Language Leverage™ Certification

Powered by the Systemkey™ Risk Intelligence Framework

What would it be worth to your organization as a whole, to foster an environment where people tell you what you **need to hear** rather than what they *thought you wanted to hear?* That's the remarkable promise of Language Leverage™ certification, offered by Systems Thinking Institute LLC of Lost Pines, TX. These practical workshops deliver concrete ways to build trust quickly (*how about 3 minutes, is that quick enough?*), across all levels of the organization and even across industry groups.

- Tier I: 2 hours, Building Trust in Seconds: what geckos teach us about networking (beginning tier for new staff), preview v3: http://is.gd/lhNrbT
- Tier II: 4 hours, Language Leverage™: the emotional economy (beginning tier for experienced staff), preview v3: http://is.gd/dwYWpp
- Tier III: 1-3/4 days Vocal Presents™: giving the gift of Y.O.U.R. voice to others, preview available to qualified reviewers/subscribers.

The Problem

In *effective customer service*, the largest threat we face today is not weather, weapons or Windows. The **biggest threat** all organizations face is staring back at them in the mirror! Current market leaders attempt to solve the challenge of complexity with more complexity, rather than increasing clarity. The elephant in the room is that organizations, both profit and non-profit, **drastically lack trust** today. A solution to that lack of trust is a radical openness to asking ridiculous, unreasonable, and irrational questions. A systems thinking-infused perspective restores the rich cream of business intimacy to the skim milk of today's "bottom-line transactions" which have all-too-often ignored life-cycle costs, viewing everything through the lens of the fiscal budget this quarter. *That short-term focus is one of the most under-reported and under-addressed risks across business sectors today.*

Surveys by IBM [1], KMPG [2] and the Economist Intelligence Unit [3] say that more than half of key executives surveyed recognize **their ability to deal with complexity and risk does not meet the current challenges they face**. As recent events have shown, from the Bastrop Complex wildfires to the Air France flight 447 catastrophe, it's time for us to recognize we are interconnected at the human as well as at the economic level. To implement a common risk language across disciplines puts key leaders in a position to uncover important insights that would be nearly impossible to see within functional silos. Doesn't your organization deserve people willing to tell you what you need to hear even if it's uncomfortable?

The Solution

Clarity brings understanding. People make timely decisions when they understand what to do. What makes these workshops different from anything you've ever experienced is that Language Leverage™ certified training uses a relationship model and a structured question sequence powered by SRIF, the Systemkey™ Risk Intelligence Framework. Your workshop facilitator, Matthew E. Weilert, has led companies from around the world in learning to uncover system-wide risk by becoming more transparent so people will tell you **need to hear**, rather than what they *think you want to hear* (details below).

Language Leverage is a very practical series that teaches experientially, where the participants leave with well-practiced new skills, measurably beyond the simple workbook exercises and paper certificates of most courses.

WHY IS EXPERIENCE-BASED TRAINING SO IMPORTANT?

We are hard-wired to be people of community, it's in our DNA. No amount of new-agey nonsense can change that. We also know that trust is most often built through shared experience. Gifted professionals in both technology and business often get side-tracked when the music behind their words doesn't harmonize with their worthwhile business goals.

Q: I'm busy! Why should I take this training?
A: You **shouldn't**. It's not for you. For leaders who understand the path of learning never ends, Language Leverage™ opens the door to ethically engage people in every walk of life and at every level of the organization, to help those unfamiliar with participative management to deliver lasting impact the staff they serve and lead.

Q: It's expensive! Is it worth it?
A: Ask BP, Toyota or Carnival Cruise Lines if they would invest 10,000 times our tuition investment in Language Leverage™ to go back and change the future to avoid the tragic loss of life and global PR nightmares they each experienced. Because of their failures to communicate effectively, each of these global brands allowed residual risks *specific to their operations* to simmer unnoticed until they boiled over into catastrophe.
> [Disclaimer: None of these three companies has taken Language Leverage, *yet!*]

Q: Does this stuff work?
A: You bet it does! Once you open hearts and minds, you open doors to better business. People are more receptive to what you have to say. The techniques and practices of Language Leverage™ have secured in-person or webinar presentations to:

- A Director of IBM's Venture Capital Group in Austin
- The Dean of the Cameron Graduate School, University of St. Thomas, Houston
- The Director of the Texas A&M Health Science Center, Office of Innovation and Emergency Preparedness
- The Technology Transfer Director, University of Malta, Msida, Malta

as well as a special graduate & staff seminar at the University of Malta in Spring 2011! *(No we cannot guarantee that you will land a trip to Malta if you take this series, sorry!)*

This is no typical soft-skills seminar. This is experience-based, data-driven performance enhancement for professionals who seek to mature in the craft of delivering value to their customers, whether that customer is internal or external. In practical terms, because Language Leverage™ is powered by the Systemkey™ structured question framework means that there is an integrated and coordinated path to escalating the levels of success. Risk discovery and resolution projects powered by Systemkey™ have delivered successes across completely distinct industries as detailed on these concept cards: http://db.tt/meWiUrP1

GLOBALLY CAPABLE YET LOCALLY RELEVANT

The Systemkey™ framework (SRIF) was originally designed for the largest global enterprises, yet it's just as effective helping *real people* who work at small and mid-tier organizations, as well as those employing thousands. SRIF helps people apply these far-reaching advantages to their personal lives. It's not a magic bullet, it's very hard work over the long haul and not everyone qualifies to attend. Those who pass the screening and are admitted to the series grow both personally and professionally in ways that directly impact their day-to-day productivity in cross-functional teams, directly addressing the findings cited above.

Language Leverage™ offers three tiers of certification designed to build incrementally, yet each tier can be taken independently. Those who are completely new to business, to cross-functional teams, or those seek a robust foundation (as a refresher) should start with Tier I, while those with more experience can feel confident in starting with Tier II.

Tier I: 2 hours, Building Trust in Seconds: what geckos teach us about networking, $175
Tier II: 4 hours, Language Leverage™: the emotional economy, $350
Tier III: 1-3/4 days Vocal Presents™: giving the gift of Y.O.U.R. voice to others, $1295

Your Workshop Facilitator

As a international innovator in system safety and risk, Matthew Weilert (Texas A&M '84), has advised billion-dollar brands like Kraft, Coca-Cola, Bacardi, GM & the US Navy on what it takes to go from "good to great" in enterprise risk. Matt is a "global mindset thinker" (Thunderbird Graduate School 2011), who has been privileged to lead networks of leaders across the spectrum of finance, defense, medical and university, to better risk results. As a proud Bastrop County resident, he's reaching out personally to contribute his share to rebuilding Bastrop by offering these pilot session workshops at substantial savings!

The Offer

As a special incentive for [*firm*] early registrants have a chance to send one person free of charge for each three that you register before [*date*]. If you want to get started immediately,

we'll extend an additional 10% discount for all registrants if you pay within 48 hours! »
http://is.gd/qurate takes you to our secure piryx contributions page. Tuition payments will be
reflected as donations to the non-profit 501(c)6 STETA Group, a risk standards technical
society, who administers our training and certification. (NOTE: It defaults to say home
address, just put in your office.) As long as you are registered and pre-paid, we'll hold your
pricing even if your individual scheduling needs involve multiple sessions.

The Details

Those who are completely new to business (recent graduates, etc.), new to cross-functional
teams, or those seek a robust foundation should start with Tier I, while those with more
experience can feel confident in starting with Tier II.

TIER I: BUILDING TRUST IN SECONDS: WHAT GECKOS TEACH US ABOUT NETWORKING

Transient teams are part of today's business reality. Because the common garden gecko can
stick instantly yet release easily, they are a perfect metaphor for the nearly-instant relationship
building that has opened doors and delivered results across North America and across the
globe (see globe.systemkey.net). At the pace of business today, you need Gecko Bonding™ to
solidify the vital bridge of trust that opens hearts then minds; only then can real dialog take
place. When people witness you acting transparently, you have fostered the environment for
people to tell you what you **need to hear** not merely what they *think you want to hear*. Gecko
Bonding™ is practical, ethical, effective.

Is this a must have workshop? *No, survival is optional.* For everyone else, "What Geckos Teach
Us About Networking" sets a new baseline for organizational effectiveness, opening up silos,
increasing transparency. The on-line community continues the conversation after the
workshop concludes!

Outcomes: Successfully completing Tier I, participants will be able to
- Demonstrate real-time relationship building with focused, structured questions that
  drive your business objectives
- Handle routine interactions (meetings, conference calls, required business outreach)
  with more clarity, more poise and confidence, which comes across without saying a
  word!

Tuition per person: $175 USD | $180 CAD | €140 | £112 | $180 AUD
Duration: 2 hours
Minimum Size: 6 persons

TIER II: LANGUAGE LEVERAGE™: THE EMOTIONAL ECONOMY

Building on the basic course, Language Leverage™ unlocks the door to participant's natural wisdom with an intense focus on the subtle aspects of voice tone, inflection, pacing and posture. This workshop deepens mastery and extends the range of situations in which participants are equipped to use the gift of their voice in practical servant leadership. The on-line community continues the conversation after the workshop concludes!

Outcomes: Successfully completing Tier II, participants will be able to
- Deal with more challenging situations transparently in ways that reinforce the goals of the organization
- Understand and apply the "scalable detail" concept to say *just enough but not too much* in reporting events upstream.

Tuition per person: $350 USD | $360 CAD | €280 | £220 | $360 AUD
Duration: 4 hrs
Minimum Size: 9 persons

TIER III: VOCAL PRESENTS™:

GIVING THE GIFT OF Y.O.U.R. VOICE TO OTHERS [4]

The platform for the full 19 Ways™ of Personal Productivity movement, Vocal Presents™ integrates all the material covered in the basic and intermediate workshops with the innovative Systemkey™ 19 Day performance model: learn, review, teach. A copy of *19 Days to Business Intimacy* is included with each participants' workshop materials and serves as the blueprint for advanced discussions. Participants are expected to have read the material before arriving and be ready to engage in high-level yet intense personal development work. The on-line community continues the conversation after the workshop concludes!

Outcomes: In the flow of mastering Tier III, participants will,
- Demonstrate advanced facility with directive techniques that respect the personal integrity of all levels of the organization without compromising the business discipline that drives the bottom line.
- The top 30% of participants in Tier III (selected by a joint team of our/your leaders) will be offered the opportunity to participant in Train-the-Trainer follow-on sessions, based on their demonstrated engagement and their organization's membership in STETA Group, advancing the state-of-the art in risk management.

Tuition per person: $1295 USD | $1265 CAD | €1005 | £805 | $1240 AUD
Duration: 1-3/4 days (*also delivered as a customized 3-day off-site retreat at substantial savings, call or write for more details!*)
Minimum Size: 18 persons public sessions, retreats 12 persons

Summary

There is a saying that there is no stopping an idea whose time has come. The time is right to bring next-generation performance improvement to [*Venue*] and beyond; keeping pace with the growth of the communities we love. Contact us today to schedule your staff for Language Leverage™ and bring these concrete ways to build trust quickly into your organization!

Notes:
1. IBM, *Capitalizing on Complexity*, 2011, the specific "more than half" quote is from p. 30 http://public.dhe.ibm.com/common/ssi/ecm/en/gbe03297usen/GBE03297USEN.PDF and *The New Value Integrator*, 2010, has variants of it as well. http://public.dhe.ibm.com/common/ssi/ecm/en/gbe03277usen/GBE03277USEN.PDF .

2. KMPG, 2011 Public Company Audit Committee Member Survey Highlights, http://www.kpmginstitutes.com/aci/insights/2011/pdf/aci-annual-survey-2011-websecured.pdf

3. Economist Intelligence Unit, "Too Good to Fail?" retrieved from http://www.sas.com/resources/whitepaper/wp_32620.pdf and "Ascending the maturity curve," http://digitalresearch.eiu.com/enterpriseriskandcompliance/content/files/download/report/EIU+Ascending+the+maturity+curve.pdf

4. See: http://www.skerja.net/your.html