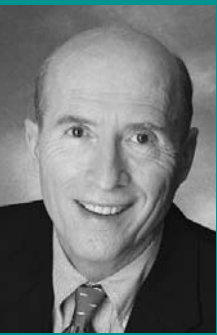


Dr. Gerald D. Bell



Dr. Gerald D. Bell is a professor at UNC-Chapel Hill's Kenan-Flagler Business School and is a consultant to leading business organizations. His creative thinking and personal style have

earned him the reputation for being one of the highest-rated resources on leadership in the United States and abroad.

For over 35 years, he has devoted his life to the mission of creating world-class leaders. Dr. Bell's expertise and knowledge gained from working with CEOs and senior leaders can provide you and your team with an advanced, effective solution to your leadership challenges.

Dr. Bell has been a visiting professor at the Harvard Business School, Cornell, Stanford, McGill, and the London School of Business. He earned master's and doctoral degrees from Yale University, and bachelor's and master's degrees in psychology and business from the University of Colorado at Boulder, graduating with honors from both universities.

Dr. Bell is the author of *The Achievers*, and co-author with Coach Dean Smith of the *New York Times* best seller *The Carolina Way*, with John Kilgo. He is currently working on "Great Leaders, Great Results," a book showing what works and what doesn't in building your company into a great organization.

In addition to teaching, consulting and writing, Dr. Bell enjoys time with his family at their home in Chapel Hill, North Carolina. He is a golfer, fly fisherman, avid runner, and Western art collector.

TRAIN-THE-TRAINER

P R O G R A M

Bell Leadership Institute is pleased to offer the Train-the-Trainer (TTT) program to our clients. Participating companies will have the opportunity to bring the Advanced Achievement Leadership Series™ directly to their employees, using their in-house trainers. Attendance at the two-day TTT program is your company's first important step.

To be a world-class leader and to build a world-class company, you have to excel at training, selection, and coaching.

—DR. GERALD D. BELL

During this initial session, Dr. Bell will work with your company's chosen representative(s) on his advanced fundamentals of training, demonstrating how to create highly effective training programs for the Achiever Leadership skills.

Trainer candidates will learn:

- ▲ How to get your audience out of beta state and into alpha state.
- ▲ How to quickly warm up a group so that they are eager to learn.
- ▲ How all groups pass through four natural phases and then how to use these phases to produce great learning.
- ▲ The levels of self—how to move your participants beyond the surface self into the core level for deeper, more meaningful learning.
- ▲ How people actually listen, learn, and communicate in their learning process.
- ▲ How to improve people's ability to learn by creating permanent memory.
- ▲ How to create effective learning spaces, processes, and timing.

Tuition is \$5,985 and includes a two-day Train-the-Trainer program as well as a 3-day Advanced Achievement Leadership seminar with exclusive training sessions for trainer candidates with Dr. Bell. This program is worth 1.2 CEU credits and 14 CPE credits. Please see back for additional information and requirements.



**214 West Cameron Ave.
Chapel Hill, NC 27516**
Phone: (919) 967-7904
Fax: (919) 967-3484
www.bellleadership.com
info@bellleadership.com

TRAIN-THE-TRAINER

F A C T S H E E T

Certification for:	Advanced Achievement Leadership
Prerequisite:	Advanced Achievement Leadership seminar
Cost:	\$5,985.00 includes: <ul style="list-style-type: none"> ▲ 2-day TTT session ▲ 3-day AAL session
Conditional Certification:	Will go into effect upon meeting the above requirements, if trainers agree to meet the post TTT meeting requirements below
Post TTT Meeting Requirements:	Advanced Achievement Leadership Part II and Advanced Communication within one year (previous attendance may be counted towards requirement) — a 20% discount will be available to trainers for attendance at these sessions
Company Licensing Fee:	\$1,500 – valid for 3 years**
Per Participant Cost:	\$485 per person – will include copy of <i>The Achievers</i> , participant workbook, and Bell Personality Profile results
Trainer Selection Criteria:	<ul style="list-style-type: none"> ▲ Strong meeting, communication, and presentation skills ▲ AV equipment skills ▲ Commitment to be prepared, organized and to give 100% to every workshop ▲ Commitment to consistently follow the design of the program ▲ Commitment to help program participants apply to their jobs the principles that they have learned ▲ Professional demeanor ▲ Ability to create and facilitate a safe learning environment ▲ Commitment to learn and practice the material ▲ Strong business experience; five years or more with a for-profit company
Minimum Training Commitment:	20 people per year within first year after certification (must receive written permission from Bell Leadership if participants are other than company employees)
Annual Refresher Course:	TTT (for updated materials, etc.)
Facilitator Agreement:	Must be executed before training can be conducted
Company Licensing Agreement:	Must be executed before training can be conducted
Location:	Chapel Hill, NC
Registration:	Cutoff is 3 weeks before scheduled program(s)

* *Guidelines and pricing subject to change*

** *The \$1,500 licensing fee covers all offered TTT programs in the Series*

