

**Generational issues can determine the
success or failure
of your key initiatives
become
a Certified BridgeBuilder!**

**2011 BridgeBuilder®
Trainer Certification Course**



Can you say **YES** to any of these questions?

- *Is your organization grappling with generation gaps in recruiting, retaining, rewarding, managing or training?*
- *Are you searching for ways to reach clients and customers of every generation?*
- *Have you been charged with developing training that addresses generational issues, but you lack the necessary expertise?*

If you recognize the challenges that generational issues can pose to your key corporate initiatives,

then **YOU** should become a **Certified BridgeBuilder!**

BridgeBuilder certification arms trainers with course designs, proven training techniques and outstanding teaching materials. Add this flexible and engaging program to your training mix!



Customer testimonials

General Mills has recognized the need for this type of program in addressing a variety of business issues. We had a great experience with BridgeBuilder and are using the training ongoing to optimize our competitive advantage.

**Lisa Novotny, V.P. Human Resources, Technology
General Mills, Inc.**

You have made such a difference for me. I was at the point, after 30 years of service, that I needed a pick me up. Generational training has done that. To date, we have trained nearly 2,000 managers and employees!

**Ventris Gibson, Assistant Administrator Human Resources
Federal Aviation Administration**

BridgeBuilder will teach you...

- how to structure and present a tailored, interactive and engaging “generations” training program for your organization.
- how to diagnose generational trouble spots in your workplace, then quantify and communicate their significance.
- how to assess the ways generational issues impact an organization's bottom line.
- how to bridge generation gaps at work, whether the topic is recruiting, retention, communication, team building, selling, or customer service.
- how to identify audiences and opportunities for ongoing generational training.

BridgeBuilder will provide...

- two and one-half days of fun, high-energy and enlightening instruction by one of the nation's leading generational experts — she literally wrote the book.
- hands-on attention; new training ideas, tips and techniques; and loads of interaction with other trainers.
- ready-to-use trainer and participant kits complete with generational learning tools.
- a PowerPoint CD to use in your own training courses.

Course Instructor

Lynne C. Lancaster is a generations expert, researcher, writer, and speaker who has conducted training for many of America's best companies. She is co-author with her business partner, David Stillman, of the best seller *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (HarperBusiness, 2003), and the newly-released *The M-Factor* (HarperCollins, 2010).



Lynne has been featured in *TIME* magazine, *The Wall Street Journal*, *The Washington Post*, and numerous trade and specialty publications. She has appeared as a guest on CNN and CNBC, among many other television and radio programs nationwide. Her by-line has appeared in such prestigious business publications as *Nation's Business* and *The Futurist*.

Some of our products & Training Materials



Our Policy on Products and Materials

BridgeBuilder training uses our exclusive, proprietary materials to enhance learning, create a professional and successful experience, and communicate a consistent message. Certified trainers are required to use the official BridgeBuilder brand *training materials* whenever they teach our concepts. Training materials are defined as participant kits, participant manuals, or briefing documents.

As part of the certification process, BridgeBuilder trainers are obligated to invest a minimum of \$2,250 in BridgeBuilder brand content-based *training materials*. For this reason, a non-refundable \$2,250 deposit will be billed once we receive your registration form and is due one week prior to the day the course begins. Deposit discounts apply for multiple attendees from the same organization.

Your \$2,250 deposit will serve as a credit toward purchases of BridgeBuilder training materials. For orders that exceed \$2,250, the balance will be billed separately. If two or more trainers from the same organization register for a given BridgeBuilder class, the investment in BridgeBuilder brand training materials is reduced to \$2,100 per registrant.

Our product manager, Linda McDonald, is available full-time to support the success of every BridgeBuilder trainer—whether you need assistance tailoring a training module, selecting appropriate products and tools, or creating customized materials.

Course Dates & Locations

May 18 - 20, 2011
Minneapolis, MN

Or, in-house by request.

Registration Information

Maximum enrollment for a BridgeBuilder course is 20. Acceptance is based on the date the registration form and course fee is received.

Course Fee & Materials Deposit

Course fee
2 or more* \$2,750 per attendee
5 or more* \$2,400 per attendee
\$2,050 per attendee

Training materials deposit
2 or more* \$2,250 per attendee
5 or more* \$2,100 per attendee
\$1,850 per attendee

*from same company attending same class

To reserve your place, the course fee is due upon registration. Note that the training materials deposit is due one week prior to the day the course begins (see previous page for details).

Course Fee Includes:

- Tuition
- Materials used in the course, including the book, *When Generations Collide*, Trainer Kit, Participant Kit, and Power Point CD
- *ClashPoints* interactive training/testing tool
- Breakfast and Lunch—3 days

(Course fee does not include airfare, hotel, or transportation to and from airports.)

Cancellation Policy

Cancellations at least **30 days prior to the event:** A full refund less a \$50 handling fee will be made.

Cancellations **within 30 days of the event:** Subject to a cancellation charge of 50% of the course fee. (Substitutions are allowed.) Deposits and fees less a \$250 handling fee may be applied to a future training session within one year of the original event.

YES, I want to become a certified BridgeBuilder!

Please complete the form below and submit with the course fee payment. Upon receipt, we will send you confirmation of your registration, our certification agreement, and an invoice for your training materials deposit due one week prior to the course start date.

I wish to register for: May 18 - 20, 2011
I prefer: A private hotel room Sharing a hotel room Do not need a room

Name/Title: _____

Organization/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (Office) _____ (Home) _____ (Mobile) _____

E-mail Address: _____ Today's Date: _____

- Experienced trainer

Some training experiences within my organization

Have not yet done training; expect future assignments

Other: _____

I understand and agree to the billing terms described herein: Signed _____

Payment: Check enclosed Invoice my organization **Course fee amount:** \$ _____
 Charge to credit card: Visa MasterCard American Express Other

Card number _____ Name on card _____ Exp. date _____ CSC code _____
3-digit code on back

Billing address **include zip code** (if different from above) _____ Signature _____

BridgeBuilder Certified Trainers

Client Companies

Defense

Department of Defense (NSA)
Lockheed Martin Aeronautics
Sandia National Laboratories
Tinker Air Force Base
US Coast Guard

Education

Des Moines University
Federal Way Public Schools
Gonzaga University
Meridian Technology Center
Rose State College
University of Minnesota Law School

Financial Services

Ameriprise Financial
Horne, LLP
KPMG, LLP
PricewaterhouseCoopers, LLP
Robert W. Baird & Co.
RSM McGladrey Network
Spokane Teachers Credit Union
State Farm Insurance
US Bank
Visa International
Wells Fargo

Food & Hospitality

FMS Management Systems/IHOP
King's Seafood Company
Tecton Hospitality

Healthcare

Abbott Northwestern Hospital
Allina Hospitals & Clinics
Catholic Healthcare West
Center for Health Leadership and Practice
Kindred Healthcare
Providence Academy
Sutter Gould Medical Foundation
Sutter Tracy Community Hospital
U of Washington Medical Center

Independents

Accent Business Communications
Harris Leadership Development
Johnson & Henry Creative Education Assoc.
KHR Solutions, LLC
Pacific Learning Systems
Sonoma Learning Systems

Legal

Leonard, Street and Deinard
Maslon Edelman Borman & Brand, LLP
Thomson Reuters
Womble Carlyle

Manufacturing

AstraZeneca
General Mills, Inc.
Liberty Diversified Industries
Michelin North America
Neptune Technology Group, Inc.
SAFCO Products
Taylor Corporation
Webster Veterinary Services

Philanthropic

United Way of Greater Houston

Public Sector

California Special Districts Association
City of Dallas
City of Livermore
City of Yucca Valley
County of Sonoma
Department of the Interior
Federal Aviation Administration (FAA)
Federal Mediation & Conciliation Service
Hampton Citizen's Unity Commission
Loudoun County Government
Metro Wastewater Reclamation District
Nuclear Regulatory Commission (NRC)

Technology

Edge Wireless