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www.Leaderships.com • www.IndustrialStrengthSolutions.com • www.CoreTeamsWork.com
www.Lead52.com • www.Lincoln-Leadership-Gettysburg.com • www.LessonsOfWar.com

Creative Team Resources Group, Inc. (CTRG) Services and Products

Services:

Services are provided within three inter-related categories:

Conferences
Consultation
Coaching

Conferences, Consultation, and Coaching are often combined. Whether engaged sequentially or aggregated these services provide our clientele with training and practical application to achieve desired and sustainable results.

Conferences:

Conferences are group events occurring over 1 to 2 days, lasting anywhere from 3 hours to 10 hours. A CTRG presenter designs and adapts content to fit your company's meeting goal.

Conferences are an excellent means to present vital leadership and core team training information to groups large or small. Use our conference option for company off-site meetings, retreats, and conventions.

Consultation:

Consultation includes 4 areas of investment and lasts from 4 to 16 months.

1. *Relationship and Operational Structure Analysis (ROSA)*: ROSA is a needs assessment operation that helps you and CTRG determine the health, dysfunction, or degrees of both of your organization. ROSA consists of an Acquaintance Seminar, confidential one-on-one interviews, data collection, analysis, and the presentation of at least two reports: the Executive Report and the Participant Report. ROSA is a window on your company. ROSA provides you and CTRG with the information needed to help design a program of consultation and coaching.
2. *Organizational Investment*: Leadership and Core Team training for small or large groups is a centerpiece of the investment strategy of CTRG. Leaders and core team members are taught principles of team construction and operation and how to apply them in their daily practices. Major focus points include the development and implementation of a team's Values, Vision, Mission, and Message. As the team improves its relationships and corresponding operations it deals with improving leadership, building teams, and handling effectively the 21 Core Issues for Core Teams. Please access the free download of Chapter 10 of *Core Teams Work* where these issues are described.
3. *Reinforcement*: Confidential one-on-one meetings are where learning becomes living. Changed behaviors are the goal in the lives and contributions of those who go through our program of investment. Reinforcement sets CTRG apart and gives you, our valued client, the opportunity to grow and measure results from your people. The practical application of principle provides the strength for participants in core team structures to succeed. Seminars are not enough. People must see life-principles in practice. This is the difference between procedures where people listen and may apply what they hear, and those where people who listen are taught how to apply what they hear through one-on-one mentoring.
4. *Reporting*: Accountability is high on our list of priorities. We consistently measure results and report our findings to contract

managers, leaders, and core team members as the process of investment unfolds. Our desire is to model the kinds of accountability behaviors we teach.

Coaching:

Coaching is a process of continuing care and relational and functional growth. As consultation proceeds or upon its conclusion we offer coaching to assure ongoing progress as part of planning for current and future operational success. Coaching programs have specific starting and ending points, mutually agreed by client and CTRG.

Coaching is designed for leaders and their core teams. It includes these focus points:

1. Communication techniques
2. One-on-one leadership investment
3. Problem identification and conflict resolution
4. Strategic planning
5. Operational efficiencies
6. Work culture changes
7. Asset management
8. Change adaptation
9. Performance review procedures
10. Personnel assessments
11. Staff acquisition and interview criteria
12. Leadership impact, influence, and investment
13. Action step implementation
14. Winning vs. whining
15. Initiative
16. Balance
17. Company and personnel resources: time, target, and treasure
18. Micromanagement, Intimidation, and Attention-grabbing
19. Confidence, clarity, and closure
20. Customer service initiatives
21. Building a legacy

The staff of CTRG customizes the service investment for your organization. We offer what your company or department needs to assure that what you receive will produce the results you desire.

Products:

Our products consist of published instruction and resources tools. These books provide curriculum as well as resource material. Each book is utilized in Conferences, Consultation, and Coaching services.

1. *Leadership Is—How to Build Your Legacy*
www.LeadershipIs.com
Focus: Leadership training, investment, and duplication

2. *Industrial Strength Solutions Build Successful Work Teams!*
www.IndustrialStrengthSolutions.com
Focus: Building Core Teams

3. *Core Teams Work Their Principles and Practices*
www.CoreTeamsWork.com
Focus: The function of the core team, addressing the 21 Core Issues for Core Teams

4. *L.E.A.D.—Learning, Education, Action, Destiny* and its advanced study guide *Leadership Works*
www.Lead52.com
Focus: 52 leadership lessons for core teams, one for each week of the year

5. *Lincoln, Leadership and Gettysburg*
www.Lincoln-Leadership-Gettysburg.com
Focus: An examination of the leadership of President Abraham Lincoln observed in the Gettysburg Address

Purchase options:

Each product is available through the **Creative Team Publishing on-line store**
www.CreativeTeamPublishing.com.