

# COURSE CATALOG

## FERGUSON LEARNING COMPANY

Training & Workshop Offerings



**FERGUSON LEARNING**  
— C O M P A N Y —

Last Updated: April 11, 2023

# TABLE OF CONTENTS

## Leadership Development Courses.....3-9

1.1	Dynamic Leadership.....	3
1.2	Effective Coaching & Mentoring.....	4
1.3	Effective Leadership - Managing Change.....	4-5
1.4	Leading Across Generations.....	5
1.5	Leading By Strengths.....	5-6
1.6	Crucial Conversations for Accountability.....	6-7
1.7	Everything DiSC Management.....	7
1.8	Everything DiSC Work of Leaders.....	8
1.9	Leading Teams: Achieving More.....	8-9
1.10	The Mindful Leader Practice.....	9
1.11	The Mindful Leader Practice (Sr. Leader Add-On).....	10

## Interpersonal Skills Development.....11-19

2.1	Embracing Change.....	11
2.2	Navigating Generational Differences.....	11-12
2.3	I - IN- TEAM.....	12
2.4	Exploring the Leader in You.....	13
2.5	Everything DiSC Workplace.....	13-14
2.6	Everything DiSC Agile EQ.....	14
2.7	Everything DiSC Productive Conflict.....	15
2.8	Crucial Conversations.....	15-16
2.9	Five Behaviors for Personal Development.....	16
2.10	Time Management - Getting Things Done.....	17
2.11	Conducting Effective Meetings.....	17-18
2.12	Problem Solving & Decision Making.....	18
2.13	Public Speaking and Presentation Skills.....	19

## Additional Course Offerings.....20

## Cost.....20

## Company Details/Contact Info.....21

## 1. Leadership Development Courses

### 1.1 DLX™ Dynamic Leadership™

---

Dynamic Leadership Learning Experience™ is the cornerstone of People Leader development at Ferguson Learning Company. Dynamic Leadership is a transformational learning event. This patent pending leadership development program will provide leaders the opportunity to learn, practice, and resolve some of their greatest talent challenges.

Topics include:

Leadership Characteristics | Managing vs Leading | Employee Engagement | Building and Maintaining Trust | Meaningful Partnerships | Talent Management | Talent Acquisition | Succession Planning | Career Conversations | Development Planning | Performance Management | Retention | Turnover |

Participants will:

- Learn how to tackle their specific talent and leadership challenges
- Practice evaluating & problem-solving new ways of achieving superior business results
- Discover how to drive meaningful impact and deliver significant change in Talent Management
- Learn how to stop managing tasks and deadlines and start leading as Dynamic Leaders

Sessions include:

- Participant Workbook
- Leadership Redefined Leaders Reimagined©
- Talent Management process templates for post-course use
- Expert-led DLX™ facilitator

Target Audience: People Leaders

In-Person Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 2 days

## **1.2 DLX™ Effective Coaching & Mentoring**

---

DLX™ Effective Coaching & Mentoring will help leaders understand how to be an effective coach, and a thoughtful mentor, and the difference between the two types of roles. Leaders who can recognize the unique traits of individuals and provide the necessary guidance to enable personal/professional growth to those around them will ensure the ongoing growth and development of your organization's future leaders.

Participants will learn:

- The difference between coaching and mentoring
- When coaching is the right development tool and when it is not
- What makes an Effective Coach
- How to recognize someone else's strengths, personality traits, and aspirations
- How to be a strong Mentor

Sessions include:

- Learning resources
- Led by a Certified DLX™ expert

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **1.3 DLX™ Effective Leadership – Managing Change**

---

DLX™ Effective Leadership – Managing Change will provide leaders with the foundational knowledge of change management, learn how to effectively manage change within their team/organization, and practice managing change resistance through effective communication.

Participants will:

- Understand the key phrases of change management
- Understand when change management is necessary
- Learn the process for executing effective change management initiatives
- Learn how to address resistance and negativity
- Understand how to communicate with a purpose for engagement/buy-in

Sessions include:

- Learning resources
- Led by a Certified DLX™ expert

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **1.4 DLX™ Leading Across Generations**

---

Leaders are faced with unprecedented demographic complexity in the current workforce. They are required to achieve results through relationships that span three or, in some cases, four different generations simultaneously. Learn how to remain mindful of how your direction will be received, interpreted, and acted upon given the diverse demographic makeup of the team. Managers and organizations that undervalue the diverse backgrounds and vast experience of today's multi-generational workforce can become irrelevant. Learn to appreciate and embrace those generational differences. Don't miss critical opportunities to learn, improve, and evolve how your diverse demographic workforce operates.

Participants will:

- Remove generational barriers
- Embrace diversity – including demographic/generational differences
- Develop a strategic focus to improve your capability and close competency gaps

Sessions include:

- Learning resources
- Led by a Certified DLX™ expert

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **1.5 Leading by Strengths**

---

Leading by Strengths utilizes CliftonStrengths' assessment data to help leaders understand the unique strengths of each member of their team and how to play to those strengths to enable superior business results. Leaders who recognize and value the unique traits of individuals are better able to support employee growth, create an engaging environment, improve productivity, and improve team collaboration.

Participants will:

- Learn the 34 different strength themes
- Gain deep insight into their personal Top 10 themes
- Learn how these themes contribute to and hinder their success
- Receive action items that can be implemented immediately
- Understand their team's strength profile and how to utilize that information

Sessions include:

- CliftonStrengths 34 Report & Top 10 Report
- Led by a CliftonStrengths expert

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **1.6 Crucial Conversations for Accountability**

---

Accountability is critical to healthy relationships and organizations. As people improve their ability to hold one another accountable, they also improve trust, efficiency, engagement, and more. VitalSmarts' (rebranded as Crucial Learning) Crucial Conversations for Accountability course teaches nine powerful skills for resolving performance problems, strengthening trust and reliability, and eliminating inconsistency.

Participants will:

- Spot the performance conversations that are keeping you from what you want
- Take responsibility for the emotions you bring to the conversation
- Constructively manage conflict
- Stay focused and maintain dialogue to achieve results
- Improve relationships
- Learn how to achieve breakthroughs in personal, team, and organizational performance

Sessions include:

- Learner guide and resources
- Copy of Crucial Accountability: Tools for Resolving Violated Expectations, Broken Commitments, and Bad Behavior Book
- Led by a Certified Crucial Conversations expert

Target Audience: People Leaders

Prerequisite: Crucial Conversations

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **1.7 Everything DiSC Management**

---

Wiley's Everything DiSC® Management is designed to uncover the unique DiSC styles of managers and adapt their behaviors to effectively motivate and develop their teams. Participants learn how their management style influences how they manage time, make decisions, and approach problems. Manager effectiveness is at the core of organizational performance. The best leaders innovate, revolutionize, and inspire. But it's not always easy. This course will cover: Understanding DiSC styles, Directing and delegating, Creating a motivating environment, Developing others with different styles, and Identifying strategies for working more effectively with managers.

Participants will:

- Discover their DiSC Management style
- Recognize the priorities and preferences that shape their experiences as a manager of others
- Understand how to effectively manage up given style
- Understand how their unique style informs their approach to directing and delegating
- Learn strategies for improving employee motivation and developing the full potential of people with various styles

Sessions include:

- Access to Catalyst™ learning platform
- DiSC assessment (pre-work)
- Personalized assessment report (via Catalyst™)
- Led by a Certified DiSC® expert

Session consists of online assessment and course training

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **1.8 Everything DiSC Work of Leaders**

---

Wiley's Everything DiSC Work of Leaders® lays out a clear path for helping leaders at all levels make the connection between their DiSC® style and leadership. This program approaches leadership as a one-to-many relationship (as opposed to the one-to-one relationship explored in Everything DiSC Management). With one unified model of leadership—vision, alignment, and execution—it focuses on helping leaders understand their own leadership styles and how their tendencies influence their effectiveness in specific leadership situations.

Participants will:

- Recognize the priorities and tendencies, based on their own DiSC style, that shape their approach to the fundamental work of leaders (creating a vision, gathering alignment, and championing execution)
- Explore in detail how to play to their strengths and overcome challenges to improve their leadership effectiveness
- Identify strategies to develop preferred behaviors based on context-specific best practices

Sessions include:

- 22-page Everything DiSC Work of Leaders® Profile (personalized report)
- Led by a Certified DiSC® expert

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **1.9 Leading Teams: Achieving More**

---

Wiley's The Five Behaviors® Team Development helps teams apply The Five Behaviors® model of Trust, Conflict, Commitment, Accountability, and Results to drive team effectiveness and productivity. The program uses Everything DiSC, a tool that helps build effective team communication and relationships, to help participants understand their individual DiSC® style and discover how each style brings value to the team.

Participants will:

- Learn the critical behaviors and interpersonal skills based on The Five Behaviors model needed to transform the way they work together
- Gain a better understanding of team dynamics



- Learn their personality style and the styles of their team members based on the Everything DiSC® model
- Learn how these style differences contribute to the team's overall success

Sessions include:

- Personalized Report
- Team Report
- Led by a Five Behaviors® expert

Target Audience: Leader + Intact team

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 2 days

## **1.10 The Mindful Leader Practice**

---

Resilience, the capacity to withstand or recover quickly from challenges, is authentic only if the challenges are emotionally processed and managed. Otherwise, “mental toughness” is actually masking; the process in which an individual camouflages their natural personality or behavior and momentary emotions to conform to social and environmental pressures. An empathetic culture (top-down) allows non-judgmental space for emotion recognition and processing and fosters psychological safety.

Participants will:

- Examine human psychological needs, focusing on those that build foundations of cultures of trust.
- Explore interpersonal communication methods highlighting various styles and needs therein.
- Practice strategic approaches to conflict, difficult conversations, expectation setting, and emotion management.

Target Audience: People Leaders

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person

Course Duration: 3 days

(Military Option Available: Module targets suicide prevention, intervention, and crisis prevention.)

## **1.11 The Mindful Leader Practice (Sr. Leader Add-On)**

---

The Mindful Leader Practice add-on is a workshop that allows participants to expand their skills while focusing on challenges that face organizational/agency Senior Leaders.

Session will include:

- Overview of three-day sessions – lessons learned and key takeaways for leadership consideration.
- Strategic communication: Interpersonal communication considerations
- Building good culture: Power and persuasion, trust and conflict, accountability
- Seeking and providing feedback
- Identifying red flags and preventing crisis

Pre-requisite: The Mindful Leader Practice

Target Audience: Senior Leaders/Executives

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person

Course Duration: 1 day

## 2. Interpersonal Skills Development

### 2.1 DLX™ Embracing Change

---

Things are constantly changing and while this can often be uncomfortable to thrive in our professional careers, we must learn how to embrace change and grow with the experience. Your performance is your own, so you must expect, own, and drive change. But we don't expect you to go it alone, you need support, cooperation, and guidance to drive change in your role and across your team/organization. Learn how to embrace change and thrive in your career.

Participants will:

- Understand workplace challenges
- Identify when change is hard
- Recognize your reactions to change and how that impacts performance
- Learn how to funnel energy for a positive impact
- Learn how to communicate in a nonresistant way
- Identify areas where you can own/drive change to improve your workplace and operating environment

Sessions include:

- Learning resources
- Led by a Certified DLX™ expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

### 2.2 DLX™ Navigating Generational Differences

---

DLX™ Navigating Generational Differences examines the generational differences reflected in today's workplace. Participants will learn the value brought by all individuals, learn why they are the way they are, and how to create more meaningful productive relationships across all generations.

Participants will:

- Understand what generations are in the workforce and the attributes of each of those generations
- Understand the common challenges of multigenerational teams/organizations

- Learn how to effectively communicate and collaborate across various generational lines

Sessions include:

- Learning resources
- Led by a Certified DLX™ expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **2.3 I - IN - TEAM**

---

I - IN - Team utilizes a strengths-based approach to improve workplaces. Participants use the CliftonStrengths assessment data to learn more about themselves and those around them. They will find that focusing on strengths will have profoundly positive effects on their personal development, professional growth, and workplace collaboration. When participants truly understand what they are fundamentally good at, they learn to value and fully embrace those traits to propel them in their careers. When participants truly understand the strengths of the team members around them, they learn to value the uniqueness of each individual and the power that can bring to a team.

Participants will:

- Learn the 34 different strength themes
- Gain deep insight into their personal Top 5 themes
- Learn how to focus on highlighting these Top 5 themes
- Understand the value of their uniqueness and that of others
- Learn the best way to collaborate based on strengths

Sessions include:

- CliftonStrengths 34 Report & Top 5 Report
- Led by a CliftonStrengths expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 days

## **2.4 Exploring the Leader in You - Emerging Leaders**

---

CliftonStrengths (formerly StrengthsFinder 2.0) for Emerging Leaders measures the intensity of your talents in each of the 24 themes. The report and supplemental resources help emerging leaders learn the best way to lead a team using their strengths and invest in their development as a manager before they've begun the work so that they start in the best possible position.

Participants will:

- Learn methods and practices in the way to successfully lead a team
- Start in the best possible position as an emerging leader
- Gain confidence in capabilities moving from an individual contributor into a manager role

Sessions Include:

- Learning resources
- Led by a Clifton Strengths expert

Target Audience: Individual Contributors who will be moving into a manager role

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **2.5 Everything DiSC Workplace® on Catalyst**

---

Wiley's Everything DiSC Workplace® on Catalyst delivers a comprehensive learning experience to engage every employee – regardless of title, position, department, or function—in building more productive and effective relationships at work. With personalized insights and the implementation of course learning, organizations can expect improved employee engagement, increased collaboration, and improved communication.

Participants will:

- Discover their own DiSC® style
- Recognize the personal priorities, motivators, and stress triggers that shape their workplace experience
- Explore other styles
- Understand the differences and similarities among the DiSC® styles
- Identify strategies to make more meaningful connections with colleagues of various styles

- Learn methods of working more effectively to reduce tension, solve problems, and contribute positively to their organizations

Sessions include:

- Access to Catalyst™ learning platform
- Everything DiSC® online assessment (pre-work)
- Personalized assessment report (via Catalyst™)
- Led by a Certified DiSC® expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **2.6 Everything DiSC® Agile EQ™**

---

Wiley's Everything DiSC® Agile EQ™ on Catalyst™ continues the DiSC journey by teaching participants to read the emotional and interpersonal needs of a situation and respond accordingly. By combining the personalized insights of DiSC® with active emotional intelligence development, participants discover an agile approach to workplace interactions, empowering them to meet the demands of your organization and enable a thriving culture.

Participants will:

- Discover the instinctive mindsets that shape their responses and interactions
- Recognize opportunities to stretch beyond what comes naturally to them
- Take action to become more agile in their approach to social and emotional situations

Sessions include:

- Access to Catalyst™ learning platform
- Personalized assessment report (via Catalyst™)
- Led by a Certified DiSC® expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **2.7 Everything DiSC® Productive Conflict**

---

### **Everything DiSC Productive Conflict**

Wiley's Everything DiSC® Productive Conflict is designed to help participants improve self-awareness around conflict behaviors. Rather than focus on a step-by-step process for conflict resolution, Everything DiSC Productive Conflict provides participants with techniques to curb destructive behaviors and effectively respond to conflict situations. The program features an exploration of DiSC® in a conflict context, provides an opportunity for participants to explore their destructive conflict responses, and offers them a method for making more productive choices in their response to conflict.

Participants will:

- Gain appreciation for how their style of handling conflict affects the people around them
- Learn how to “catch” themselves when going down a destructive conflict path
- Learn how to reframe a conflict situation and choose more productive behaviors
- Build a common language in the organization around appropriate conflict behavior

Sessions include:

- 22-page Everything DiSC® Productive Conflict Profile (personalized report)
- Led by a Certified DiSC® expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day

## **2.8 Crucial Conversations**

---

The Law of Crucial Conversations says, “Anytime you find yourself stuck, there’s a crucial conversation you’re either not holding or not holding well.” VitalSmarts’ (rebranded as Crucial Learning) Crucial Conversations skills represent the standard in effective communication and the marker of high-performance individuals and organizations. The course teaches powerful skills for working through disagreement to achieve better results and is backed by 30 years of social science.

Participants will:

- Discover how well you handle Crucial Conversations
- Identify where you can improve
- Speak persuasively, not abrasively

- Foster teamwork and better decision making
- Build Crucial Conversation acceptance rather than resistance
- Resolve individual and group disagreements

Sessions include:

- Participant toolkit
- Crucial Conversations® New York Times bestselling book
- Led by a Certified Crucial Conversations expert

Target Audience: All Employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 2 days

## **2.9 Five Behaviors for Personal Development**

---

Wiley's The Five Behaviors® Personal Development solution teaches individuals to become better teammates. The goal is to completely redefine teamwork and collaboration. Learners at all levels of an organization can benefit from this program and adopt its powerful principles, shape behaviors, and create a common language that empowers people to rewrite what it means to work together.

Participants will:

- Understand, internalize, and apply the principles of The Five Behaviors Model
- Learn the critical behaviors and interpersonal skills needed to be an effective team player on any team

Sessions include:

- 23-page Personalized Report
- Led by a Five Behaviors® expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1/2 day



## **2.10 Time Management- Getting Things Done®**

---

Go beyond productive tips and learn a personal workflow management system through instruction, application, and coaching. This VitalSmarts' (rebranded as Crucial Learning) one-day course provides the basic building blocks for understanding and implementing the GTD methodology through behavior change and habit building. It teaches individuals how to increase focus on the most meaningful work, organize information, prioritize commitments, create mental space for innovation and achieve stress-free productivity.

Participants will:

- Learn a system to reduce mental clutter
- Achieve improved time optimization, effectiveness, focus, and task completion
- Align focus and actions
- Increase productive moments
- Improve time management and individual effectiveness

Sessions include:

- Participant guide
- Getting Things Done® book
- Certificate of Completion
- Led by a Certified GTD expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **2.11 DLX™ Conducting Effective Meetings**

---

Meetings are an essential part of every business. When run well they are highly productive and enable the achievement of team objectives and overall missions. This course will equip participants with the knowledge and skills to lead meetings (both in person and virtually) for maximum engagement and productivity.

Participants will:

- Understand when a meeting is required and when it is not
- Understand the different types of meetings and what is required for each
- Discover the phases (planning through execution) of a meeting and why they are important
- Learn the differences between conducting in-person and virtual meetings

- Learn how to create and maintain engagement when hosting a meeting
- Understand how to ensure their meeting objectives are met

Sessions Include:

- Learning resources
- Led by a DLX™ expert

Target Audience: Individual Contributors who will be moving into a manager role

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person or Live Virtual

Course Duration: 1 day

## **2.12 DLX™ Problem Solving and Decision Making**

---

The ability to problem solve situations and make effective decisions is a critical part of every business. Participants will gain the foundational information for discovering, analyzing, and solving problems around them. This course allows participants to actively work through the Problem Solving Process (PSP) and practice making rational and swift decisions.

Participants will:

- Why problem solving skills are critical to making effective decisions
- Understand the barriers to problem solving
- Learn the steps to effective problem solving
- Understand the importance of making sound decisions
- Learn the approaches used to make decisions
- Understand the steps to effective decision making

Sessions Include:

- Learning resources
- Led by a DLX™ expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person

Course Duration: 1 day

## **2.13 DLX™ Public Speaking & Presentation Skills**

---

Public speaking and presentations go hand-in-hand, whether we're talking in a team meeting or presenting in front of an audience. The purpose of any presentation is to relay information that the audience will hear, understand, and remember. We can present well or badly, and the outcome significantly affects how we are viewed by our peers. This is why public speaking causes so much anxiety and concern. There truly is a science to developing good presentations and an art to delivering them well; both of which are rooted in knowledge, organization, confidence, and practice.

Participants will:

- Learn the foundational information of information flow, content development, and delivery options
- Learn how to overcome jitters/discomfort
- Understand how to engage the audience
- Learn the best practices for creating an effective presentation
- Gain confidence in their skills through practice

Sessions Include:

- Learning resources
- Led by a DLX™ expert

Target Audience: All employees

Audience Size (Per Session): Maximum 25 participants

Delivery Method: In Person

Course Duration: 2-3 days

### 3. Additional Course Offerings

- 3.1 Critical Thinking/Problem-Solving - Training/Workshop - 3 days
- 3.2 Strategic Planning - Workshop - 3 days

### 4. Cost

Duration	Cost (per session)
½ day	\$17,375
1 day	\$22,375

\*\*Some Courses require more than 1 day (i.e., Dynamic Leadership, Crucial Conversations, Strategic Planning Workshops). Multi-day courses are charged the full-day rate x the number of required days for the course delivery. 2 days = 2 sessions required.

## COMPANY OVERVIEW

Company Name:	Ferguson Learning Company
Point of Contact:	Heather Ferguson, President
Contact Information:	<a href="mailto:heather@fergusonlearning.com">heather@fergusonlearning.com</a>
Telephone Number:	859-780-2212
Website:	<a href="http://www.fergusonlearning.com">www.fergusonlearning.com</a>
CAGE Code:	97DX4
Unique Entity ID (UEI):	JMQFGELFWTB5
D-U-N-S Number:	03-879-3032
DBE Certified Vendor No.:	21211831
Federal Tax ID:	841830890
Socio-Economic Size:	Small business
Small Business Status:	SBA Certified EDWOSB & WOSB; SDB, DBE, and WBE
Primary NAICS Codes:	611430 - Professional and Management Development Training
NAICS Codes:	541611 – Administrative & General Management Consulting Services 541612 – Human Resources Consulting Services 541618 – Other Management Consulting Services 561499 – Other Business Support Services 561990 – All Other Support Services 611699 – All Other Miscellaneous Schools and Instruction 611710 – Educational Support Services
PSC Codes:	U008 - Training/Curriculum Development U009 - Educational Services U099 - Other Education and Training Services

