and influential proposals, e-mail messages, and reports. You’ll discover methods for avoiding common errors.

Yes, this program will evoke memories of Mrs. Dodd’s sixth-grade English class. It will also add the tips, tricks, and techniques you need to communicate effectively in the Third Millennium.

Make your writing reflect the true sophistication of your organization with TSOD’s Business Writing Workshop.



Win-Win Negotiation Skills

Good negotiating combines several elements, and TSOD's Negotiation Skills Workshop covers the spectrum. Best of all, we'll take you through this negotiation boot camp in just two days, giving you skills you'll use right after graduation.

This isn't a sit-back-and-listen program. You'll be put to the test in various scenarios, using different techniques, and gaining poise and confidence at every turn. You'll need to arrive ready to flex your intellectual muscles.

Sure, you'll learn some shortcuts and some easy negotiation tricks. But you'll also gain deeper insight into how the person across the table thinks, assumes, and reacts. And you'll gain the benefit of proven techniques to effectively deal with every phase of the negotiation process.

In this two-day workshop, you will:

- Discover your natural negotiation style: Learn how you are perceived at critical junctures.
- Find-out how others negotiate, and why "style matching" doesn't always work.
- Learn how to effectively assert yourself, even when you're not in the power seat.
- Resolve to make every negotiation a win-win, using solid planning and execution.

Length: One-Day & Two-Day Options

Participants: 10+

Prerequisite: None

Details: www.tsod.com/win

Sexual Harassment Prevention

Length: 2-3 hours

Participants: 10+

Prerequisite: None (Often combined with Discover Diversity)

Details: www.tsod.com/hr

The program stresses the implications of Sexual Harassment. Participants will learn the potentially devastating consequences of offensive behavior, both to the company and to the offender.

At the same time, the workshop is positive in nature, ensuring that participants don't leave the program under a dark cloud. By working interactively and energetically with your group, we ensure that your Sexual Harassment Prevention training is as non-threatening and enjoyable as possible.

Above all, the workshop focuses on respect. Using mutual consideration and professionalism as standards, this workshop helps employees adopt a high standard for workplace decorum: One that helps your organization avoid the consequences of offensive behavior.



Discover Diversity

TSOD's Diversity Awareness Workshop proves that diversity training can be both practical and interesting. Participants graduate from this short—but powerful—workshop with an uncommonly personal perspective on respectful workplace relationships.

The program combines facilitator-led discussions, video presentations, and small-group discussions to create a compelling and memorable diversity learning experience. Participants learn how the workplace is evolving and becoming more diverse. And they discover the value of diversity and multicultural teamwork in their own organization.



The interactive nature of this course ensures that each participant gets involved in defining diversity issues, examining the implications of those issues, and suggesting realistic solutions. Participants graduate from the program with a heightened awareness of diversity issues. More importantly, participants usually adopt a personal commitment to a respectful and inclusive team culture.

Length: 2-3 hours

Participants: 10+

Prerequisite: None (Often combined with Sexual Harassment Prevention)

Details: www.tsod.com/hr

SmartSessions™ Deliver TSOD Insights to Your Convention Attendees

Length: 45-75 minutes

Participants: 25+

Prerequisite: None

Details: www.tsod.com/smart

SmartSessions are popular 45- to 75-minute "mini-seminars" for conventions and conferences.

SmartSessions feature crowd-pleasing content from our hottest seminars, providing attendees with memorable convention experiences. You can select from programs on time management, stress management, media relations, and more.

As with all TSOD training courses, SmartSessions are available nationwide at all-inclusive tuition rates. Scheduled in quantity, SmartSessions cost as little as \$775 each!

For complete details on TSOD SmartSessions™ (including full pricing details), log onto www.tsod.com/smart.

We Make It Easy to Schedule Onsite Training!

When you've chosen a date and determined your participant count, log-on to www.tsod.com/express. After you complete a short online form, we'll fax a Service Agreement for your review.

Training Date Availability Is First Come, First Served

To prevent confusion, we schedule training courses only through Service Agreements or Federal Government Purchase Orders. Date availability is subject to change: We regret that we cannot "hold" dates in anticipation of Service Agreement submission.

After Scheduling

After we receive your Service Agreement, we'll send a confirmation packet that includes:

- A confirmation letter that lists the course title, time, date, location, and number of participants. This is the information as we understand it: Please review it carefully for accuracy,
- A copy of your countersigned Service Agreement,
- A course checklist and setup sheet,
- An invoice, and
- Any materials intended for pre-course completion, including assessment forms.

You'll also gain access to our web site's Customer Resource section, which provides useful details specific to your course.

Your course facilitator will phone about a week before your course to learn more about your participants, their work, and the specific goals you want to achieve.

And Don't Worry

Our three-year reliability rate is 100%. When you schedule a course with Training Services On Demand, you're in good hands.

All-Inclusive Tuition...
Nationwide Service...
Results-Oriented Workshops...

