



PROFESSIONAL DEVELOPMENT

Catalog of Seminars and Keynote Topics





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ProBalance is a leadership effectiveness company. We help individuals, companies and associations maximize the use of their resources and develop leaders to their fullest potential. We provide seminars, products and consulting services that are unique and highly effective. Since our founding in 1998, we have served clients ranging from Fortune 500 companies right down to individuals looking to maximize their potential.

ProBalance offers on- and off-site training in the form of seminars, conferences, executive coaching, keynotes and consulting. The staff at ProBalance consists of business professionals who have built multi-million dollar businesses and corporations. At ProBalance we are content driven, so we don't just speak and train from theory, but proven experience. Our president and founder Dave Durand has a clear vision for ProBalance Inc. That vision is to help organizations and individuals maximize their potential.

Please visit our websites www.ProBalance.biz and www.DaveDurand.com to find out more information about us and to see what others are saying about us.

The following table of contents lists are our most popular seminars:

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SHOCK! CHANGE MANAGEMENT

Organizations that proactively manage change are what we call *shock culture* companies. On the other hand, organizations that struggle with change always face *culture shock*. In a fast-paced competitive economy, change is unavoidable. Some successful companies are great at adapting and implementing change. Why? – because they follow the principles of successful and *fruitful* change management strategies. Change management is an essential part of business – including the reorganization of an entire company, the restructuring of a department, a whole new product line and many more facets of growth. Great change management can make all the difference, not just as it relates to productivity, but also to profits.

Winning organizations are ones that can readily diagnose problems, strategize quick and successful solutions, and then implement the plan throughout the entire company. All levels of leaders must be good at leading change.

SHOCK! will equip leaders with the skills to master change, and:

- *Learn to recognize the problem*
- *Find solutions fast*
- *Create a vision and set goals – the right way*
- *Learn to make proposals to high level executives and corporations*
- *Know the difference between preventative maintenance and crisis management*
- *Learn to handle resistance*
- *Learn to sustain and even increase productivity during times of change*
- *Learn to work the plan for long-lasting success*
- *Understand the affect that proper change management has on the bottom line*
- *And much more!*

Efficient and effective change management leaders will provide sustained long-term results on what matters the most – employee morale, team unity, growth initiatives and the bottom line. Join the successful organizations and individuals who view change not as a problem, but as an essential tool for growth. Change is a part of the organic development of any business that seeks to reach great heights and knowing the right way to manage it will make all the difference in your organization.

“Difficulties mastered are opportunities won.”

– Winston Churchill





LEADERSHIP EFFECTIVENESS

Whether you are a top level executive, an administrative professional or a manager, leadership skills are vital. Effective leadership is not just a principle, it's a quality that can be attained. Developing your leadership skills will increase your value in the marketplace and allow you to become an integral part of any organization.

In the **Leadership Effectiveness** seminar, some of the skills you will learn are:

- *How to become a great visionary*
- *The art of delegating*
- *Five keys to maximizing your potential and clarifying your purpose*
- *The foundation for building strong relationships*
- *Four secrets used by the most influential and motivational leaders*
- *How to work through your strengths while working around your weaknesses*
- *Three simple strategies for raising the bar – even for the best performers*
- *How to implement a “culture of excellence”*
- *And much more!*

Today's leaders must be more than specialists who have technical proficiency – they need to be able to inspire, motivate, embrace diversity, build teams, and resolve conflicts.

These are just some of the leadership effectiveness skills that your employees, managers and executives will come home with after attending this seminar:

- *Dependable*
- *Decisive*
- *Filled with Integrity*
- *Enthusiastic*
- *Initiative Oriented*
- *Packed with Endurance*
- *Prudent*
- *Loyal*
- *Empowered*

“Leaders aren’t born they are made. And they are made just like anything else, through hard work. And that’s the price we’ll have to pay to achieve that goal, or any goal.”

-Vince Lombardi

PERPETUAL MOTIVATION

This very popular seminar is based on Dave Durand's best selling book, *Perpetual Motivation*. *Perpetual Motivation* is requested across industry lines. Countless thousands of individuals and corporations have benefited by the powerful philosophy and programs promoted in *Perpetual Motivation*. The lasting and exponential value of being perpetually motivated has attracted Fortune 500 companies to mid-sized and small businesses. *Find out...*

...*How to light your fire and keep it burning in your career and in life* – that is what you and your employees will get out of **Perpetual Motivation** seminar.

- *Get motivated for greatness: use more strategy and less effort*
- *Become a “legacy achiever,” one of the elite who gets results, makes a difference, and lives a fulfilling life*
- *Empower your life and excel in your career, finances, family, health, and more*
- *Motivate others*
- *And more!*

This seminar walks you step by step through the “formula for motivation”. It goes well beyond the elementary feel-good solutions that many authors and trainers present and gets to the heart of what really motivates us and keeps us motivated, *perpetually!* Using sharp and fresh anecdotes, Dave shows us that highly motivated people use a strategy for success that will not involve any more effort than you already expend. This seminar will demonstrate that motivation is more about strategy and focus than it is about effort. This seminar will also share the secrets legacy achievers (people that reach the highest level of motivation) use to unlock their motivational power. Here's what some people are saying about *Perpetual Motivation*:

“Dave Durand takes a new and fresh look at the real elements of motivation. This goes far deeper than the flood of other books on that topic. A must read!”

– *Erick Laine, Chairman/CEO Alcas Corporation and former Chairmen for DSA*

“This book cuts to the core of what really motivates top performers.”

– *Dan Jansen, Olympic Gold Medalist*

“Dave Durand explains how to achieve the highest level of motivation and become what he calls a Legacy Achiever....It truly uncovers the foundation of motivation and empowers [people] to achieve at the highest level possible.”

– *Melissa Kelly, Your Guide to Secondary School Educators*





RECRUIT TO WIN

Learn what it takes to be a top recruiter. Dave Durand, and the Certified Trainers at ProBalance, have developed programs used by companies to recruit hundreds of thousands of people. Dave has tracked the results of various recruiting programs and knows, based on hard data, what works. This workshop will benefit people in various industries, including direct sales, real estate, financial institutions, industrial sales, and many more.

Developing and perfecting an effective recruiting program is one of the most tried and true strategies used to grow companies.

Who should attend this seminar?

Staffing directors, recruiting managers, senior recruiters, vice presidents, small business owners, human resource professionals, direct sales people and college recruiters should all attend this seminar.

Here's what you will learn to achieve in **Recruit to Win**:

- *How to target the right people*
- *The most effective advertising sources*
- *How to establish or restructure the proper organizational chart for recruiting*
- *How to work more affectively with campuses*
- *How the recruiting process affects retention*
- *How the recruiting process sets the tone for corporate culture*
- *And much more!*

Mastering recruiting will have a *reciprocal* affect on the volume of business you do – thus having a major impact in organizational growth, market capitalization and increased revenues.

“Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing.”

-Thomas Edison



TIME REVOLUTION

In this seminar you will become better equipped to get more done in a shorter period of time with less effort than you could imagine. The program curriculum is based on the “Legacy Achiever” model derived from *Perpetual Motivation*. The example presented by legacy achievers is then combined with Dave Durand’s patented time management techniques to provide you with a seminar like no other.

Through his years of training, coaching, and motivating professionals, Dave has developed powerful and easy-to-implement time management techniques and a unique, patented time-management system that will help you establish plenty of time to do whatever you have to do – and whatever you want to do – without feeling overwhelmed or burned out. Our ProBalance Certified Trainers will deliver this curriculum with clarity and conviction.

In **Time Revolution** you will learn:

- *How to know what priorities to set and why*
- *How to eliminate time wasters and stay focused on the relevant*
- *How to manage interruptions*
- *How to use tools that literally can save you hours per day*
- *Eliminate your “floating to-do list”*
- *Work effectively with others to meet deadlines*
- *Help you to identify and defuse common “time bombs” that waste precious time*
- *Give you the tools you need to design and implement simple systems, suited to your own lifestyle that will enable you to keep on top of things and balance your day*

This seminar can be done as a general corporate training session or customized to meet the needs of the following groups:

Sales teams, managers, upper level executives, office staff and administrators, customer service reps, government associations, and teachers and educational administrators. Everyone knows the value of time, but not everyone operates by the principles of success. Take advantage of the information in this seminar.

“Guard well your spare moments. They are like uncut diamonds. Discard them and their value will never be known. Improve them and they will become the brightest gems in a useful life.”

-Ralph Waldo Emerson





SPEAK AND BE HEARD

This is not a “presentation skills” program. It is a POWERFUL program designed to help you become the most effective **speaker** you can possibly be.

The program does not include PowerPoint training and/or visual aids training. It is a raw, you and the audience, how-to-be-a-better speaker program. It will help you get your point across with or without the supportive tools used in the boardroom or on stage. You will be more effective:

- *In routine or spontaneous small group meetings*
- *During mid-sized corporate events*
- *On the main stage of a grand event*

You will learn:

- *How to structure a speech or presentation in the most effective way*
- *How to vary your presentation in order to keep the audience interested*
- *How to move people on an emotional level*
- *How to move people on an intellectual level*
- *How to get your point across in the most concise manner*
- *How to move the audience to action*

This program can be presented in various forms:

- In a standard workshop form
- In a half-day training seminar form for small groups with video feedback support and role playing (with follow-up sessions)
- As a one-on-one private coaching session

If you are already a good speaker, this program will make you great. If you enter clumsy, you will leave polished.



SYNERGISTIC NEGOTIATION

Negotiation is the axis of corporate leverage. When done effectively, it creates more time, stronger business and personal relationships, and greater revenue and opportunities.

Negotiation is a learned skill that is mastered through practice, experience and principle. Effective and strong negotiation skills will enable both parties to achieve the results they want.

This ProBalance seminar is offered by one of our Certified Trainers who has years of successful experience as a negotiator for various companies in a variety of industries. Whether your needs are industry specific or not, you can maximize your negotiating effectiveness by implementing the principles offered by ProBalance.

Here's what you will learn:

- *How to negotiate positively and effectively*
- *Obtaining a “synergistic” outcome*
- *What to do when they have more power than you*
- *What to do if they don't play fair*
- *Create solutions to seemingly insoluble problems*
- *Valuable concession strategies that work*
- *How to speed up the process of (negation) to meet your deadlines*

Who Should Attend?

- Purchasing Agents
- Sales Representatives
- Sales Managers
- Executives
- Professionals
- Small Business Owners
- Attorneys
- Administrators





INTEGRITY BASED INFLUENCE (IBI)

Build your reputation and organization the right way – with integrity.

In this informative and highly acclaimed seminar, ProBalance will explain and demonstrate different communication styles and how important this information is in influencing others.

ProBalance will walk you through the pitfalls of poor communication skills and the advantages of effective communication skills that you may not realize.

Whether you are in sales, management, or administration, you will find that IBI will show you how to get faster and more powerful results with your peers, staff, customers, and vendors.

How you will benefit from **Integrity Based Influence (IBI)**:

- *Your influence will have a greater reach*
- *Your influence will have a greater penetration and potency*
- *You will reach people you previously felt were unreachable*
- *You will better understand others*
- *You will be understood*

Who Should attend?

- *Sales Managers*
- *Sales Representatives*
- *Executives*
- *Managers*
- *Professionals*
- *Educators and Administrators*
- *Coaches*

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

-Martin Luther King, Jr.



CREATING A WINNING CULTURE

Building a successful team is paramount to becoming an optimal performing company. Team building will affect the cultural atmosphere of any division. Established teams often have unnecessary baggage that can slow down their effectiveness within the organization. Learning how to heal the sore spots will redirect the focus and participation levels of any team, impacting how much the team gets done and increasing their potential for a successful environment.

Creating a dynamic team will inspire each individual to be an active participant in the group. This leads to a greater sense of company worth and value and in the end a more effective and productive worker. Having teams within divisions can create a competitive atmosphere, making the work atmosphere more fun and exciting, while achieving greater results.

The **Creating A Winning Culture** seminar provides a powerful approach to team building through equipping team leaders and facilitators to:

- *Define the task of team building*
- *Build strong and competent teams*
- *Create a visionary plan and set strong goals*
- *Increase employee morale*
- *Inspire innovation and creativity in your group*
- *And much more!*

The most necessary goal of building strong and dynamic teams is the affect it will have on bottom-line results. ProBalance Inc.'s winning culture seminar is designed to build dynamic functional teams that will lead to enhanced efficiency and increased revenues. This new winning culture will play a vital part in the growth of the organization.





EVENT PLANNING

If you are an event planner or have the responsibility to organize an event for your company, then you will benefit from ProBalance's event planning seminar. The goal of effective event planning is to increase attendance and decrease costs while providing a vibrant, entertaining and educational experience.

Learn how to:

- *Negotiate contracts*
- *Construct events that bring people back*
- *Create agendas that work*
- *Find top talent*
- *Strategies for managing chaos during an event*
- *Create safety nets for all that can go wrong*
- *Schedule group travel tips*

Who should attend?

- *Anyone who has anything to do with event planning*



CUSTOMER SERVICE

Everyone who works in a service industry has a different set of experiences that have shaped their perception of what customer service really means. Many organizations, corporations, and schools take for granted that people will understand what good customer service is and how to provide it.

The goal of this seminar is to get everyone in the organization on the same page. This seminar provides everyone in an organization with the same footing for constructing an outstanding customer service program.

This seminar strives to ensure that everyone in your organization will:

- *Understand the overall goal of the corporation*
- *Operate from the same set of plans*
- *Understand how valuable each component is to achieving success*
- *Gain key customer satisfaction skills that keep customers happy*

Key Components of Customer Service Seminars:

- *Definitions*
- *Skills training*
- *Positive and negative anecdotal case studies*
- *Evaluating service from the inside and out*
- *Role playing*
- *Dispelling customer service myths*





EXECUTIVE COACHING

Whether you are a small business owner, middle manager, executive or senior executive, ProBalance offers business professionals an opportunity to enhance their day-to-day leadership skills through one-on-one or team executive coaching. Based on over 15 years of top-level executive experience, ProBalance coaches have proven methodologies and strategies that will gain results.

Our ProBalance certified coaches have been executives and senior executives collectively leading tens of thousands of people. Each has a proven track record that will deliver powerful content-driven coaching, not mere theory, which follows the vision and philosophies of ProBalance.

Executive Coaching provides you with:

- *Greater clarity on your goals and objectives*
- *Tools for managing your time and responsibilities*
- *Problem solving strategies*
- *Personal strengths and weaknesses reviews*
- *Professional development training*
 - *Communications skills and relationship building skills*
 - *Embracing change as a tool for growth*

Who benefits from coaching?

- *Executives (Vice presidents and Presidents)*
- *Sales Managers and Sales Representatives*
- *Managers*
- *Directors*
- *Teachers*
- *Administrators*
- *Small business owners*

ProBalance Coaching is offered on a limited basis depending on availability.



PROBALANCE INC. CONSULTING

Our consultants offer a unique and dynamic blend of services including:

- *Cultural change*
- *Sales strategies*
- *Incentive plans*
- *Recruiting strategies and programs*
- *Organizational change*

Impact your corporation by working with one of our certified consultants.

Each consultant for ProBalance has been involved in sales, high-level management and recruiting for at least fifteen years with a history of high level success that has pushed each of them to the top of their respected industry. These consultants will work intimately with your organization's leaders, project managers, vice presidents or division supervisors to help them thrive in the business.

Learn how to:

- *Develop, execute and assess sales strategies*
- *Create a motivating incentive plan for various levels of employees*
- *Maximize your recruiting efficiency, quality and effectiveness*
- *Generate organizational change that has a reciprocal longevity of growth*



GROWTH | TIME | LEADERSHIP | CHANGE | SUCCESS | PEOPLE



Dave
Durand[™]

DAVE DURAND

- Internationally acclaimed author, trainer and speaker
- Sales and Marketing Expert
- President and Business Owner of ProBalance, Inc.
- Creator of Patented Time Management System
- Corporate clients include:
 - Mercury Marine
 - UPS
 - Manual Life Financial
 - Northwestern Mutual
 - Cousins Subs
 - and many more!
- Experienced speaker with over 1,200 presentations
- Trained over 100,000 people

Dear Colleague,

I have spent the past 15 years studying successful habits of people both in and outside the corporate world. It gives me tremendous pleasure to use that information to help companies like yours accomplish success. At ProBalance we have built products and services specially designed with objectivity yet seasoned with conviction. All of our trainers work hard to insure that they are up to speed on current trends while remaining faithful to timeless natural laws of business success and personal peak performance.

We are dedicated to providing you and your company with a winning seminar every time you call on us. I invite you to share your training challenges and goals with one of our qualified training consultants. We will build a synergistic relationship to enable you to reach your goals and beyond.

Dave Durand
President,
ProBalance Inc.

YOU CAN ACHIEVE GREATNESS AND LEAD OTHERS TO EXCEL

Looking for a way to achieve your own formula for greatness and lead others to empower their life by excelling in their career, finances, family, health and more?

Then you need to meet Dave Durand and his team. Hear his story and experiences as a successful marketing executive, national sales manager, business owner and gifted writer and lecturer. He is fascinated by successful people and how they achieve their success. This interest led to him writing his first book *Perpetual Motivation* – which features success strategies used by highly motivated people Dave calls “legacy achievers.”

Dave founded ProBalance in 1998 as a time management efficiency and leadership effectiveness company. As a consultant and motivational expert, Dave has met with many corporate leaders interested in the motivational needs of their organizations. This led to the creation of ProBalance – a team of highly skilled professionals who travel the world to provide consulting, classes, seminars and training based on Dave Durand’s philosophy about motivation, efficiency and leadership effectiveness.