



**Developing People to Achieve Their Potential . . .**

**That's what we do!**

Your company's most valuable asset is your people. Yet, this is probably your company's single-most underdeveloped asset. Think of all the untapped potential within your company! If you could tap into this resource, your company could succeed beyond your wildest dreams.

Let us help you and your associates identify and develop your real potential — for increased personal, professional, and financial growth and success. Think of the benefits — greater productivity, increased effectiveness, improved employee morale . . . and so much more.

**CONTACT US TODAY!!**

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**HERDLINGER ASSOCIATES** is affiliated with Resource Associates Corporation (RAC) of Mohnton, Pennsylvania. RAC is a Development Research Center that commenced operation in 1979, and currently has a network of more than 350 companies across 4 continents using its materials and research.

**HERDLINGER ASSOCIATES** is a dynamic organization dedicated to the development of Human Resources. Business and industry leaders are, today more than ever, recognizing that people are the most important asset any organization utilizes. As the people are developed, so will the organization grow. Our task is to assist our clients in the development of their people for their mutual benefit, through the skillful use of modern techniques of training, communications, and goal setting. Since our product is people, the world is our market. Generally, our market is divided into three categories: Business & Industry, Governmental, and Individual.

At **HERDLINGER ASSOCIATES**, we believe that knowledge by itself is not power; rather, applied knowledge is power. We are dedicated to providing the materials and tools that will guide individuals and companies through the process of creating and building prosperous lives and successful businesses. Our approach is unique, our materials timely, and our processes are dynamic and results-oriented.

Our belief is that people are our most valuable resource. Our business is marketing and facilitating learning and materials designed to maximize that resource.

Our focus is getting people to do more of what they've already been trained to do. Developing the right combination of application and desire helps to enhance commitment and create positive focus. We help people discover and develop their potential. Our clients' organizations develop cultures where continuous improvement, higher levels of achievement, standards of excellence, and exceeding customer expectations prevail.

The profound changes that instant global communications, innovation, and increasingly available technology have created demand that companies no longer rely on innovation or product superiority as long term competitive edge. People make the difference. The development of human resources is the key to greater growth and profits for both the individual and the organization. Henry Ford once said, "You can take my factories, burn my buildings, but give me people and I will build the business right back again."

In recent years business has taken on many new and complex dimensions. There is an increasing effort to increase productivity, lower operating costs, improve quality and provide outstanding service. These pressures combined with advancing technology have created exciting challenges and excellent opportunities. Too often, however, people are so busy trying to get the job done that there is little time left for developing the skills necessary to meet these challenges.

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**HERDLINGER ASSOCIATES** provides the vehicle to help people expand and develop the skills and attitudes necessary to achieve a higher degree of success both personally and professionally. Our programs incorporate attitude development, goal setting and skills development into a process that results in greater utilization of the potential inherent in all people. We help people create a plan that enables them to balance the profit motives of their business with the personal motives of their lives.

Our universal development process is applicable to an international corporation, a team or department, a management team or a CEO. It is a universal change process that one can use to achieve high performance.

Businesses everywhere need the results-oriented development process provided by **HERDLINGER ASSOCIATES**. Companies and organizations can improve their quality, service, and responsiveness if their employees are better trained, more motivated, and more committed to achieving success. Far too many people go to work because they have to, not because they want to. They are there in body, but the mind and spirit are obviously elsewhere. We use learning materials and development processes which successfully address these challenges. The need for our services has never been greater and neither has the opportunity for facilitating them in every type of business.

Our comprehensive development process covers the three ingredients needed to ensure success:

- 1) goal setting
- 2) attitude development
- 3) skills improvement

The key word is "development." Our materials are facilitated with a development process that helps ensure the information is not only understood and retained, but also applied in everyday situations. This focus on application and measurable bottom-line results separates our process from standard training programs.

Enhancing the capacity of employees, teams, and entire organizations to produce higher quality, customer-focused results is the goal of tomorrow's company. In this workplace, people at all levels feel directly responsible for results, are continually learning and developing their skills, and are secure enough to share their best ideas and work together.

Our major asset is people. People bring economic value to any company. Their knowledge, resourcefulness and creativity translate directly into earnings. The investment of the corporation should be as much in people as in machines. The leaders of today and tomorrow see the need to redefine the corporation's wealth base, not in its physical assets such as plants and equipment, but in its only source for long-term stability and competitiveness...its people.

**Your organization's biggest asset is your people.** People bring economic value to your company. Their knowledge, resourcefulness, and creativity translate directly into earnings — if they're being utilized.

When you invest in developing people and helping them discover, develop, and achieve their real potential, everyone benefits!

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You help create enthusiastic people who enjoy their jobs and their lives which results in enhanced performance and profitability for both the individual and the organization.

As the people are developed, so the organization will grow.

Let us help you develop your people to achieve their potential — and increase your organization's potential.

We are committed to meeting or exceeding all your expectations. Our strength and value lie in our ability to help you succeed by focusing your organization, your people, your needs, and your strategic direction.

Your organization will develop a culture where continuous improvement, higher levels of achievement, standards of excellence, and exceeding customer expectations prevail.

The results are immediate and life-changing.

Our approach will:

- Develop individuals to achieve their potential
- Improve employee satisfaction, attitudes & morale
- Reduce employee turnover
- Improve communication at all levels
- Develop and promote understanding and trust
- Promote development of subordinates
- Refine organizational vision and purpose
- Define strategic direction
- Align personal and professional goals
- Improve effectiveness at all levels
- Retain customers
- Improve organizational profits

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## **Develop Your Good Leaders Into Great Leaders!**

An organization is only as good as the leaders that guide it. Like the captain of a ship, a leader charts the course for the organization.

Successful leaders possess vision and an entrepreneurial spirit. They must also inspire and motivate everyone else in the organization if they are to achieve that vision together.

A leader must set and achieve goals, guide and direct other people, influence and persuade employees and customers, analyze and adjust plans according to the market, and so much more!

To be successful, a leader should have a positive attitude and be open to suggestions and input from others.

The successful leader fosters a culture that stimulates and encourages others, empowers and frees employees to do their best, and leads by example.

Being a successful leader is a huge challenge, but with the right encouragement and support, guidance and direction, and continued growth and development, today's leaders can become successful and achieve their organization's goals, as well as their own personal and professional goals.

Our program is designed for professionals who need to get things accomplished through others — leaders at the top layers of an organization who may have little or no supervisory responsibility — and focuses on many key leadership areas:

- You Possess the Ability to Lead
- Preparation for Leadership
- A Product of the Past
- Formal Leadership
- Goal Setting for Success
- Building Success Attitudes and Habits
- Developing Your Personal Goals Program
- Turning Solutions Into Action
- Understanding and Affirming Yourself
- Managing Your Time
- Communications and Human Relations
- Decision Making and Problem Solving
- Motivation

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## Modern Managers That Make A Difference

Management's role has evolved dramatically in recent years, requiring additional skills for management success. Change continues at an ever-increasing pace, and successful managers must be skilled in facilitating change effectively to minimize disruptions in the workplace and any negative impact on the organization.

With rapid advancements in technology and increasing competition in the marketplace, management must plan and prepare for the future while still keeping an operation running smoothly today. It's an incredible challenge — like running two businesses simultaneously or juggling five balls without dropping one.

To be effective and to do so without sacrificing all of their personal lives, it's essential for managers to continue their own growth and development.

We can help your managers develop a systematic approach to their jobs — a way to plan for the future while continuing to meet the daily challenges of today. Management development involves focusing on their own continuing development, the training and development of subordinates, understanding how they affect others and why certain situations occur, and how they and others in the organization directly affect the organization's success or failure.

They understand why and how they are essential to the organization's goals and learn how to communicate that to the people who report to them. They realize that goals can be achieved, obstacles overcome, and problems solved — with a good attitude and by focusing on that which contributes to the problem. Management becomes goal-directed and focused. This focus becomes a driving force that can propel an organization to achieve unprecedented success.

Our program is designed for those who manage supervisors and focuses on these key management areas:

- The Manager as a Leader
- Goal Setting for Success
- Your Action Plan
- Confidence
- Work Environment and Motivation
- Decision Making
- Management Communications and Human Relations
- Managing Your Time Use
- Developing Subordinates Through Goal Setting
- Dealing with Negative Behavior

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## Developing Supervisors For Success

Supervisors are the primary link between upper management and the front-line people who do the job. They communicate upper management's goals to the people who must somehow accomplish those goals. They facilitate the processes that keep the business operating.

The decisions they make each day affect profits, attitudes, and morale — and ultimately, they can determine whether the business succeeds or fails. Still, most supervisors rise from within the ranks. They excel in a particular area and are promoted in recognition of their excellent work. It is simply assumed that because they excelled in the first area, they will very naturally make an excellent supervisor. And that's probably true — assuming they are trained for their new role, which is very different than the role they played as a worker.

The supervisory role requires exceptional communication, organizational, and interpersonal skills, the ability to motivate others, and an open mind — skills that may not have been as critical in their former position. It necessitates looking at the big picture rather than just their small piece of the operation. It requires them to grow and stretch beyond the responsibilities they held as a worker in their previous role.

Our program for supervisory development is a structured, open-ended, pragmatic approach. It does not teach specific skill sets, but rather engages each individual in a process of personal and professional growth. It is an ongoing developmental process.

Our program is designed for those who manage the people who do the work and focuses on many key supervisory areas:

- The Successful Supervisor
- Goal Setting
- Your Action Plan
- Confidence: The Critical Ingredient
- Leading for Results
- Managing and Controlling Your Use of Time
- Motivation
- Communications
- Performance Appraisal
- Discipline: Word and Concept
- Developing Subordinates
- Decision Making and Problem Solving

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## Set Yourself Up For Success — Don't Sell Yourself Short

How do you succeed in sales today? It's not as simple as it used to be, and nearly every organization's success now rests on the power of their sales force.

It's no longer enough to train an individual to sell. Today we need to motivate our salespeople to sell because they want to excel, to be a part of a successful organization, and to believe in what they're selling. They should understand the company and the product or service they're selling.

The sales development process helps salespeople internalize their knowledge of the selling process and the product, what motivates buyers, the other options that are available to buyers, positive motivation, and a personal drive to succeed.

The result is a powerful sales force comprised of individuals who meet or exceed their sales goals.

Our program is designed for people involved in any aspect of sales and focuses on these key sales development areas:

- Success in Sales
- The Selling/Buying Process
- Goal Setting for Success
- Prospecting
- Developing Your Personal Goals Program
- The Sales Process — Parts I & II
- Developing Your Professional Goals Program
- Closing
- Communication Skills
- Handling Stalls and Objections
- Success Attitudes
- Managing Your Time
- Continuing Your Personal and Professional Growth

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## Caring For Your Customers

Customer service — good or bad — can make or break your business. In our super-competitive marketplace, customer service is often the differentiating factor between businesses that compete head-on in other arenas — like selection, location, and price.

Your customer's impression of your business is the difference between success and failure. Today's customer has more options than ever. They don't *have* to do business with you. Exceptional customer service will make your customers *want* to do business with you.

Our program is designed for anyone even remotely involved in working with a customer — which is pretty much everyone in one way or another! — and focuses on these key customer service areas:

- What Does the Customer Really Want
- What Does Customer Service Really Mean
- Your Role in the Company's Success
- Understanding Human Behavior
- The Power of Goal Setting
- Art of Satisfying Customers
- Being a Team Player
- Cultivating Customer Loyalty
- Effective Communications
- The Art of Listening
- Handling Complaints and Mastering Difficult Situations
- Developing a Positive Company Image
- Estimating Your Quality of Service
- Becoming an Excellent Service Provider

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## Taking Charge of Your Time

How can you manage your time? Well, technically, you can't. Time is time. A minute is a minute and an hour is an hour, and there's nothing you can do to change that. So "time management" as a term is actually an oxymoron.

The only thing you can do is make more effective use of the time you have. By now, we're sure you already know that involves setting priorities, planning your day, blocking off time for specific activities, tending to the important — not just urgent — activities, and other similar techniques. Knowledge itself isn't the answer — we all know what we should do, but very few actually do it.

Our time strategies help you refocus and apply some of the things you already know to use your time more effectively. We'll help you discover the best techniques for you personally and introduce ideas you can use and develop into natural habits in your life.

No, we're not going to give everyone an extra hour each day. We're not going to revolutionize your life so you can cram still more into your already overbooked hours, but hopefully, we'll help you carve out a strategy for yourself that will let you feel more in control of what you're doing, when you're doing it, and why you're doing it.

Our time strategies program is essential for professionals who want to use their time more effectively and focuses on many areas, including:

- Introduction to Time Strategies
- Goal Setting
- Improving Your Skills
- Establishing a Positive Direction