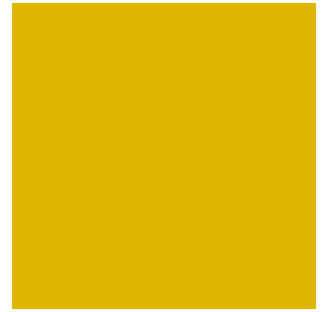




MAGUS CONSULTING



Leadership
Development

Seminar Catalog

Leadership Development Seminars

Dana Theus
Magus Consulting



www.reclaimingleadership.com

Contents

- Introduction..... 2**
- Seminars for Individual Leaders 4**
 - Mastering Strategic Change & Transformation.....4
 - Mastering Group Dynamics for Project, Program & Product Managers.....5
- Seminars for Teams..... 6**
 - Establishing High Performance Team Agreements.....6
 - Project “ 0-60” Launchpad.....7
- About Magus Consulting 8**
- About The PRIMES 9**

“Dana's PRIMES leadership development seminar was one of the best staff training investments we made this year. In addition to giving our team great tools to manage any meeting, we developed actionable plans for difficult projects in the seminar itself that are still paying off. The team is actively integrating the techniques Dana shared with us and they are enhancing our ability to communicate and work together and across departments effectively. Dana is an engaging and perceptive seminar leader and we can't wait to have her back.” ~ Cynthia Richmond, Arlington Economic Development Agency

Introduction

Today's world IS change and requires flexible and forward thinking leaders capable of managing group and human dynamics smoothly and with ease, especially during times of transition such as acquisitions, project launch, downsizing and customer account refocusing. Most change management teams know how to handle the technical issues but struggle with the human elements of change. Now you can equip them with the core skills needed to succeed in even the most challenging change initiatives.

Because leadership is best learned in pursuit of hard business goals, all our trainings are designed to shape leaders and cultures while also advancing our client's efforts to solve real work problems, sort out cultural barriers to progress and increase team productivity.

Many of the training approaches we offer are based on The PRIMES, universal principles of group dynamics that any leader can use to increase their personal impact and productivity on the job in managing teams and strategic initiatives. Documented by Chris McGoff, The PRIMES book is a field manual for managing any team through something as simple as a meeting or as major as a total strategic overhaul.

“The PRIMES is a user’s guide for taking on challenging transformations...I have seen firsthand how the fundamental truths outlined in The PRIMES can make the impossible, possible. Read The PRIMES...to look at difficult and complicated challenges through a different lens.” – Major General Craig Bambrough (U.S. Army, Retired)

Many of these training programs have been field tested in combination with the implementation of Lean 6 Sigma – as the group dynamics component – through the George Washington University Center for Excellence in Public Leadership. As a result, we know that they are a nice compliment to any Lean 6 Sigma implementation.

This catalog outlines the descriptions and takeaways for each of the seminars listed. Please note the following, which applies to all seminars in this catalog:

- All seminars are 8am-4pm.
- Individual attendees are charged \$595 per person per day for a minimum of five attendees.
- Volume rates for larger groups are available on request.
- Seminars will be offered at the client's facility or other location mutually agreed.
- Seminars can be customized and adapted to specific business challenges for an additional fee.

- Personal and group coaching, using the InPower Coaching Methodology, can be added to individual seminars or seminar series for maximum effectiveness.
- Seminars include a complimentary copy of The PRIMES by Chris McGoff as well as access to an online community for post-training followup.

All trainings can be offered in the context of Culture-Making consulting where specific cultural changes are identified and an ongoing program combining training, coaching and consulting supports the culture shift over time. For more information, please request a custom proposal.

Please direct any questions or interests to Dana Theus at 703-236-5000 (dtheus@magusconsulting.com).

Seminars for Individual Leaders

Mastering Strategic Change & Transformation

Description:

Technology and the economy move so fast that organizations of all sizes are in a constant state of change, and often need to pursue intentional transformation to stay ahead of – or in – the game. This 21st Century Guide to strategic planning includes an introduction to The PRIMES management secrets for Change and Transformation initiatives of all kinds. *Optional second day for techniques to implement change efforts.*

This “strategic planning applied” seminar will introduce leaders to a straightforward approach to managing typical challenges that naturally occur when organizations undergo efforts to significantly modify or replace their objectives and focus, adjust their culture and respond to major market shifts.

Includes a copy of the book, The PRIMES, by Chris McGoff.

Attendee Takeaways:

- Differentiate opportunities for change vs. transformation efforts
- Understand the 5 agreements of change and transformation.
- Recognize common leadership pitfalls during strategic shifts and develop personal strategies for managing them.
- How to enroll other people in the process of change and transformation.
- *(Optional Second Day Only)* How to design and implement a project management framework for change and transformation initiatives.

Who Should Attend: Executives and rising leaders responsible for managing change or transformation initiatives within their organizations. Professionals seeking to enhance their strategic leadership skills in order to seek advancement.

Mastering Group Dynamics for Project, Program & Product Managers

Description:

Program and project management tools and training offer many excellent “left brain” skills to project managers but are typically light on the “right brain” techniques and insights that can actually make or break a project’s success. This seminar supplements traditional project and product management training by helping project and product managers understand the key dynamics that typically “go wrong” when working with teams – especially matrix teams that span interdepartmental and functional boundaries. Participants will be introduced to the 3 primary agreements that must be reached with key team members to garner strategic buy-in and learn how to manage them.

This seminar offers project and program managers a working knowledge of the group dynamics behind common challenges that surface when interdepartmental teams work together. Identifying the things that typically “go wrong” in team projects, participants gain practical strategies for preventing and addressing these situations to keep the project on track and successful.

Includes a copy of the book, The PRIMES, by Chris McGoff.

Attendee Takeaways:

- How to establish POWER across functional and organizational boundaries using shared perspective, intent and action with critical team members.
- Typical challenges in group dynamics and strategies to address them.
- Decision-making frameworks to help optimize group resources.

Who Should Attend: Program, project and product managers.

Seminars for Teams

Establishing High Performance Team Agreements

Description:

As teaming becomes more critical to every business' success, the agreements and practices of the teams themselves must become more efficient and effective out of the starting gate. By surfacing the natural group dynamics that can accelerate or inhibit group performance for the team itself to reflect on, this seminar provides team members the opportunity to forge the core agreements that will sustain them in challenging times and provide them a shared vocabulary and framework for managing team conflict. (It is recommended that the team leader take one of the seminars for individual leaders prior to this session.)

This seminar allows teams to self-diagnose areas where they are operating below optimum levels. It provides them the tools to self-identify and mediate conflict as well as the forum to renegotiate high-performance agreements.

Includes a copy of the book, The PRIMES, by Chris McGoff.

Attendee Takeaways:

- Key principles of group power and high-performance teaming with an emphasis of conflict management.
- Team-diagnosis of performance accelerators and inhibitors, including Victimization, Misaligned Beliefs, Perspective Breakdown, Right vs. Wrong, Goal Seeking, Past Facing and Change Resistance.
- Newly forged team agreements on INTEGRITY, team culture, decision-making, and STAKE among others.

Who Should Attend: All members of a single team, who have a shared task, goal and timeframe.

Project “ 0-60” Launchpad

Description:

When you need a high performance team to get a mission-critical project off the ground and into the stratosphere quickly, you need the whole team working together fast. Don't take time away from the project to “figure out how to be a high performance team,” learn the principals of high performance teamwork while developing or refining the project plan. Leave this session with common team vocabulary and a strategic program plan.

Designed to get a new project off the ground quickly, this seminar will build team cohesion, common vocabulary, working principles and establish (or refine) the high level framework for managing the project itself. A fantastic use of eight hours!

Includes a copy of the book, The PRIMES, by Chris McGoff.

Attendee Takeaways:

- Shared perspective on what's at STAKE in the effort.
- Group rules for INTEGRITY during the project.
- Group agreement on decision-making and CONSENSUS practices.
- Group agreement on program governance, communications and risk management practices.
- Declared 6 month goals and a program management framework for achieving them.

Who Should Attend: All critical team members for a single project.

About Magus Consulting

Magus Consulting llc was founded in 2002 by Dana Theus. Magus provides the following consulting services in addition to leadership development seminars and Culture-Making consulting: *strategic planning, meeting facilitation and individual coaching.*

Dana Theus
Principal Magus Consulting



I've spent my entire 25-year career helping organizations succeed as they venture into new territory, both as an internal executive and as an external objective advisor, working inside and alongside fortune 100 companies, government agencies, entrepreneurial startups and non-profits. Through my experience spanning international government affairs, marketing, strategic planning and leadership consulting I've watched the patterns of organizational success carefully. Here's what I've learned: it's not the quality of the idea, mission or market, but the focus and intention of the people who pursue them that determine success.

When people and groups access their full power to affect change, amazing things can happen and reality can transform.

As a facilitator, leadership consultant and coach, I help my clients access their power to step boldly into the future, to master the dynamics of change and to direct their energies productively towards changing the world for the better.

I am a have received my certification as a 6 Sigma Champion by the George Washington University Center for Excellence in Public Leadership and am a Certified Facilitator in The PRIMES methodologies, profoundly accessible and powerful techniques for working with groups in solving problems and managing change and transformation initiatives in any size organization. I have also founded the InPower Leadership Coaching Program to work with individuals one-on-one in mastering their innate talents and abilities to lead from a position of personal power.

Experience:

Since founding Magus Consulting in 2002, I have supported a wide variety of commercial and nonprofit clients in strategic initiatives to reposition themselves in fast moving markets, establish compelling visions and change the world. *Select commercial clients:* Roundtable on Sustainable Biofuels, The Clearing, General Mills, Innovative

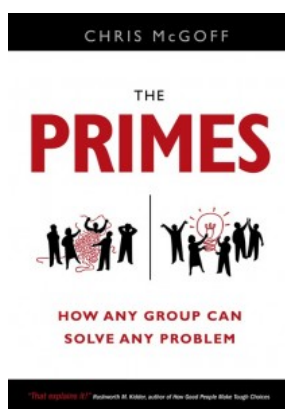
Concepts, Inc. (now a division of Elbit Systems of America), TMA Resources, FreeFlight Systems, Intersections, Inc. *Non-profit & Government clients:* U.S. Department of Defense (on project with U.S. Department of Homeland Security and U.S. Department of State), Arlington County, National Alliance on Mental Illness (NAMI), Leadership Greater Washington, Points of Light Foundation, the International Food Information Council and Foundation, the Ecological Society of America and The Johns Hopkins Bloomberg School of Public Health.

Prior to consulting I held a variety of executive and senior management roles in internet startups and Fortune 100 companies in the areas of marketing communications, product marketing, project management and public affairs. (For my full resume, please visit my LinkedIn page: <http://www.linkedin.com/in/danatheus>.)

Previously, I served as Adjunct Professor of Marketing at George Mason University's School of Management Graduate Program for Executives, and sat on the faculty of a MBA short course for the University of Maryland, School of Public Policy. I received my BA in communications from the University of California, Los Angeles (1983) and an MA in communications from the University of Southern California (1985).

I currently serve as a Member of the Arlington Economic Development Commission and as a member of the board of the District Alliance for Safe Housing in Washington D.C. I live with my husband and two sons in Arlington, VA. Contact me at dtheus@magusconsulting.com or 703-236-5000.

About The PRIMES



The PRIMES, by Chris McGoff, reveals 32 simple and profound principles of human group dynamics that help any leader access more power personally and in managing teams.

"Using many of the PRIMES, we became a high performance team of over 2,000 leaders in the public sector using e-government initiatives to drive a citizen-centered focus for government. The outcome: the U.S. ascended to the first in the world." - Mark Forman, First U.S. Administrator for E-government and Information Technology, Office of Management and Budget

The PRIMES is a collection of “eureka” moments experienced by teams driving major change initiatives. They were revealed at some of the largest organizations in the world – the U.S. Government, The World Bank and Toyota for starters - but quickly became recognized by Chris McGoff and his colleagues as universally present wherever people get together in groups. The “ah-ha’s!” in this book began as sketches on scraps of paper or the backs of cocktail napkins, usually discovered at times of desperation to help the change agents climb out of a conceptual hole and drive transformation forward. They worked then, and they’ll work for you now.

As an editor of the book, and a Certified PRIMES facilitator and outfitter, Dana Theus works closely with Chris and the consultants of The Clearing, Inc. to put these principles into practice for government agencies, major non profits and corporate entities, exploring further dimensions of their power.

Every leader should read The PRIMES to be reminded of how much power they already have at their fingertips.

“Chris McGoff has scoured the world for the best back-of-the-napkin diagrams—those rough-penciled graphic maps to human and group relationships that smack you between the eyes and make you shout, ‘Yes! That explains it!!’ He’s tested these “PRIMES” in the crucible of real-life consulting—and has the stories to prove it. Only Chris could have married vision and practice in this way, and given us such a readable guide to why life works.” – Rushworth M. Kidder, President & Founder, Institute for Global Ethics, author of How Good People Make Tough Choices and Moral Courage