

OASIS CONSULTING GROUP, LLC.

**PROVEN COURSE® PROGRAMS
FOR THE 21st CENTURY**



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Leaders in Human Capital Development



Imagine...Oasis at work!



WHAT IS HUMAN CAPITAL DEVELOPMENT?

In today's market, it is increasingly important for a business to have an effective business strategy and indicators that monitor the overall performance of their people. Successful business owners invest in specific tools, applications and processes to ensure that they meet business objectives. However, most businesses implement new systems and projects with little or no development of their people.

We believe that **people** are the most important asset or "capital" of any company. Today's smartest business leaders seek cost-effective solutions to develop and train their people; hence the importance of Human Capital Development.

Highly efficient work environments are those that have benefited from providing the best training and development tools for their people.

THE OASIS PROVEN COURSE® METHOD



Oasis Consulting Group is a human capital development company. We serve clients who strive to develop their people as sustainable, high performing resources. Each of our Proven Course® programs is research-based, experience-tested, and is founded upon gold standards and industry best practices. Our results-driven programs will provide your team members access to clearer perspectives, innovative ideas and solutions that are relevant to your company goals.

Our customizable programs are administered with flexibility to match any organizational schedule, culture or style. Some modules can be fully administered in a few days, others may take a few months. We also provide:

- **Certified Professionals** in industry best practices, executive and organizational management.
- **Technical Expertise and Accelerated Programs** that yield the best results in the shortest amount of time.
- **A Proven Track Record** as human capital developers with national and global corporations, as well as community organizations.

The Oasis Proven Course® method is a simple but effective pathway to tremendous results. Our approach is as follows:

1. **Assess & Plan** – Using expert analytical tools provide qualitative and quantitative data, a documented plan of action is created that is specifically targeted for your business.
2. **Train** – We use practical, hands-on classroom exercises, remote and on-site instruction, and the latest behavioral technologies. Our training modalities enable knowledge to be retained in-house and passed on by participants to other members of your staff.
3. **Deploy** – To maintain focus throughout the implementation process, we utilize high performance coaching techniques, communication systems and accountability systems to enhance individual and team performance.
4. **Evaluate Results** – By a rigorous adherence to best practices, we are able to identify and celebrate successes and make adjustments as needed.

**Whatever your needs, there is an Oasis Proven Course® for your team.
You can relax when Oasis is at work!**

WHAT IS LOMINGER™ LEADERSHIP?

Did you know that...

33% of an executive's time is spent responding to crises or problems. ~ *The Creative Group, July 2009*

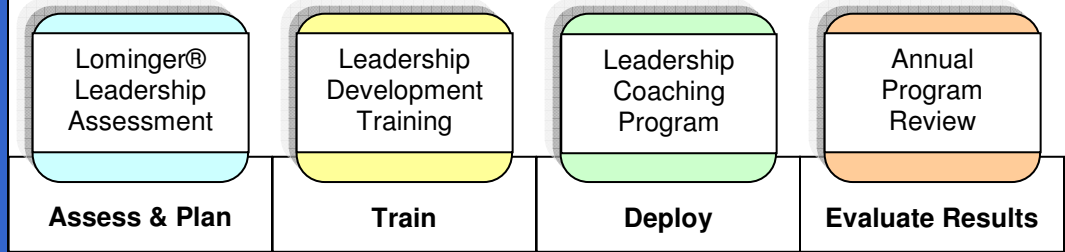
66% of business leaders say they are more aggressively educating employees on their role in delivering on the value proposition. ~ *Grant Thornton, February 2007*

69% of business leaders say it's important to have a mentor or coach. ~ *Grant Thornton's View newsletter, December 2006*

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Statistics show that there is an ever-growing need for strong leadership. Our Proven Course® program points toward a style of leadership that creates value and positive change in its followers. The Lominger Leadership Architect™ is beneficial for "transforming" people to support each other, be encouraging and harmonious, and seek opportunities to improve business overall. This type of leadership contributes to the motivation, morale and performance of a team and its leader.

## THE PROVEN COURSE® FOR LEADERSHIP DEVELOPMENT



### HOW WE DO IT

- 1. Assess & Plan** – We use the Lominger Leadership Architect™ tools to assess leadership strengths. This assessment provides data that is used to create a one year personal development plan that integrates business and personal goals.
- 2. Train** – Participants are trained to use the Lominger 67 leadership attributes as fundamental distinctions for enhancing leadership performance and the development of others.
- 3. Deploy** – Weekly coaching sessions with a Certified Professional Coach support implementation of business strategies and improved business relationships on an on-going basis.
- 4. Evaluate Results** – Annual/semi-annual program reviews are conducted to identify successes and opportunities for further leadership refinements.

### TRAINING TOPICS INCLUDE:

Lominger® 67 Leadership Attributes  
 Key Leadership Stallers and Stoppers  
 Creating a One-Year Leadership Development Plan  
 Developing Leader-to-Leader Relationships with Team Members  
 The Three Laws of High Performance  
 Results-Driven Communication

### BENEFITS - DEVELOP LEADERS AND MULTIPLY YOURSELF

Setting goals, taking action, taking responsibility, making choices, and problem-solving – these are all important parts of being a leader. With the support of high performance coaching, the Proven Course® for Leadership exercises a person's abilities in those areas and teaches how to pass these skills on to others. This naturally increases a leader's capacity in leadership. Coaching can improve performance while developing several leaders at the same time. This unique approach leads to significant costs savings by developing leadership skills in-house. Our program graduates are able to:

- Increase productivity, sales, and service effectiveness
- Innovate better and more often
- Reduce personnel development and training costs via knowledge transfer
- Improve organizational agility and execution

## WHAT IS THE DREXLER-SIBBET™ TEAM PERFORMANCE MODEL?

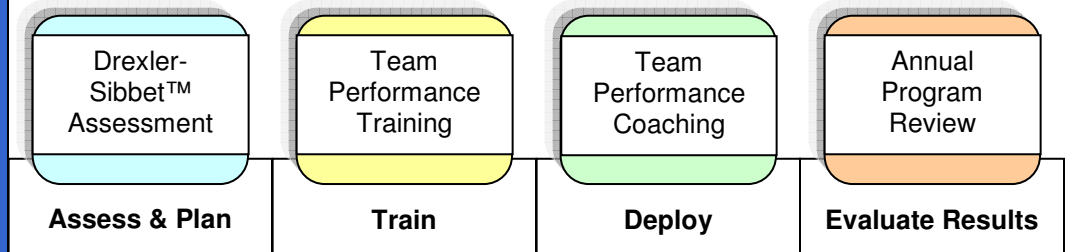
A comprehensive tool for understanding the stages of team development.

Allan Drexler and David Sibbet spent 10 years refining a comprehensive model of team performance that shows the predictable stages involved in both creating and sustaining teams. The Drexler-Sibbet Team Performance™ Model illustrates team progress in seven stages, four to create the team and three to describe increasing levels of sustained performance.

This powerful tool for developing and sustaining a team is used as a framework and common language that supports a team-based culture. It enhances and ensures:

- Team identity and membership
- Mutual regard and reliability
- A shared vision with integrated goals
- Clear roles and responsibilities
- Team alignment
- Synergy and spontaneous interaction
- Recognition and positive feedback

## THE PROVEN COURSE® FOR TEAM PERFORMANCE



### HOW WE DO IT

- 1. Assess & Plan** – The Forrester/Drexler Team Performance™ Indicator is used to assess team strengths and improvement opportunities. Even in the absence of any symptoms suggesting that the team is having problems Indicators may show improvement opportunities.
- 2. Train** – Seven full-day classroom sessions are required to administer this comprehensive and effective program for driving team results. Participants will focus on the behaviors and processes that render high performance.
- 3. Deploy** – Weekly coaching sessions between team leaders and a Certified Professional Coach will support team efforts. On-the-job scenarios provide a practice ground for implementing business strategies with precision and improving team relationships.
- 4. Evaluate Results** – Annual (or semi-annual) review of team goals and objectives is specifically addressed in Session #9 of the program which is entitled, “Renewal”. Team members will re-assess their performance within this session to complete this program.

### TRAINING TOPICS INCLUDE:

Orientation – Why am I Here?  
 Trust Building – Who Are You?  
 Goal Clarification – What Are We Doing?  
 Commitment – How Will We Do It?  
 Implementation – Who Does What, When, Where?  
 High Performance – Wow, We Did It!  
 Renewal – Why Continue?

### BENEFITS – CREATE A TEAM THAT WORKS

Upon completion of this program everyone (team leaders, team members and facilitators) will have first-hand knowledge of how a “team” manages itself to achieve high performance. Participants will use “real life” company concerns in their exercises and training, thus generating authentic solutions in the classroom.

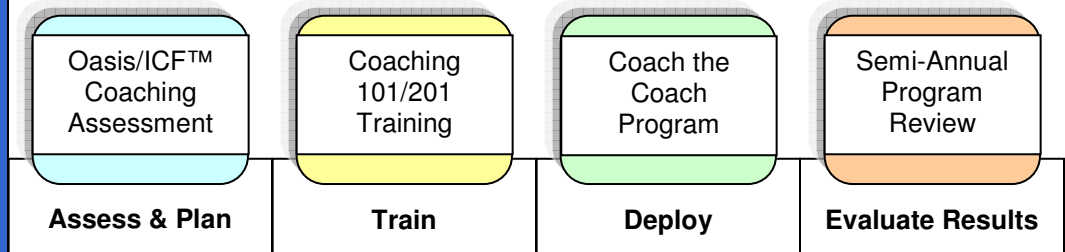
## WHAT IS HIGH PERFORMANCE COACHING?

Simply stated, high performance coaching will help individuals and groups set goals that integrate organizational and personal objectives, and to guide them towards achievements that are monitored and measured for success.

High performance is a learned skill. It doesn't "just happen" by accident. Most executives know that they have "good" performers on their teams, but find it difficult to accelerate positive behaviors and minimize behaviors that are counter-productive. Our coaching program helps to create a culture of ongoing leadership development and an atmosphere for better integration of new skills into the daily work environment. We believe that coaching offers greater assurance that development investments will yield expected results to our clients.

High performance coaching educates and inspires all participants to become coaches for their team members, while building strong relationships and increasing their ability to lead and work well with others.

## THE PROVEN COURSE® FOR HIGH PERFORMANCE COACHING



### HOW WE DO IT

- 1. Assess & Plan** – Coaching skills are assessed using a Proven Course® proprietary questionnaire. The results will prepare participants for “not so usual” topics contained in Coaching 101/201 training.
- 2. Train** – Coaching distinctions are administered according to the standards and ethical guidelines set forth by the International Coaching Federation. Students practice coaching techniques with peers in each session. Each participant will learn to use coaching techniques with and to transfer these skills to others.
- 3. Deploy** – Weekly coaching sessions with a Certified Professional Coach to support immediate implementation of coaching techniques and best practices beginning with Session #1.
- 4. Evaluate Results** – Annual (or semi-annual) review to identify successes and opportunities for further development of coaching skills.

### TRAINING TOPICS INCLUDE:

Result-Oriented Communication  
Co-Active Coaching  
Workability and Accountability  
Setting SMART Goals  
Asking Powerful Questions  
Coaching Toward Accomplishment

### BENEFITS - DEVELOP LEADERS AND MULTIPLY YOURSELF

This course facilitates the development of team goals and team direction while ensuring consensus and commitment. Your team will gain and retain notable skills, such as:

- Improved communications to provide pertinent information to others.
- Greater participation and leadership in team related activities.
- Acceptance of other team members' behaviors, ideas, and feedback.
- Increased accountability and reporting.
- Clearer alignment between organizational, team and individual goals.
- Effective actions taken during conflict resolution.
- Greater joy and happiness in the workplace overall.

## WHAT IS BALDRIGE CRITERIA™?

A framework for understanding how organizations can improve and sustain themselves.

The Baldrige Criteria™ for Performance Excellence provide a systems perspective for understanding performance management. This criteria represents validated, leading-edge management practices against which an organization can measure itself. With their acceptance as THE model for performance excellence internationally, the Criteria represent a common language for communication among organizations for sharing best practices. The Criteria are also the basis for the Malcolm Baldrige National Quality Award process.

A Baldrige-style organizational assessment is a very comprehensive, factual and objective appraisal of how the organization is managed. Using Baldrige (or similar) criteria, it examines the following aspects of an organization:

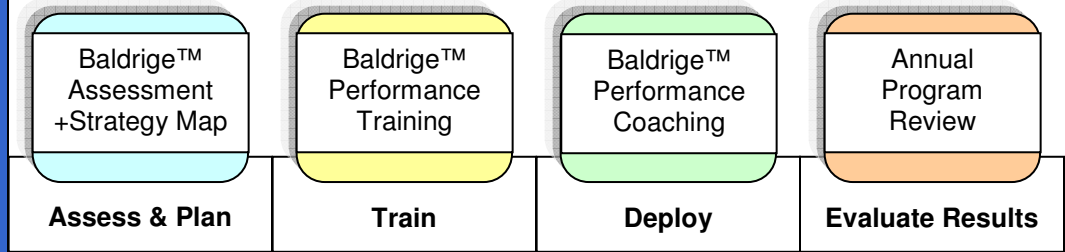
-how the organization is led, in order to provide vision and direction

-how appropriate information is gathered and used to plan for the future

-how people's talents are developed and harnessed

How an organization is performing, from various perspectives effects customers and market share, employee morale and involvement, productivity, efficiency, and financial performance.

## THE PROVEN COURSE® FOR ORGANIZATIONAL MANAGEMENT



### HOW WE DO IT

- 1. Assess & Plan** – The Baldrige™ Criteria Assessment is set in workshop-style assessment and is a fact-based inquiry with information drawn from all levels of the organization. The Baldrige™ Criteria is a superb, refined instrument that was developed and fine-tuned by the foremost experts in this field. Assessment results can be immediately applied to create a strategic plan of action to address organizational concerns.
- 2. Train** – This program requires the full support of Executive Management and key personnel (decision-makers) to ensure success. Participants will be trained to use skills related to performance excellence within organizational management.
- 3. Deploy** – Weekly coaching sessions with a Certified Professional Coach are used to support executive level decision-making and strategic planning throughout the duration of this program.
- 4. Evaluate Results** – An annual review of the organization's planned vs. actual success provide opportunities for further development of business strategies.

### TRAINING TOPICS INCLUDE:

Leadership  
 Planning  
 Customer-Focus  
 Information Management  
 Workforce (Human Capital)  
 Process  
 Results

### BENEFITS - DEVELOP LEADERS AND MULTIPLY YOURSELF

Assessment, training and coaching lead to effective organizational management benefits in the following areas:

- it builds a commitment to change among the key players
- it provides a reliable, repeatable method of identifying the 'vital few' areas for improvement – those issues which have the most leverage in improving performance
- it provides the necessary action steps for developing a detailed (project-by-project) improvement plan
- it provides a way of driving continuous improvement year after year – by building assessment and review steps into the annual planning cycle.

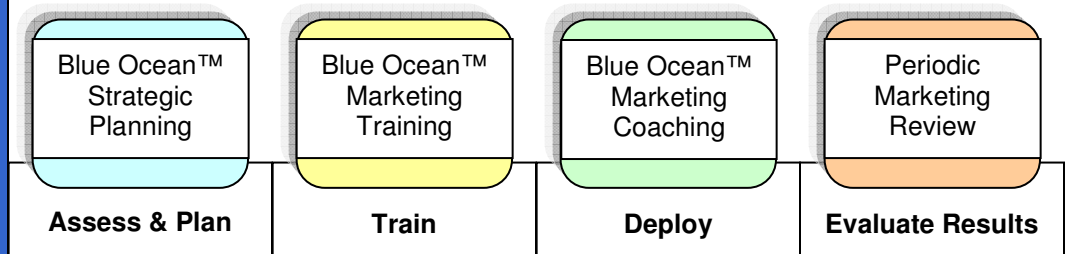
## HOW BLUE IS YOUR OCEAN?

- Do you blame the current economy for slow business growth and low profits?
- Do your sales reps say that they need to offer deeper price discounts to make more sales?
- Are you convinced that more advertising will get your business noticed in the marketplace?
- Is your marketing strategy focused more on cost cutting and quality control than expansion and innovation?

If you answered yes to one or more of these questions, your company may be stuck in a “red ocean”. Most businesses contend for the same market share and the same client base, resulting in a “bloody” battle – hence, a red ocean.

Creating a blue ocean for marketing will provide a clear and precise program to end the struggle of ‘shark-like’, non-effective marketing. You can create a viable marketing concept and a strategy that will make the competition irrelevant! ...today!

## THE PROVEN COURSE® FOR “YOU-NIQUENESS” MARKETING



### HOW WE DO IT

- 1. Assess & Plan** – Participants learn that assessing marketing strengths from a competitive viewpoint will result in a “red ocean” struggle in a highly competitive industry with limited opportunities for profitable growth. Participants learn how market and industry boundaries can be “reconstructed” by the actions and beliefs of its buyers, and use this knowledge to create a new showcase for your brand of products and/or services.
- 2. Train** – Blue Ocean Strategy™ (BOS) instruction focuses on how to reconstruct industry boundaries, to reach beyond existing demand, to pursue differentiation and low cost simultaneously, and how to build and plan a profitable business model to succeed in new market spaces. Participants use “real-time” data and scenarios from their on-the-job experiences during exercises and practices. Thus, producing “real-time” solutions for your business.
- 3. Deploy** – Weekly coaching sessions with a Certified Professional Coach to support implementation of business and marketing strategies on an on-going basis. Participants will be coached using systematic and reproducible methodologies and processes as they create and implement a blue ocean.
- 4. Evaluate Results** – Periodic review of marketing focus to identify successes and opportunities for further development of profitable strategies.

### TRAINING TOPICS INCLUDE:

Blue Ocean Theory  
 Blue Ocean Moves in the 21<sup>st</sup> Century  
 Creating Value Innovation  
 Tipping Point leadership  
 Creating Appeal for Non-Customers  
 Building Profitable Business Models for Value Innovation  
 Implementing You-Niqueness

### BENEFITS – MAKE COMPETITION IRREVELANT

Completion of this Proven Course® will ensure a marketing strategy that differentiate your business from the competition at a low cost – precisely branding your own business uniqueness. This new strategy will move your company into the marketing league with Barnes & Noble, Bloomberg, Cirque du Soleil, Curves, iTunes, NetJets, Ralph Lauren, and Viagra to name a few. To learn more about the “strategic moves” of these successful businesses, visit [www.blueoceanstrategy.com/abo/bos\\_moves.html](http://www.blueoceanstrategy.com/abo/bos_moves.html).

Participants will have an actual plan of action for creating new market space, or a blue ocean, thereby making the competition irrelevant. A primary feature of implementing a Blue Ocean strategy is that the program provides strategic formulation and execution within the same plan.

# OASIS PROVEN COURSE® SNAPSHOT

| PROGRAM                          | ASSESS & PLAN                      | TRAIN <sup>1</sup>             | DEPLOY                         | EVALUATE                               |
|----------------------------------|------------------------------------|--------------------------------|--------------------------------|----------------------------------------|
| <b>LEADERSHIP</b>                | Lominger™ Leadership Assessment    | Executive Leadership Training  | Executive Leadership Coaching  | Annual Program Review                  |
| <b>TEAM PERFORMANCE</b>          | Drexler-Sibbet™ Assessment         | Team Performance Training      | Team Performance Coaching      | Annual Program Review                  |
| <b>HIGH PERFORMANCE COACHING</b> | Oasis/ICF™ Coaching Assessment     | Coaching 101/201 Training      | Coach the Coach Program        | Semi-Annual Program Review             |
| <b>ORGANIZATIONAL MANAGEMENT</b> | Baldrige™ Assessment +Strategy Map | Baldrige™ Performance Training | Baldrige™ Performance Coaching | Annual Program Review                  |
| <b>“YOU”NIQUENESS MARKETING</b>  | Blue Ocean™ Development & Strategy | Blue Ocean™ Marketing Training | Blue Ocean™ Marketing Coaching | Periodic Marketing Review <sup>2</sup> |

**1.** Miscellaneous training costs (travel expenses, office supplies, and duplication of training materials) are billable to the client and will be defined in the client's contract.

**2** This service is not provided by Oasis Consulting Group, LLC. An external marketing firm is recommended.