



ASSOCIATION OF SMALL BUSINESS
DEVELOPMENT CENTERS



ANNUAL CONFERENCE

SEPTEMBER 14-17, 2009 • ROSEN SHINGLE CREEK • ORLANDO, FLORIDA

FranklinCovey FOCUS Facilitator Certification Training

Sponsored by FranklinCovey/ASBDC Partnership

**Advanced
Management**
Pre-registration required by August 21, 2009. Seating is limited.

**Tuesday, September 15, 2009 through
Thursday, September 17, 2009**
8:00 am – 5:15 pm daily

ASBDC is pleased to announce that the FranklinCovey/ASBDC Partnership will again be providing high value training for SBDC counselors and trainers at the ASBDC 29th Annual Conference in Orlando.

In the ever-changing corporate world, new communication media often create an overwhelming amount of noise. One of the biggest challenges is integrating new technology to enhance existing processes. **FOCUS** will help your clients do exactly that! You will learn how to work with your clients as a COACH to help them develop impeccable communication etiquette in a variety of media — including email, phone messaging, memo writing, and presentations.

Becoming a certified FranklinCovey FOCUS Facilitator is rewarding, personally and professionally. As a Facilitator, your ability to contribute to your clients' organizations and the realization of their top priorities increases profoundly. You and your clients will benefit from a deeper understanding and application of the FranklinCovey principles.

This 3-day facilitator certification program will be conducted 8:00 am – 5:15 pm daily, Tuesday, September 15 through Thursday, September 17, 2009. Pre-registration is required. A minimum of 10 participants required.

Additional Fee: \$1,410.00. Fee includes: certification fee and facilitator materials @ \$500; Tuition & Student materials for workshop @ \$250; and 15 student materials for workshops at your SBDC @ \$660. **Pre-registration by August 21, 2009** is required. Please check the appropriate box on the ASBDC Conference Registration Form.

About FOCUS: Achieving Your Highest Priorities – The Workshop

Overview

The FOCUS: Achieving Your Highest Priorities workshop is the anchor of the FranklinCovey Focus Solution. This one-day course teaches productivity skills integrated with a powerful planning system that helps employees clarify, focus on, and execute the highest priorities—personally and professionally.

Who Should Attend

All workers within an organization who need to make improvements in their personal and professional productivity.

Workshop Features

- Includes the Focus Assessment—a pre- and post workshop evaluation—to infuse in the learner greater meaning of the course content and to measure productivity improvement
- Teaches how to integrate and use planning tools such as the Franklin Planner®, PDA, and PlanPlus™ for Microsoft® Outlook®
- Provides participants clear understanding of how to generate passion and engagement in their personal and professional lives
- Establishes a goal-setting process to help the learner become more focused
- Gives technology tips and best practices to help learners manage the onslaught of information they receive daily

Learning Objectives

Participants who experience the Focus workshop discover how to:

- Apply a goal-setting process that gets results
- Stay focused every day with a reliable planning system that integrates the tools they use (planner, PDA, desktop)
- Achieve balance and renewal in their lives to avoid burnout and cycles of frustration
- Gain control of the competing demands on their time—e-mail, voice mail, meetings, and interruptions
- Reduce stress by recognizing and eliminating low-priority activities and distractions

Course Format

Taught as a one-day, facilitator-led workshop in a corporate onsite or public seminar setting.

Facilitator Certification

Facilitators can become certified to teach the new Focus workshop through a three-day certification class.