



**DEBBIE**LUNDBERG

**LIFE & BUSINESS COACHING**

*"Partnering to develop, inspire, train & coach."*

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\_\_\_\_\_ **Inspirational & Educational Speaking Engagements**



\_\_\_\_\_ **Corporate Training & Learning Events**



\_\_\_\_\_ **Personality, Interests & Career Assessments**



\_\_\_\_\_ **One-on-One Life, Business & Presentation Coaching**



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PO Box 13248 Tampa, FL 33681

# “Reversing the Slobification of America”™

**DEBBIE LUNDBERG**  
**LIFE & BUSINESS COACHING**  
 TAMPA, FL 33681  
 PO BOX 13248

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**Debbie Lundberg**

Debbie Lundberg is both an educator and an entertainer. In her practice of “edutainment”, she is “Reversing the Slobification of America”™ in the areas of *effective communication, professional behaviors, and thriving relationships*. She comes to clients with evidence of her experience, perspective, partnership, delivery, “edutainment”, accountability, results, and “moxumility”. Debbie’s personal brand is “Committed to applied knowledge, growth, fun & ROI”.

Debbie is honored to have been a torch bearer for the 2002 Olympics, is a Certified Leadership Coach, a Subconscious Restructuring™ Life Coach (SRLC), and the author of 7 books filled with tips and tools for life-long-learners of all ages. Debbie is part of the Faculty at the University of Phoenix, where she facilitates Critical and Creative Thinking courses.

Debbie serves on the Boards of Directors for Animus Solutions, Miss Tampa, and the Greater Tampa Chamber of Commerce. She is a member of the National Speakers Association (NSA), an Honorary Commander for MacDill Air Force Base, and she enjoys having a named scholarship with The University of Tampa Board of Fellows, serving on the USF Entrepreneurship Advisory Board, as well as acting as a Governor for The Centre Club Board.

Debbie founded the Leading Ladies of Learning (LLoL), a group of successful individuals who register annually for quarterly workshops.

The brand of the dynamic and growing group is “Where learning and laughter combine to form friendships & well-serving habits”. Debbie “gives back” one pro-bono speaking engagement or training event each month for a not-for-profit, and offers a community rate for groups as well as 50% off any investment for individuals in transition.

Debbie earned her BA at the University of Michigan in Ann Arbor, MI, and holds an MBA from Edgewood College in Madison, WI. Debbie, her husband, Michael, and their four-legged daughter, Onyx, also known as “Team Lundberg” enjoy living in Tampa, Florida.

For corporate leaders, entrepreneurs, proactive team members, and individuals seeking a partner and a timely guide for brand identification and/or the infusion of development, inspiration, training and coaching, Debbie Lundberg brings a wealth of expertise. Debbie has earned a reputation for delivering relevance, perspective, insight and directness as a keynote speaker, coach, consultant, assessor, trainer, and recognized authority on personal, team, and organization-wide growth.

## Meet Debbie Lundberg

**“Committed to applied knowledge, growth, fun & ROI.”**

As a one-time Instructor of the Year for a world-renown training organization, Debbie’s 12-year formal affiliation with classroom facilitation was a springboard for the inclusive breadth and depth of her now-specialized and collaborative offerings. Known as an “Edutainer”, Debbie brings an interactive, informative style that infuses humor with practicality...allowing clients and audience members to learn, absorb, and grow in a rich, lively, inviting environment.

*“Debbie has taught my management team how to capture an audience’s attention and deliver a message in a succinct way. She consistently over delivers!” - Gregory Celestan, CEO, Celestar Corporation*

Prior to starting her firm, Debbie served a world-wide consulting firm as a Vice President, specializing in exceeding the development and planning needs of business advisors and professional organizations with local companies and Fortune 500 organizations.

Earlier in her career, Debbie traversed her way up through the rungs of the proverbial corporate ladder at General Motors from the title of intern to technical trainer onto being a recognized sales performer, marketer, regional manager, and ultimately, a national leader by 2002.

Debbie’s business acumen, appetite for results, “small & mighty” presence, as well as her vast exposure to business of varying types and sizes, have all combined to lead her to create repeatable, measureable processes that are tweaked to customize the impact and ultimate results wherever she is engaged as a facilitator, speaker and/or coach.

## Debbie Lundberg, Life & Business Coaching

**“Partnering to develop, inspire, train & coach.”**

Debbie’s Published Books Include:

- [“Have a Nice Day” is Not “Thank You”, and “No Problem” is Not “Your Welcome” \(2007\)](#)
- [“I Need” is Not “Please”, and “Sorry” is Not “Excuse Me” \(2008\)](#)
- [“Maybe” Is Not “Yes” or “No”, and “I’m Trying” Is Not “I’m Doing” \(2008\)](#)
- [Hey, Where’s My Bailout? \(2009, Co-Authored\)](#)
- [Lundbergsms \(2010\)](#)
- [Presenting Powerfully \(2011\)](#)
- [Reversing the Slobification of America \(2011\)](#)

*If you are seeking ways to enhance your personal and professional impact while making bottom-line improvements in communication, perspective, boundaries, time ownership, goal attainment, service, leadership, presenting, and/or sales, working with Debbie Lundberg, and using the tools provided will empower you to exceed even your own expectations.*

## Areas of Expertise

### Speaking Engagements

- Inspiring focus
- Igniting keynotes
- Enabling involvement
- Entertaining with purpose
- Delivering breakout sessions
- Solidifying collaboration
- Customizing a message
- Offering perspective
- Driving innovation

### Group & Team Training

- Assessing needs/opportunities
- Evaluating team dynamics/culture
- Creating excitement with alignment
- Conducting employee surveys
- Facilitating strategic meetings

### Assessments

- Personality (LUND)
- Love and Affection (LOVE)
- Recognition & Response (CARE)
- Career & Roles (WORK)
- Risk & Reward (RISK)

### Speaking Engagements

- Facilitating focus & timing
- Improving growth & strength areas
- Developing complete business plans
- Articulating personal/business brand
- Creating Bios for team members
- Making over professional careers
- Training in Mind Fitness
- Presenting Powerfully



Speaking Engagements



Group & Team Training



Assessments



One-On-One Sessions



Speaking events need not be dry. Training events can be fun and productive. Offering non-traditional experiences for business and team leaders not only creates connectivity, it shows an investment in them, and in your organization! Let Debbie Lundberg, of Debbie Lundberg Life & Business Coaching, an Author, Speaker, Trainer, Coach and Confidant to many businesses and business leaders, partner with you to accomplish your group goals!

**Speaking Engagements ("Edutainment" - Education & Entertainment Combined)**

1. Reversing the Slobification of America™
2. Maximizing Your "Moxumility"!
3. Bringing Your Business to "Life"!
4. T.G.I.T. – Thank Goodness It's Today - Being Grateful
5. Demystifying the "Meanies"/Turining "Naysayers" into "Yay-sayers"
6. Grabbin' Life's Gusto...10 Simple Steps!/ Livin' Life Out Loud...Implementing Life's Top 10!
7. Presenting Yourself Powerfully
8. Ten Tracks to Team Member "Sur-Thrival"!
9. Creating Connected Conversations
10. Asking the 4 Questions Many Leaders Overlook
11. Getting to A+...First Cover the B's...
12. Learning Life's Lessons...The Lundberg Way (Debbie's Story)

All the above can be presented as a Training or Learning Event as well

**Training & Learning Events**

1. Selling Yourself from the Inside Out...Product One is YOU!
2. Bailing Yourself Out...5 Steps to Regain Control
3. Presenting Powerfully
4. Appreciating Personalities Through the LUND Assessment
5. Selling Your Benefits in 30 Seconds (or Less)
6. Cultivating Moxumility in Yourself & Others
7. Owning Your Time & Organization for Balance & Impact
8. Branding You or Your Business for Consistent Messaging
9. Delegating Deliberately for Growth & Results
10. Gaining Insights...You Have the Job, Now What?
11. COACHing for Impact
12. Choosing Wise Words for Effective Communication
13. Selling Through Consistent, Creative Customer Service
14. On-boarding for Building Team Cohesiveness
15. Leading Effectively without Losing Your Femininity
16. Leveraging Strengths of the Untitled Leader
17. Communicating Through Questioning
18. Leading People Across Generations
19. Networking to Leverage You and/or Your Business
20. Thriving in Change: Cultivating Flexibility & Agility Amidst Flux
21. Leading People while Managing Process
22. Tackling Business with Tact
23. Growing Your Business Through Strategic Partnering
24. Setting & Communicating Boundaries Through Choices
25. Addressing Difficult People for Productivity & Peacefulness
26. Understanding Non-Verbals & the Meanings of "Nothing"
27. UnLOCKing Your Potential
28. How to Get Invited Back...the Social Side of being De-Slobified
29. Becoming a Creative and Critical Thinker in All You Do
30. Women (Stop) Annoying Women



**Multi-Purpose Offerings**

1. Determining Your Corporate Identity
2. Contributing to Newsletters, Magazines & Panel Discussion
3. Facilitating Board & Not-For-Profit Forward-Thinking Sessions
4. Leading Roundtable Discussions
5. Facilitating Team & Leader Strategy/Brainstorming Sessions
6. Monthly Team/Group Facilitated Coaching/Communication Sessions
7. Offering Courses including Leading Ladies of Learning & LifeWorks Series
8. Business Partner(s)/Owner(s) Focus/Direction Regarding Business Continuance
9. Customizing Topic Development for Teaming to Win



## **Speaking Engagements (Inspirational & Educational Talks)**

### **1. Reversing the Slobification of America™**

There are great people among us! Strangely, though, in looking back at our country, there has been a consistent demise of how we speak, dress, interact and respect ourselves and others, which has led to what has become an overly casual, often offensive version of the intelligent, focused people each of us can be...individually or as part of a group or team. Not a political talk, rather a humorous and poignant walk through some trends in style and language and habits, including communication, technology and actions which have created the environment we are in today. Simple, direct tools and processes for awareness and change are explored. While we cannot control how others act or react, we are able to alter the input we provide them, and as a result, the responses we receive. Have fun with the belief that knowing what has happened does not make it irreversible, it just makes it history, and through intentional activities and awareness on our parts, we can reverse the effects. Both a lighthearted and hard-hitting presentation, it's based on the tips and tools in the books "Have a Nice Day" is Not "Thank You", and "No Problem" is Not "You're Welcome" (2007), "I Need" is Not "Please", and "Sorry" is Not "Excuse Me" (2008), and "Maybe" is Not "Yes" or "No", and "I'm Trying" is Not "I'm Doing" (2008). Often attendees of **Reversing the Slobification of America™** laugh, even resist, consider and embrace new and old ideas for positioning themselves personally, professionally and intelligently in regards to effective communication, professional behaviors and thriving relationships.

### **2. Maximizing Your "Moxumility"™!**

There is a fine line between demonstrating real moxie and being really cocky. There is also a fine line between being humble and being passed over. It is the unique and powerful combination of moxie and humility that allows people to maximize their "Moxumility"! How is it that some people have what it takes? How is it others seemingly do not? "Moxumility" is a word that has been trademarked by Debbie Lundberg to embody someone demonstrating s/he has the moxie to go for something while coupling that drive and confidence with the humility to know s/he may not have all the answers. In order to manifest, embrace and really muster "Moxumility", you may want to learn more about it, decide if that is what you want and will have, and where "Moxumility" fits for you. During **Maximizing Your "Moxumility"™**, you will hear examples of people who "have it", and be given ideas, actions and attitude-transforming ideas for getting in touch with your own approach the moxie and humility!

### **3. Bringing Your Business to "Life"!**

Do you have a business? Are you selling products or services? Do you get by, and would like to really excel? Are meetings, your approach, the people internally, and even you feeling like some things are falling flat? What makes a business really "come alive"? There may be many reasons you are successful, and only a few things that are keeping your business or practice from having the life and the liveliness internally and externally. If you would like to hear the key practices business leaders are implementing to bring their businesses to life, then settle in for both an eye-opening, and a confirming session where the liveliness and viability of your business or practice will be questioned, addressed and encouraged! **Bringing Your Business to "Life"!** is a talk for energy, reflection, action, and appreciation of what it takes to move from being "in" business to being "in business"!!

### **4 . T.G.I.T. - Thank Goodness It's Today - Being Grateful**

Do you or someone you know live in a T.G.I.F. mentality? If you are in the person "working for the weekend", and living for a break on Friday, then you are missing out on the majority of your week...the majority of your life! If you are interested in a shift from being too busy, too taxes, too distracted to one of realistic expectations, genuine appreciation along with control in your approach and outcomes you want, this session is for you! Explore the daily steps to creating an outlook each day that is about Thank Goodness It's Today, and release the notion of T.G.I.F. as you expand your horizons, your perceptions and your self-direction. This direct and fun look at ways to detect your daily roadblocks and become one with being in your personal driver's seat will allow you to decide if you are working for the weekend or living for each day. **T.G.I.T. – Thank Goodness It's Today - Being Grateful**, is a talk for individuals who want to step back and take a look, step forward and make a difference...all while getting their feet planted in the now!

## 5. Demystifying the "Meanies"/ Turning "Nay-sayers" Into "Yay-sayers"

### *Demystifying the "Meanies"*

Are you a "meanie"? Are you under the thumb of a "meanie"? What, or better yet, who are the "meanies" in our lives, and what are the impacts of such people? The demystification of "meanies" includes steps to uncover, unveil, and disempower them...through you and your outlook. Since there are ways to professionally address people who attempt to be mean. Are some approaches more female than male? Are there more assertive aggressive than passive aggressive ways meanies succumb us? Are you known as a "meanie" and think you are perceived as dynamic instead of demanding? What and how can you address or ignore the "meanies" among us? This humorous look at ways to detect, deflect and dare to face "meanies" will bring light to environments, situations and actions the "meanie" in all of us make and take in order to get ahead in life and business.

**Demystifying the "Meanies"** is a talk for fun, focus, and fact-finding...complete with alternatives for success!

### *Turning "Nay-sayers" Into "Yay-sayers"*

Your actions are your attitude, and if you are negative, or you are surrounded by negativity, positivity and belief can seem a long way from "home". Still, there are three key drivers for people, followed by a TLC approach to being positive. If you follow that with 10 ways to overcome negativity and even convert that ill-fated energy into something positive, you may just be on your way to having more yay-sayers than nay-sayers. Finally, you will learn ways to COMPEL people to your way of positive forward-thinking! If you have a movement, an organization or a team you would like to make a concerted effort, **Turning Nay-sayers Into Yay-sayers** will likely be the talk for you!

## 6. Livin' Life Out Loud...Implementing Life's Top 10/ Grabbin' Life's Gusto...10 Simple Steps!

### *Livin' Life Out Loud...Implementing Life's Top 10*

While there may be unlimited steps to a successful approach to life, a positive and focused approach begins with the 10 shared in this lively engagement filled with quips, stories and direct ideas to embrace and make your own! Since "The difference between try and triumph is just a little umph!", according to Marvin Phillips, this talk will serve as the inspiration and the "umph" for introducing familiar and new ideas for weaving them into action and ownership by the audience members. Move from #10 up through #1 while you decide what will work for you and how you will incorporate these simple (not necessarily easy) steps and ideas into your life. **Livin' Life Out Loud...Implementing Life's Top 10** is a presentation for audiences of all ages who are interested in success, enjoyment and living life to the fullest...as long as they are willing to listen, process, decide and take action based on what is shared!

### *Grabbin' Life's Gusto...10 Simple Steps!*

It's bold, it's quiet, it's internal, it's shared...it's gusto! "No matter how carefully you plan your goals, they will never be more than pipe dreams unless you pursue them with gusto." ~ W. Clement Stone, American best-selling Author and Founder of Combined Insurance Co., 1902 – 2002, once said. This talk will energize and inspire action for those who have the gusto, want the gusto, or never really grasped the idea of gusto. This is a walk through ten ways to grab life's gusto for each of us without infringing or taking from anyone else' dreams or excitement. For an energized and fast-paced kick to any meeting or conference, allow **Grabbin' Life's Gusto...10 Simple Steps!** to be the catalyst or the close to allow the audience to adopt what fits for your "gusto", and adapt these ideas to your life where you want them to be, to grow, and to be shown!

## 7. Presenting Yourself Powerfully

Presentations are a part of life, and how we present ourselves each day is a part of what people know, expect and (right or wrong) pass judgment on regularly. This is not a session about making presentations, rather this is about how each aspect of us, our style, our language, our approach and our expressions are what becomes our "package" or our presentation of self each day. We sometimes forget that our impression does not start when we see someone, rather it begins when they see us...via email, social media, in a meeting or one-on-one...even in the parking lot. Have some fun with how presentation is perceived and think about ways to increase and optimize your overall presentation to yourself and others. People who participate in the **Presenting Yourself Powerfully** session will exit the session armed with ideas, actions and even attitudinal tools for making the "right" presentation of self for themselves!

### **8. Ten Tracks to Team Member "Sur-Thrival" (A "Lundy Word" combining Survival and Thriving)**

If you are a leader (and I suspect you are), ensure others are able to experience the act of survival at work, but rather the art of thriving in life. There are many things that allow people to survive, and even more that create a world where people thrive. This talk is focused on 10 things to do, create, be and experience in order to really embrace "Sur-thrival", which the concept, and the reality of both surviving at work and thriving in life. Those who hear the **10 Tracks to Team Member "Sur-Thrival"** will likely take action on the simple ideas shared in order to boost their energy, approach and results in all they do. People have reported seeing a change in their team dynamic, their individual contribution, and their overall approach to others and themselves after welcoming the 10 concepts and embracing the belief that survival is significant, and thriving is the priority!

### **9. Creating Connected Conversations**

The art of a meaningful, enjoyable conversation is not lost...it just appears to have possibly taken a hiatus with some lately. Isn't it rapport and connectedness that keep people engaged, loyal, interested and coming back? If so, how has technology assisted and hampered our ability to create truly connected conversations? Gain some realistic, readily useable tools and tips for engaging sincerely and appreciating the exchange of conversation for meetings, networking, dinner parties and daily life. Often attendees and participants in **Creating Connected Conversations** leave with little "a-ha" moments that lead to big changes in their approaches to talking, sharing, connecting and truly conversing!

### **10. Asking the 4 Questions Many Leaders Overlook**

Leaders ask a lot of questions. Leaders offer a lot of insight. Often many of the inquiries and offerings are terrific for guidance and growth. Somehow, some, if not many, leaders neglect 4 simple questions. These questions will provide insight to the motivators of their team members, ways to assess changes, ideas for improvements or things to keep the same, and a closeness/understanding of their team members like no other set of questions when asked and assessed in the right fashion with the intent of development and appreciation. It is not only the 4 questions that leaders enjoy learning to ask, but how to ask them, when to ask them, and what to do with the results that makes **Asking the 4 Questions Many Leaders Overlook** a winner for leaders at any point in their career who want to be cutting edge in discipline and approach and connected fully with their team!

### **11. Getting to A+...First Cover the B's...**

While we may each want to be first-rate, the top of the top, and the A+ in performance, there are many things to do and be as we make our way to that place. This talk is about things to be before expecting an A+...in other words, there are ways to earn the "grade" you are seeking. Universally, doing certain things with dignity, respect, humility and enthusiasm will direct us properly in our quest for superior service and product offerings. There are not steps to overlook or take for granted, and these 10 steps may be just the guidance you have been seeking! **Getting to A+...First Cover the B's...** will leave you with tips and tools that you'll be eager to implement and proud to share!

### **12. Learning Life's Lessons...The Lundberg Way (Debbie's Story)!**

Like Winston Churchill said "I am always ready to learn although I do not always like being taught.", this dynamic keynote or talk takes you through a series of events in Debbie's life that are real, fun, funny and full of learning...mostly at her expense. From switching identities with her best friend at camp to skydiving to running with the Olympic Torch, these heartfelt and engaging stories each include a life lesson for all present to hear. There are 10 lessons in all and the presentation can be tailored to meet your group, interests and allotted time to include three to ten of the accounts of how Debbie did not get taught, but rather learned the lessons told with some slides and mostly just pure recollection. People who experience **Learning Life's Lessons...The Lundberg Way (Debbie's Story)!** typically reminisce along with Debbie while imagining being there with her as she says and does things that are sometimes nearly unbelievable, yet consistently eye-opening and entertaining.



## Training & Learning Events

### **1. Selling Yourself From the Inside Out...Product One is You!**

What are you good at selling? You are in sales, you know! Before you can sell a product or idea, you must know how to sell you. You are your first and best product. Everything from how to introduce yourself and remember names while others remember yours, to email and verbal communication, will be covered in the session. Believing in yourself gives you confidence without being cocky...and that is appealing and empowering. It is important to learn how to present yourself in all situations including the phone, in letters and in person and by doing so, you are selling yourself. Most successful sales careers are based on relationships, and to get into a healthy relationship, you have to bring a product, you, that is appealing and contributing. Participants in the **Selling Yourself from the Inside Out...Product One is You!** session will participate in activities where they put the approaches to use and see the benefits of offering the best "you" to others and self. It is appropriate for participants to quickly realize subtle and great changes to share the best of their product (you) offering!

### **2. Bailing Yourself Out...5 Steps to Regain Control of Your (\_\_\_\_\_) Life**

Have you noticed that for only the second, or for a lot of people, the first time in our lives, there are a lot of bailouts being issued? It seems like there as been an influx of government bailouts and even corporate bailouts for individual investors to a certain extent. Often it is heard as a cry for assistance made in frustration or anger or even in jest, but the expression "Hey, where's my bailout?" is becoming all too familiar. Based on the Todd Josko co-authored 2009 book *Hey, Where's My Bailout? 5 Easy Steps to Regain Control of Your Life in 60 Days*, this session walks attendees through the 5 easy steps of Assess, Prioritize, Leverage, Communicate and Act while giving examples of successful people who created their own bailout. Since the government is not the answer for most individuals, be proactive and schedule **Bailing Yourself Out...5 Steps to Regain Control of Your (\_\_\_\_\_) Life** to get insight into long-lasting personal mini and grand bailout plans that are created by you for you...to last.

### **3. Presenting Powerfully**

What are the key elements to presenting effectively? How do you show your knowledge and application powerfully when with others? Sure, some people are "natural presenters", but each of us, no matter how good we are, can use some tips, tools and polishing before presenting to 2 or 2,000+ people. When some people speak or present, we sit on the edge of our seats, and when others do the same, we get in a few winks, so is it just the topic that matters? Absolutely not! Sure, the topic will naturally be of greater interest to some than others, but a powerful presenter will capture the audience with style, wit, props and stories...whether the topic is new or something people have heard about for years! How is it done? The presenter has to have a passion for what is on topic, and that is either instinctive, or found in researching an angle that is different that the norm. When are questions allowed? How does one start and end a presentation to make an impact? With elements of a presentation combining into structure, format, humor (to...or not to...), as well as handling Questions and Answer segments, this has become a session filled with a-ha moments, true changes in implementation, and laughter regarding what works, when it works, how it works, and if we dare "go there" in a presentation for informing, entertaining, and/or "pitching". Participants will likely want to tackle an upcoming presentation fairly soon after in order to incorporate all the elements of the session. People who participate in the **Presenting Powerfully** session will exit the session armed with formulas for high impact presentations...for all types of impact/outcomes.

#### **4. Appreciating Personalities Through the LUND Assessment**

How many times do we work completely independently? Not often, when we consider assistants, colleagues, managers, leaders, etc. So, knowing your personality and the quirks about what makes you tick...along with those of others, can and will lead to an appreciation of style and approach. The LUND Assessment is one that is on a five point scale and is completed in less than three minutes so that the rest of the session is focused on what the assessment results mean. Learning about each of four personality types, and the combinations of personality types, sheds light on how to interact for the most effective results...and sparks a lot of sharing and laughter within a group. Participants in the session will learn the traits of each of the four (L, U, N, D) personalities, what s/he is, and language and approaches for interacting with each combination. It is likely that someone leaving **Appreciating Personalities Through the LUND Assessment** will have the ability to pick up on personalities quickly, know what way to inquire or direct information to others, and feel a new sense of awareness. The camaraderie and understanding that comes from the session translates into rapport and results personally and professionally when off-site or conducted without common work/business distractions. Offered in graduating intensities (I, II, III, IV).

#### **5. Selling Your Benefits in 30 Seconds (or Less)**

While many suggestions for 30-second "pitches" exist, few are believed to serve you really well. And yet, if we network regularly to promote ourselves and/or our businesses, we typically get 30 seconds or less to share our services. Sadly, most people focus on themselves, and their audience members are primarily dialed into WIIFM (What's In It For Me). This interactive, follow-along-and-take-action workshop is rich with points about how to sell what you or your business does for the client/customer and not just what you do. **Selling Your Benefits in 30 Seconds (or Less)** is not gimmicky, and through the process of sharing a new and effect approach, provides a format that is 1) is easily remembered 2) requires you to act, and 3) focuses more on the other person.

#### **6. Cultivating "Moxumility" in Yourself & Others!**

"Moxumility" is a word that has been trademarked by Debbie Lundberg to embody someone demonstrating s/he has the moxie to go for something while coupling that drive and confidence with the humility to know s/he may not have all the answers. In order to manifest, embrace and really muster "Moxumility", you may want to learn more about it, decide if that is what you want and will have, and where "Moxumility" fits for you and those you lead, mentor or challenge each day. This is an interactive approach to communication and self-confidence for presence and results that goes beyond presentation into presence of mind and actionable steps/approaches to being "out on the ledge" of empowerment with the safety net, so to speak, of support. During **Cultivating "Moxumility" in Yourself & Others!** you will hear examples of people who "have Moxumility", and you will be given ideas, actions and attitude-transforming ideas for getting in touch with your own approach the moxie and humility while inspiring similar approaches in others.

#### **7. Owning Your Time & Organization for Impact & Balance**

How many times have you heard the expression "I don't have time", or said it yourself in response to an inquiry? Would you like to know what it is to be organized, in control of your time and be balanced? The dynamic of teams and their combined respect or lack of appreciation for time and schedules makes a difference in the way the group works...or doesn't. The event is one that combines time management and organization into a simple form that is a breakdown of the day...24 hours, the workweek, which is 120 hours, or a full week, which is 168 hours...not for the sake of scheduling and regimenting every minute, rather for sorting project and personal priorities and putting time with what is at the top of the list in first for the day/week. The coaching on, and with this tool, will allow each participant to appreciate the time s/he has and select where time is spent...having ownership and understanding of such choices. Participants can expect to have the opportunity to work through his/her professional scenario if requested, gain insight into how each of them can best plan for balance, and experience the impact of being in control! Often team members leave **Owning Your Time & Organization for Impact and Balance** with a sense of recognition, direction, control and calm that supports the use of the tool to be an effective, responsive team player.

## 8. Branding You or Your Business for Consistent Messaging

Whether you have stated it or not, each of us has a brand, a promise, so to speak...the way people perceive us. How much more impactful would it be to intentionally create a 10-word or less brand statement to share with others...and then do just that? The Personal Brand workshop is one that allows each individual to take an assessment of values, find preferences and necessities and then combine that with influencing people and factors to understand, and subsequently, state a written and verbal promise to oneself and others for personal and professional communication. Participants can expect to actively reflect and engage in the session, and have the opportunity to personally have one-on-one assistance in finalizing the brand, if requested. Typically team members leave **Branding You or Your Business for Consistent Messaging** with a sense of pride and direction for sharing and seeking feedback in all aspects of his/her life. Teams going through the brand process engage and appreciate from where people come and the path on which they are heading, which enables rapport strengthening, teaming, the awareness of similarities and differences, and therefore, respect.

## 9. Delegating Deliberately for Growth & Results

Too often it can seem like doing something yourself is easier and it takes less time than delegation. While this may be true for one time, the lasting effect of deliberate delegation is a learning for the delegator and the delegatee. What is the cost of time and energy saved over time when deliberate delegation does occur? The Deliberate Delegation approach and session allow for learning your style, understanding the need, and how to use a worksheet planning tool to create a habit of effective and intentional sharing of responsibilities and driving results. Participants in the session will learn the key steps that invite ownership and results for delegates. It is natural that someone leaving **Delegating Deliberately for Growth & Results** will have the interest in, and ability to, interpret team member strengths, effectiveness, and assess what is appropriate for delegation. And, after all, who isn't interested in learning, receiving feedback and being accountable in a healthy environment based on results?

## 10. Gaining Insights...You Have the Job, Now What?

Wouldn't it be terrific if colleges, universities and trade schools offered a course in life, etiquette and interacting professionally? Since they do not, **Gaining Insights...You Have the Job, Now What?** allows individuals and/or teams to experience situations in a humorous, real way, as told through stories and examples regarding what to do differently once in a work environment. Often people have no intention of embarrassing their company, their clients or themselves, yet innocent actions can lead to irreparable damages to reputation or pride...and most of such unfortunate occurrences are avoidable. Everything from attitude to money, time to fashion, socializing to attendance, etiquette, to networking, is covered in an exchange that allows participants in the **Gaining Insights...You Have the Job, Now What?** (The Things School Did Not Teach You) to gain perspective on the way to approach the workplace...and beyond.

## 11. COACHing for Impact

Coaching is not just for a ball field or children. Most successful athletes, actors and many great leaders have access to a coach, so what would keep you from learning how to coach to improved performance, maintaining results and for recognizing excellence? Isn't it key to have the right players on the team in the right positions with the right support and tools? That comes from effective coaching! The COACHing workshop is a dynamic interaction and experience that highlights approaches, situations and realistic expectations. There are examples and role-play that are designed for impact and working through possibilities and probabilities...in action and language. Participants can expect to share experiences and best/worst-case scenarios to know how to handle them. During the course of the session, leaders will gain insight into the application of a simple approach and leave with a tool that works in all environments and for most individuals and teams. Quite often team members leave **COACHing for Impact** with an increased understanding of the appropriateness and impression that effective COACHing has on them as leaders and each team member with whom they implement the tool. COACHing enables leaders and those being led to identify needs, understand results and appreciate talents in a new and lasting way.

## 12. Choosing Wise Words for Effective Communication

It is so often heard that people think others just misinterpreted a comment or a message, yet, it is rarely considered that the statements and words mean different things to various people. Wouldn't it be wonderful to say what you mean and mean what you say...in few words and with lasting impact? The Wisely Chosen Words tools and session allow for scenarios to be quickly demonstrated in the before (mis-communicated or inappropriate words/expressions) and after (well received communication or words/expressions) type atmosphere where humor and action are the keys to getting buy-in on trying new approaches and expressions. Participants in the session will learn the key phrases that are misinterpreted or misguided and some that quickly invite partnering and collaboration. It is typical that someone leaving **Choosing Wise Words for Effective Communication** will have the ability to engage with others confidently, courteously and with the consideration of a thoughtful friend/colleague. The usefulness in verbal and written implementation of the learnings for impact goes beyond the event.

## 13. Selling Through Consistent, Creative Customer Service

While everyone is in sales, often Customer Service is considered very different from Sales or Marketing. What makes Customer Service enhance or destroy a relationship that sales people have created with customers? There are many things to consider from how Sales relates to Customer Service and vice versa. Take a look at the roles of Sales and Customer Service, the relationships that are either created or come about by default and see the value in nurturing the success of each other...and the customer through working as a team, learning what ways to assist one another, and really gaining insight into maintaining a customer. Additionally, those attending **Selling Through Consistent, Creative Customer Service** will gain insight, appreciation, respect and consideration for the position and influence of Customer Service.

## 14. On-boarding (AKA Re-Welcoming) for Building Team Cohesiveness

Whether a new leader is joining a group, a senior member is leaving or a green team member is becoming part of the mix, there are dynamics and styles that lead to cohesiveness or lack thereof...and over time, the team forms as a result or in spite of some of those things, so why not get them out in the open right away? The On-boarding approach and session allow for learning individual and team style, goals, approach and concerns for the team. The facilitated session has structure that does not allow for agreeing with the leader, in that ideas are written by all and recorded prior to being shared for learning. Things such as work style, communication preferences, expectations and meeting formats are covered at the workshop so that these seemingly "common sense" issues are not overlooked and therefore, an issue later in the team's life. Participants in the session will learn about one another, ways to interact and what the goals are for each person and the team. After expressing themselves in **On-boarding (AKA Re-Welcoming) for Building Team Cohesiveness**, each member of the group will have committed to an approach that is the result of a thorough exchange of ideas/plans and group agreement on direction/purpose/drive.

## 15. Leading Effectively without Losing Your Femininity

Are you a female leader? Do you ever feel in conflict with your natural instincts and your role's expectations? If so, you are likely engaging in actions you think you "should" carry out, and yet they do not "feel" like you. Are you suppressing some of your femininity in order to work and be viewed as an equal in what you see as "a man's world"? Is it that the world is presenting the challenges or that you are hanging on to some dated ideas and practices? During the session, attendees will share concerns, ideas and opportunities while assessing actions to take and changes to possibly embrace. This interactive course is intended to address what is perception versus what is reality as well as internal challenges versus external roadblocks. Most attendees leave **Leading Effectively without Losing Your Femininity** with a sense of perspective, empowerment and a clear idea of the boundaries that each of them want to set, communicate and respect...all while projecting leadership and not feeling frazzled or as though they are hiding what makes them women.

## **16. Leveraging Strengths in an Untitled Leader**

While not everyone has the title of Supervisor, Manager or Leader, each of us knows that there are untitled leaders on teams and in each environment. Untitled leaders can either make or break plans, approaches and changes within an organization, so how about working to team with the untitled leader in an effort to strengthen the group and the results? The Untitled Leader workshop is designed in one of two ways...first, for the manager/supervisor who has the untitled leader(s) on the team and secondly, for the actual untitled leaders who seek growth and opportunity. The Untitled Leader session is for the manager/supervisor of such leaders includes tools for approaching the leader, working together, collaborating and recognizing his/her efforts. This event is for leaders who seek growth and opportunity, and includes communication approaches, decision-making, team building tools and ideas for non-bragging, appropriate, professional self-promotion. Participants can expect to share experiences and best/worst-case scenarios to know how to handle them. During **Leveraging Strengths in an Untitled Leader**, people will gain insight into the approaches that are effective in incorporating the strengths of Untitled Leaders, and leave with tools for guiding the positive impact.

## **17. Communicating Through Questioning**

What is the best way to get answers? Ask the right questions, of course! How do you know when to ask an open ended question and when, if ever, is a close ended question best? The Communication Through Questioning session is interactive with approaches for calls, meetings, events, one-on-one discussions, sales approaches, overcoming objections and disagreements. The methodology presented in the form of a repeatable tool focuses on progression and outcome/result, while including the interests of all parties involved. This is a process for conversation and effectiveness for any who chose to use it regularly. Participants in the **Communicating Through Questioning** session will participate in simulated situations and offer real interactions/scenarios to work through to resolution in the safe environment of the coaching environment. It is realistic for participants to have the opportunity to apply their new-found knowledge within hours of completing the course.

## **18. Leading People Across Generations**

Isn't it interesting to see the mix of people and approaches in our workforce today? With everyone from The Great Generation to Baby Boomers, and Generations X and Y (and more coming) in business and in meetings together, there are great opportunities to learn from one another, and chances to have discomfort, conflict and miscommunication as well. You can say or do one thing with one group and have it interpreted one way and it completely is seen/viewed/perceived differently with another generation. There are traditions and preferences that typically impact effectiveness within and across the generations and the awareness of some of the trends is useful for leaders at all levels. **Leading People Across Generations** will enable people to assess situations, needs and appropriate responses/actions with various groups, generations and/or mixes of those groups while still keeping the company and business results heading in the right direction.

## **19. Networking to Leverage You and/or Your Business**

In real estate, people widely accept the adage "location, location, location", so what keeps us from embracing in business that the motto for growth is "networking, networking, networking"? The Networking session is dynamic and realistic with approaches for meetings, events, one-on-one discussions and social activities. The approach to networking that is about enjoyment, confidence, and results is one few currently embrace. From learning how to insert yourself into a conversation gracefully to how to exit one without offense or seeming abrupt, there are tools for becoming "interested" rather than trying to be "interesting" that will evoke in others a sense of desire to work together. Participants in the **Networking to Leverage You and/or Your Business** session will learn tactful ways to recall someone's name, offer a business card, be remembered, and grant themselves permission to follow through....all while increasing results. This is not one for sitting in the corner to observe, as it is about action and results!

## **20. Thriving in Change – Cultivating Flexibility & Agility Amidst Flux**

Surely nobody was awakened this morning with the thought of how can I negatively impact things today, right? Still, some team members act as individuals when they sense a change has occurred that is not right or that impacts them in an adverse way. Wouldn't it be best to invest in coaching people on how to process change now...rather than the effects of such change later? The workshop is designed in two ways...first, for the planning for upcoming change, and secondly, for the immediacy following an announced or even unexpected change in the workplace. This session allows for assessment of the phase in change that each person is in, offers tools for moving forward and a planning sheet for action to be strong and productive. Regardless of which approach is facilitated, participants will be able to share ideas and concerns, as well as best/worst-case scenarios for being agile and flexible for self and others. During the course of the session, people will participate as individuals and in groups to make the application of the information most real. People who attend **Thriving in Change – Cultivating Flexibility & Agility Amidst Flux** will leave with an increased appreciation and respect for the various steps in processing change and how what may seem bad, odd or downright terrible, can increase team effectiveness and cohesiveness when handled properly.

## **21. Leading People while Managing Process**

How often have you said, or heard someone say "I had to deal with so-and-so"? The concept of "dealing with" someone is negative...and so is the idea of managing someone. Sure, titles may have manager in them, but isn't leading people the way you want to go? There is a time for management, and that time is with process. If you lead people and manage process, you can grow as a person and a true leader. For what reason do so many people attempt to "manage" others? It's likely what happened to them, but through engaging in **Leading People while Managing Process**, attendees will learn to differentiate positively and proactively between when to manage and when to lead...and get the results that follow the respectful approaches to people versus process. They will be exposed to the difference in managing and leading while seeing and appreciating the overlap. Anticipate knowing what motivation is and how it differs from inspiration...as well as how to implement processes while attracting followers of your direction!

## **22. Tackling Business with Tact**

Think that having a job means you are "in business"? Ever wonder how it is that you think you say the same thing as someone else and yet your message is perceived differently? Do you get the sense that some people do not value time and meeting agendas or know about time commitments and agendas? The session offers participants the opportunity to look at successes and challenges in their roles, and learn about some back-to-basics for professional behavior that has either been forgotten or sadly, never introduced. This is a topic for all levels, interests and effectiveness, for it is a universal message that will be customized to the culture and customs that the group represents. **Tackling Business with Tact** participants will participate, and have a refreshed or new approach to business occurrences like email, meetings and other happenings in the workforce. Learning ways to disagree without offense and consider the others while sharing ideas are some of the expected results from this presentation.

## **23. Growing Your Business Through Strategic Partnering**

Partnering is not just putting someone else' fliers at your reception area, or sharing in a sponsorship, true partnering and partnerships are about driving business to and through other avenues that benefits both providers and your clients and customers as well. How are strategic alliances formed, what makes a good partner, how do you set up boundaries and expectations, what is to be measured? These are all questions for you to ask and for us to explore in the **Growing Your Business Through Strategic Partnering**. Leaving the session, anticipate having an idea on what businesses are a match, what are not a match, and steps for approaching other business leaders/owners on teaming to grow business, results, and profits!

#### **24. Setting and Communicating Boundaries Through Choices**

How is it that you keep saying yes, yes to things that scream no, no? What is happening that you are not engaged in things that support your time and personal interests? Would you like to know your preferences, assess what is a good fit for you and communicate interests and acknowledgements with poise and confidence...while not offending others or feeling bad yourself? While it may feel like, or you may think you are not able to get out of obligations or change your ways, neither is true. With the proper perspective for your position and plans, you will learn the process for assessing what is good for you and what is not a match. From there, you will be provided with language starters and options for sharing your yeses and nos professionally, courteously and firmly. After embracing, not just taking or attending, the **Setting and Communicating Boundaries Through Choices** session, participants will clearly focus on the right ways to establish, communicate and maintain boundaries in personal and professional endeavors...without feeling they have let down themselves or others for having boundaries...and control!

#### **25. Addressing Difficult People...for Productivity and Peacefulness**

Difficult people don't wear a sign, give us a warning, or even act that way consistently, so often we are caught by surprise and then end up resorting to a defensive position, blame or just outrage...and how productive, professional and well-serving are those reactions? Since we are all human, have our own challenges, emotions and pride, we also have the ability to respond rather than just react...but it starts long before the difficult person approaches us on the phone, in writing or in person. Under stress or in pressure situations, we do not do what is right; rather we do what we know. So, in order to blend what we know with the right/best approach, during **Addressing Difficult People...for Productivity and Peacefulness** at least options and various considerations are shared, demonstrated, and even practiced for a successful interaction with those challenging, difficult people we encounter.

#### **26. Understanding Non-Verbals & the Meanings of "Nothing"**

What is meant when someone shrugs, moves in, moves away, taps their pen, or just stares? What gets spoken is just as important as what does not get stated. Verbal communication is one thing...and non-verbal communication is another. When body language, gestures, tone and positioning get in the way of your effectiveness, it can be disheartening. When body language, gestures, tone and positioning get in are easy to read and used to assist you in your effectiveness, they can be assets in your impact and your results. Participants in **Understanding Non-Verbals & the Meanings of "Nothing"** leave the session with a sense of humor about non-verbal communication as well as a sense of awareness and the ability to notice, assess, and communicate effectively with others who may think they are saying nothing.

#### **27. UnLOCKing Your Potential**

What makes someone successful? How do we tap into our potential at any age and at any station in life? Leadership, how we treat others, choices we make and whether or not we "keep up", so to speak, are all keys to tapping into what can be. It is through a process of discussing and interacting on what it means to lead, treat others well, make sound choices and keep up on our reputation and today's technology that will allow each attendee to not only see his/her potential, it will allow each person to decide to be their own key to unLOCKing what is inside! This session allows for conversation, self-reflection, participation and commitment of each attendee. People who join **UnLOCKing Your Potential** can expect to leave the session energized, focused, and with a list of action items and anticipated results for what s/he wants to make happen!

### **28. Getting Invited Back...The Social Side to Being De-Slobified**

Getting invited to events is one thing...getting invited back is another. There are dos and don'ts for socializing. There are aspects of invitations, RSVPing, timing, introduction, actions and reactions that impact not only your relationship with the host(s) and the guests, but how you are perceived outside the event. Even when you do not attend an event, there are things to do (and not do) that will influence the impression people have (or don't have) of you as a colleague, friend, family member, or potential business partner. **Getting Invited Back...The Social Side to Being De-Slobified** will afford attendees a realistic, and somewhat humorous approach to the uh-oh's, and oh-no's before they happen. Time will be allotted for questions and answers and open discussion on party, event, and social happenings of the current times.

### **29. Becoming a Creative and Critical Thinker In All You Do**

Innovation and creativity are two different things. Critical thinking and criticism are not one in the same. So often people feel pressured by the "need to be creative" or stifled by what feels like criticism. Imagine if you were a creative and critical thinker who could identify and even embrace, the process and thinking of creativity? How far could you go if your thought process involved both the linear and special aspects that appeal to various personalities and groups? **Becoming a Creative and Critical Thinker In All You Do** focuses on developing the critical and creative thinking skills required to analyze and solve problems, make sound decisions, implement useful strategies, and formulate well-supported points of view on key issues. The principles of creative thinking are essential to critical thinking skills. Attendees will learn how to evaluate their ideas and how to communicate their points of view persuasively and in a way that does not evoke offense.

### **30. Women (Stop) Annoying Women**

Women like to think of themselves as supporters of women. Women like to think of themselves as supporters of success. Women often get in each other's business, and even in each other's way by saying, doing, implying and perpetuating some things that do not serve them well. How is it women feel as though they get treated differently than men, and yet they treat each other differently than they typically treat men? Is there a sisterhood being created by women supporting women in life and in business, or are women actually creating a "blisterhood" by slowly burning each other through their attitudes and actions? There are ways to be true to yourself, happy for others and supportive of good people without being annoying or disrespectful, without being envious or manipulative. Ladies, if you want to learn the top 10 things that annoy other women, and how to stop doing them, attend, and embrace the **Women (Stop) Annoying Other Women** session. Attendees often leave after laughing and having fun with the talk, the demonstrations, and realizations that they might have been part of the problem in the past, and yet now they have the tools to create the solution moving forward!



## Multi-Purpose Offerings

### **1. Determining Your Corporate Identity**

#### *Determining Your External Triad of Identity*

Do you know who you are, what you do and how you do it? Does your customer/client know those things? Does it matter? Absolutely, it matters...after all, those constitute your external identity...your positioning...and having those allows potential clients/customers to know where to find your offerings! External identity and positioning are realized through the creation and communication of three components: your brand, your promise, and your competencies, and these support the offerings you provide. A brand is a 10 word-or-less (give or take an "a", "an", "the", "and") statement that quickly shares who you are. A brand is similar to a tag line, in that it is brief, memorable, demonstrative and true. It is not what you hope to be, think you should be, or what others want you to be, rather it just is. A promise is a brief statement of work that relays what you do. This is no more than a paragraph, and it is an elaboration on the brand. Often this is perceived as something that likens a mission statement. Selected competencies are a list of characteristics that are core to you, your effectiveness and what you deliver. These are reliable traits that, in concert, combine to highlight how you get things accomplished. These are words defined by you for you and your clients/customers as a reality/reference check on what is desired in an approach. The summation of who, what and how, allow your customers/clients to identify you clearly and consistently. These three, the identity/positioning triad, are what support and promote the where, the fields/areas of expertise in which you provide your offerings; your two to four methods or areas or expertise for providing goods or services. With customers/clients, all elements of **Determining Your External Triad of Identity** determine if your company is a fit for theirs. When there is a match, the offerings that you make available are selected and purchased, and then the presentation of the brand, promise and competencies are experienced fully by them.

#### *Developing Your Internal Triad of Identity*

Does your team know how you do what you do, who exactly is responsible for what and when things are to get done? These all matter since they sum to complete your internal identity...your positioning...and having those allows for the best results! Internal identity and positioning are realized through the creation and communication of three components: your competencies, your organizational chart, and your deliverables...and these culminate in the results you enjoy. Selected competencies are a list of characteristics that are core to you, your effectiveness and what you deliver. These are reliable traits that, in concert, combine to highlight how you get things accomplished. These are words defined by you for you and your clients/customers as a reality/reference check on what is desired in an approach. An organizational chart aligns the responsibilities with the roles, and creates a clear map of who does what within a company or team. These show the areas of coverage and who is/are the expert/s in each area. Deliverables are solid task lists that break down the actions by timeframes. These deliverables are a quick glance at when things are to be completed, and allow for oversights to come into view, and to recognize when things are done in a timely manner. The bringing together of the how, who and when allows each team member to identify roles and responsibilities clearly and consistently. These three, the identity/positioning triad, are what support and promote the ultimate goal of any company, the results...the bottom line, the client satisfaction, the internal camaraderie/rapport, the ability to act a team with individual input...what will eventually make or break a business' existence. With team members and contributors, all elements **Developing Your Internal Triad of Identity** determine if the company is a fit for them. When there is a match, the results soar, for the company and each individual reaps the rewards!

### **3. Contributing to Newsletters, Magazines & Panel Discussions**

Debbie is available to write weekly, bi-weekly, monthly, quarterly or annual letters, tips, articles or summaries for your practice or company. She contributes to newsletters, magazines, ezines, and other publications, as well as panel discussions on the topics of effective communication, professional behaviors and thriving relationships. If you are seeking variety and fresh ideas, look to Debbie for **Contributing to Newsletters, Magazines & Panel Discussions!**



#### **4. Facilitating Board & Not-For-Profit Forward-Thinking Sessions**

While Board and Not-for-Profit entities have the best intentions with talented, giving people, sometimes the structure and focus are missed if there is not a professional facilitating the exchange and holding people accountable to the mission, vision, direction and tasks/results. Debbie has experience **Facilitating Board & Not-For-Profit Forward-Thinking Sessions**, and can do that for your group or organization effectively and efficiently, too!

#### **5. Leading Roundtable Discussions and Leadership Retreats**

What happens when coaching and training do not cover topics in question? Are there issues that have not been addressed that cover a variety of areas or departments? If there are segments forming that are not intentional or in-line with the brand or a company is shifting plans or focus, often a facilitator allows for discussion, questions and responses to address and/or consider. Having a roundtable discussion opens up the floor for pure Q & A, situational review, integrity and opportunity challenges, etc. A forum like this allows for individuals, teams or entire companies to engage in learning in an unscripted environment with a facilitator to bring perspective and third party objectivity. **Leading Roundtable Discussions** allows participants to invest in questions and answers they have...and others likely do, too, without requiring a separate meeting or discussion on a topic.

#### **6. Monthly Team/Group Facilitated Coaching/Communication Sessions**

Would you like to have continuity in your team or business? Could a facilitated approach work for you? Having a leader and guide will typically increase discussion and minimize time to get things said and accomplished. The benefits of a monthly team or group coaching or communication session will include regular interactions, accountability, communication, and teaming. Discussions may lead to disagreements, or meetings may leave people feeling overwhelmed or underutilized, where **Monthly Team/Group Facilitated Coaching/Communication Sessions** allow for growth, inquiry, exploration and results!

#### **7. Facilitating Team and Leader Strategy/Brainstorming Sessions**

Is your partnership, business, team or group faced with challenges or goals? Is there conflict among your leadership? Is there a new direction posed or planned and apprehension exists as a result? Does your not-for-profit or non-profit want to have understanding or agreement on a focus for an event or a year? Having a professional, third-party facilitator will keep people on track, moving in the right direction, entertained and yield results in minimally half the time of no facilitator or an internal facilitator. While may not seem fair or right, external experts bring a degree of newness, professionalism and guidance to events for the most focused and driven group, team or business. When you engage in **Facilitating Team and Leader Strategy/Brainstorming Sessions**, you can expect to have results, plans and accountability at the end of the session with steps in place for follow-through and action based on a pre-selected format for assignment and accountability.

#### **8. Offering Courses including Leading Ladies of Learning & LifeWorks Series**

If you are seeking a combination of offerings listed above, or a series that pulls from two or more of the talks and/or training topics, your courses can be customized to fit a half-day, full-day, or multiple days over weeks, months, or a full year. The Leading Ladies of Learning Series began as Workshops, grew to Life Works, and now continues as a yearly registration for quarterly events and coaching sessions. Businesses and groups alike can work to have a program designed to meet interests and budgets, time and location.

### **9. Business Partner(s)/Owner(s) Focus/Direction Regarding Business Continuance**

Often we go into business with friends or family, and while that may be based on a common interest or bloodline, there are some things that commonly get overlooked. Many companies are successful in spite of not having fully discussed things that impact and/or irritate one another, there can come a time when a third-party facilitator can assist in asking the tough questions to address such as: whether or not the business partners/owners want to continue, what the direction of the company is, how the company can/will proceed in reaching the goals set, and what the "rules of engagement" are for effective and professional partnership moving forward. The participants are asked to address challenging questions, speak openly, share ideas and approaches that may be otherwise tempting to suppress, and see things from the other partner/owner's perspective.

### **10. Customizing Topic Development for Teaming to Win**

When is a team a true team? When each person contributes, is valuable and valued and the objective of the team is met, right? What happens when those things aren't in place? Teaming to win is no accident. Teaming occurs when people's individual personalities are recognized, and even embraced for effectiveness/fit, with communication and respect surrounding the tasks at hand and eventual results. Teams are together for different reasons, for varied timeframes, and under considerable circumstances. Assessments, questioning techniques and body language interpretation combine to assist in understanding/assessing the situation with new or existing team dynamics. Let's work together to target portions of the above-mentioned talks in combination with other topical ideas and points of interest. **Customizing Topic Development for Teaming to Win** requires some information, an idea of the audience and the impact desired and a survey/questionnaire to provide information that ensures a customized, effective talk. These talks can range in time from 20 minutes to an hour, and have the highest impact when details about the group and/or organization are incorporated into the message. Stories, jokes, examples and humor are all aspects of providing an effective, inspirational talk for you and your group, team, organization and/or company!



**DEBBIE LUNDBERG**  
 LIFE & BUSINESS COACHING  
 "Partnering to develop, inspire, train & coach!"

## Assessment Offerings

Each of the following DL Assessments is available for an individual or group

### LUND

Personality Assessment  
 for interests and approach  
 32 Statements  
 Self-assess on scale of 1-5  
 Determines degree of L, U, N, D  
 in each person assessed  
 Provides common traits  
 Gives language for use with all types  
 Offers insights into behavior/action  
 Shares typical and stressed ways  
 Demonstrates how each person  
 has all traits  
 Shows individuals, groups or teams  
 how to quickly assess traits and  
 interact with each type

### CARE

Assessment on giving/receiving  
 recognition/compliments  
 40 Statements  
 Self-assess on scale of 1-5  
 Determines degree of C, A, R, E  
 in each person assessed  
 Provides common traits  
 Ties back to typical LUND type  
 Offers insights into behavior/action  
 Shares typical and stressed ways  
 Demonstrates how each person  
 has all traits  
 Shows partners or groups how to play  
 to strengths

### RISK

Assessment on personal risk  
 and attempting new/different things  
 32 Statements  
 Self-assess on scale of 1-5  
 Determines degree of R, I, S, K  
 in each person assessed  
 Provides common traits  
 Ties back to typical LUND type  
 Offers insights into behavior/action  
 Shares typical decision patterns  
 Demonstrates how each person  
 has all traits  
 Shows individuals how to understand  
 risk factors and share approach with  
 others

### LOVE

Assessment on personal approach to  
 love & relationships, and what is sought  
 40 Statements  
 Self-assess on scale of 1-5  
 Determines degree of L, O, V, E  
 in each person assessed  
 Provides common traits  
 Ties back to typical LUND type  
 Offers insights into behavior/action  
 Shares typical traits to seek  
 Demonstrates how each person  
 has all traits  
 Shows partners, families how to play  
 to strengths

### WORK

Assessment on personal interests  
 for career or business  
 40 Statements  
 Self-assess on scale of 1-5  
 Determines degree of W, O, R, K  
 in each person assessed  
 Provides common traits  
 Ties back to typical LUND type  
 Offers insights into behavior/action  
 Shares typical style and jobs/careers  
 Demonstrates how each person  
 has all traits  
 Shows people how to get/stay in a  
 field that plays to strengths



## Coaching Offerings

Coaching is a jointly designed partnership and process that supports you, challenges you, inspires you, and forwards your actions toward the achievement of your goals and visions. Success is individual and respected for being different things to each of us, and this professional relationship allows you to reach greater levels of success...in any and every aspect of your life. Powerful coaching principles and tools are used to empower you and to restore, if previously present, a way to live life, take ownership, and embrace opportunities rather than exist or stagnate in any way.

Throughout the coaching commitment, there will be direct and powerful questioning, and may, on occasion, be outside "your comfort zone" in order to create successes and experiences that raise awareness, confidence and capability. You can count on being asked honest and straightforward questions designed to encourage new thought processes, to make inquiries that drive reflection, and to make requests that lead to action and results! Coaching is therefore not advice, therapy, or counseling, rather a partner for offering ideas, guidance and holding you accountable through exercises and assignments that are designed to further your advancement towards your discovered and stated goals.

### Life Coaching ENHANCES Results through:

Establishing Strengths, Opportunities & Direction  
Noting the Differences in Motivation & Inspiration  
Having a Personal Tagline/ Brand for Presenting Powerfully  
Advancing Careers with Assessments, Bios & Resumes  
Navigating Time, Energy, Choices, Boundaries & Decisions  
Communicating Effectively Personally & Professionally  
Engaging in Mind Fitness for Owning Outcomes  
Strategizing ways to maximize:

- Effective Communication
- Professional Behaviors
- Thriving Relationships

### Business Coaching PRODUCES Results with:

Personality Assessments & Appreciation  
Role Definitions and Interactions  
Organizational Structure, Planning & Approaches  
Deliverables for Contributors  
Utilization of the Potential in Team Members  
Competencies for Hiring, Assessing, Promoting, Releasing  
Expectations Established, Communicated & Measured  
Success in the areas of:

- Effective Communication
- Professional Behaviors
- Thriving Relationships

### Presentation Coaching CREATES Results with:

Confidence in the Process  
Reaching the Audience  
Strengthening the Approach that Fits Your Personality  
Effectively Communicating Your Message  
Adapting to the Environment  
Taking the Time to Know You, Your Audience, and Your Materials  
Event Management from the Room to the Technology to the Participants  
Speaking from the heart with:

- Effective Communication
- Professional Behaviors
- Thriving Relationships





**DEBBIE LUNDBERG**

**LIFE & BUSINESS COACHING**

"Partnering to develop, inspire, train & coach."

www.DebbieLundberg.com | 813.835.0196

## Request for Quote/Availability

**Name:** \_\_\_\_\_ **Company/Group:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_ @ \_\_\_\_\_ . \_\_\_\_\_

Area of interest:

(Please check all that apply)

- \_\_\_\_\_ **Inspirational & Educational Speaking Engagements**
- \_\_\_\_\_ **Corporate Training & Learning Events**
- \_\_\_\_\_ **Personality, Interests & Career Assessments**
- \_\_\_\_\_ **One-on-One Life, Business & Presentation Coaching**

**Proposed Date:** \_\_\_\_\_ **Proposed Time:** \_\_\_\_\_

**Alternate Date:** \_\_\_\_\_ **Alternate Time:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Number of participants/attendees:** \_\_\_\_\_ **Focus:** \_\_\_\_\_

Thank you!

Please return this form to Debbie Lundberg at [Debbie@DebbieLundberg.com](mailto:Debbie@DebbieLundberg.com)



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