

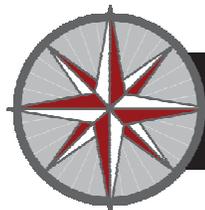
*"This course is a breath of fresh air
for law enforcement agencies.
Awesome class, put on well!"*



Two Classes In One! The Power of Discretionary Effort and Combat Ethics

A one-day, dynamic class that
combines two of our most popular
topics into one amazing day!

Presented by



PERFORMANCE
LEADERSHIP
INSTITUTE
INCORPORATED

**Oct. 1st,
2014**

**Only A Few
Seats
Available!**

**Sign Up
Now!**

Instruction
by

Captain Randy Barnes



First Half: The Power of Discretionary Effort

Cost: \$150 per person

Host Site:

Snohomish County Sheriffs'
Office, Everett, WA

Locations & Dates:

Oct. 1, 2014 at
Everett Elks Club
2802 Hoyt Ave
Everett, WA 98201

**ONLY A FEW SEATS
AVAILABLE!!!!**

**Eligible for 8 hours training
credit through CJTC**

*Do you feel like everyone is working hard but its
not adding up to real results?*

Could your team use more focus and alignment with your Mission?

Do you wish your team would give more than just the "minimum"?

Do you struggle with motivating people to go above and beyond?

*Do you want to motivate yourself and your team to go to the next
level and be truly EXCELLENT?*

Many organizations tend to struggle with a culture that focuses on meeting minimum standards. Law enforcement and public safety is particularly prone to that with "minimum standards" being a buzzword in many organizations. This program focuses on how to harness the "discretionary time" of your employees - all that time, effort, energy and enthusiasm that could exist beyond the "minimum". If you can harness that and focus it - you can become truly EXCELLENT!

Attend this outcome-based seminar and you'll learn:

- The building blocks for a truly excellent organization
- What discretionary effort is and why it matters
- Why using "minimum standards" is a poor way to lead
- The keys to getting employee engagement
- How to harness the power of your team's discretionary effort and focus it in a common direction
- The power of organizational culture and the leader's role in creating it
- How to creating truly empowering systems in your organization

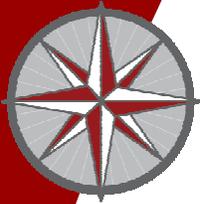
This workshop is designed for senior public safety executives, mid managers, supervisory staff, training staff, recruiting and human resources staff, and others in leadership positions who want to learn more about how to create and maintain a high performing culture in their agency and how to harness the talents and enthusiasm of their teams.

"Energetic, well-versed, stimulating instructor who currently works in the field and knows our issues. Great information that I will take back and use in my department."

"Great to hear from someone who has obviously put his money where his mouth is and applied everything he has learned to his own agency. Great Stuff!"

I thought this class was excellent. It provided a clear blueprint for creating organizational culture."

Second Half:



*Ethical Challenges Exist.
Agencies and Individuals Face Them Every Day.
Get Your Staff The Tools To Address These Difficult Issues.*



COMBAT ETHICS *Armor for the Battle to Defend Honor, Character & Integrity!*

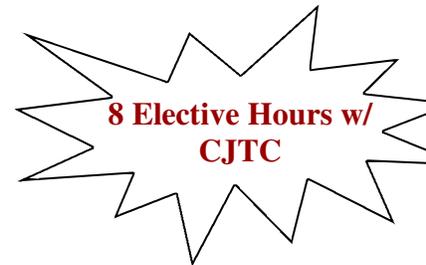
This is not just another ethics class.

This program will call for your personnel at every level to think more critically about the ethical choices they make and why they make them.

Attend this course and you will learn:

- How to better address the ethical decision making process
- How to promote a culture of integrity in your agency and team
- Real world examples and candid discussions about tough situations
- Practical tools to help defend your honor, character and integrity and build public trust

This program is designed for supervisors at all levels of agencies and organizations and candidly address the destructive consequences of ethical compromise and offers practical tools to address tough ethical decision making. Through candid discussions, relevant case study and informative group exercises, this course gets to the heart of ethical decision making. This course is taught by Chief Jon Zelif, a retired Police Chief with 27+ years in law enforcement who is also a certified ethics instructor. Chief Zelif's agency became the first agency in the nation to earn the esteemed "Certificate of Excellence in Integrity" award from the National Institute of Ethics. Chief Zelif has a no-nonsense approach and keeps his classes lively, open and engaging. You are sure to take away many practical tools and a new perspective on ethical decision making and organizational culture.



Call April at (541) 490-5300 or Email at alee@pli.us.com for more information

TO REGISTER VISIT:

WWW.PLI.US.COM