

adults learn differently.

That's why HRDQ offers an experiential approach, with training solutions that incorporate individual past experience, interaction, critical reflection, skill practice, and action planning. The result? Participants remember concepts long after the training ends — and know how to put skills into immediate action.

95 of the Fortune 100 companies have tapped HRDQ for the tools to help them succeed. We look forward to becoming your partner in training, too.

4D Training
Resources

800.257.4916 | www.4dtr.com

HRDQ[®]

experience learning



4D Training
Resources

HRDQ[®]
PROGRAMS

Not all training is created equal.

Sessions that “talk at” participants abound. But programs that engage and involve are the ones that make a lasting impact. Research tells the story: people remember just 5% of what they hear in a lecture, while they retain up to 75% if they can “practice by doing.”*

Perhaps that’s why 95 of the Fortune 100 have relied on HRDQ for their training resources.

Welcome to a better way to train.



For more than 25 years, we’ve helped thousands of leading organizations improve performance and solve business challenges with learning solutions based on the HRDQ Experiential Learning Model™. And we want to help you do the same.

Our programs give everyone in your organization the opportunity to interact, practice skills, and learn by doing. The result: participants will remember concepts long after the training session ends — and know how to put them into immediate action.

Prepare to experience the results. You’ve just found the powerful alternative to traditional classroom training.

HRDQ
PROGRAMS

* Source: NTL Institute for Applied Behavioral Sciences

“It takes

a little more effort to do experiential training vs. a lecture, but a month later I know I’m going to get an e-mail saying, ‘A-ha! I get it!’”

Michele McDonald, PHR
DIRECTOR OF HUMAN RESOURCES
FASHION BUG

I hear and I forget.

I see and I remember.

I do and I understand.

Confucius

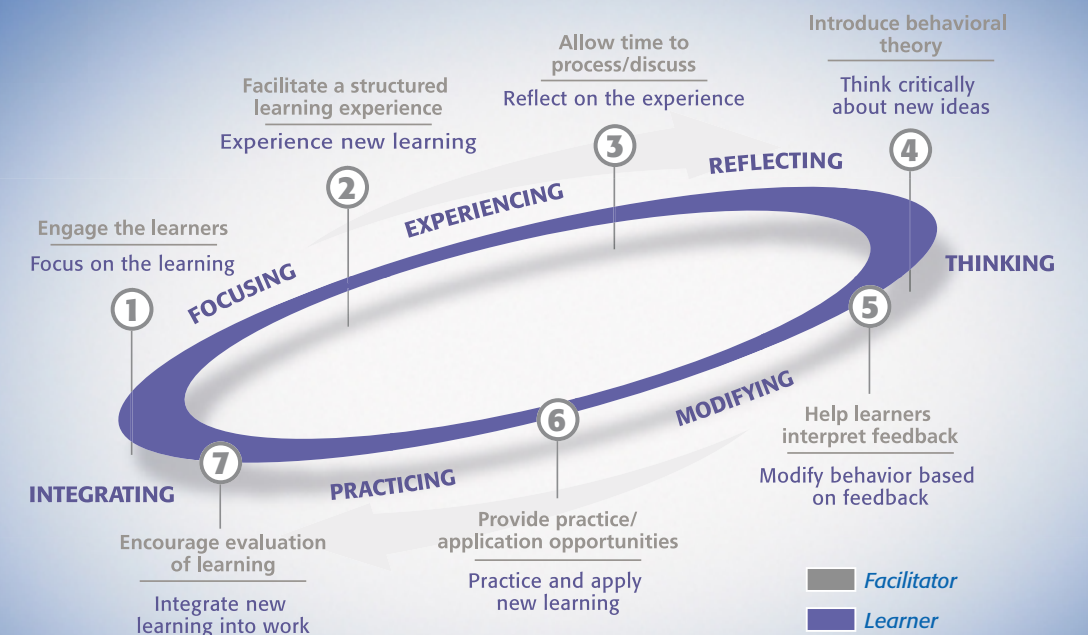
“ Learning is not a spectator sport.

[Learners] do not learn much by just sitting and listening, memorizing prepackaged assignments, and spitting out answers. They must talk about what they are learning, write about it, relate it to past experiences, apply it to their daily lives. They must make what they learn part of themselves. ”

A.W. Chickering and Z.F. Gamson
“SEVEN PRINCIPLES FOR GOOD PRACTICE,” AAHE BULLETIN, 1987

Picture the experience.

Building a model with teammates. Taking a skills assessment. Role-playing. With HRDQ Programs, these are just some of the experiential activities learners take part in. Add to that reflection on past experience, recognition of behaviors and preferences, and the creation of an action plan for improvement. It’s a winning combination that allows individuals to gain the practical skills and broader knowledge to make a positive difference in the workplace — and beyond.



HRDQ Experiential Learning Model™

CREATING TEAM SYNERGY™

AUDIENCE Team members and team leaders
PROGRAM LENGTH 1 day or 2 half-days
CERTIFICATION 1 day

Team synergy. It’s a phenomenon that occurs when a team achieves greater results than each individual’s performance. Winning sports teams, well-rehearsed orchestras, and synchronized surgical units all know the meaning. And with **Creating Team Synergy**, you can help your teams experience it, too. This fast-paced, action-oriented program shows participants how teams evolve through 5 stages of team effectiveness, from immature to synergistic. Teams leave the session knowing their current level of development — and have a plan for reaching maximum performance.

- LEARNING OUTCOMES**
- Learn stages of team effectiveness
 - Pinpoint the team’s current level of development
 - Understand team roles and operating procedures
 - Recognize team member communication styles
 - Identify blockages to high performance
 - Explore 5 factors to help achieve synergistic performance
 - Define criteria for direction setting



TEAMPOWER®

building a winning team

AUDIENCE Team members and team leaders
PROGRAM LENGTH 2.5 – 3 days
CERTIFICATION 2 days

Great teams don’t just happen. Authentic teamwork is built upon true commitment, trust, collaboration, and competence — qualities that can only be developed with considerable effort over time. **Teampower** accelerates the process, helping teams transform from ordinary to extraordinary. This comprehensive and interactive program provides in-depth skill development in the vital areas needed for effective performance, including group development, team roles and responsibilities, problem solving, group decision making, communication, and managing conflict. Teams emerge from the learning experience with a fresh sense of direction and practical strategies for working together better.

- LEARNING OUTCOMES**
- Acquire and develop group process skills
 - Learn how to encourage innovation and implement new work strategies
 - Understand how to communicate and collaborate
 - Unearth blockages to team performance and work to resolve them
 - Discover how to boost team spirit, camaraderie, and commitment
 - Develop strategies to improve productivity and work satisfaction

“We participated in Teampower as a management group and were so excited with the positive effects that we decided to roll the program out to all members of our Customer Commitment Network.”

Barbara Woolsey **MANAGER OF CURRICULUM DEVELOPMENT, ABBOTT LABORATORIES**

“Our Leaders loved

Supervising with Confidence, especially the hands-on game. The program delivered on application and accountability — it led to the participants meeting with their immediate Leaders and establishing action plans. We’ve added the program to our leadership training curriculum.”

Lorie Smith ASSOCIATE DEAN, COASTAL FEDERAL UNIVERSITY



“A major food retailer

selected LeadingSuccess after an extensive review of 18 leadership programs. The company has trained just half of its 2,000 managers so far, but already the results are in. The program has helped improve leadership skills, reduce turnover, boost employee satisfaction ratings, and increase sales.”

Gary Turner PRESIDENT, TURNER CONSULTING

SUPERVISING WITH CONFIDENCE™

AUDIENCE Managers, supervisors, and team leaders

PROGRAM LENGTH 1 day or 2 half-days

CERTIFICATION 1 day

The role of supervisor has changed dramatically through the evolution of the organization. Today’s frontline leaders need practical, skill-specific training to meet growing on-the-job demands — and **Supervising with Confidence** delivers. Participants get the opportunity to examine strengths and development needs as well as practice strategies within 5 skill areas. By gaining experience in Guiding the Work, Organizing the Work, Developing Staff, Managing Performance, and Managing Relations, supervisors are ready to put their enhanced skills into action.

LEARNING OUTCOMES

Differentiate between effective and ineffective supervisors

Recognize the role of the supervisor

Identify 5 fundamental supervisory skills

Discover the steps used in effective planning

Learn ways to handle shifting priorities

Recognize several important aspects of setting goals

Understand how to strengthen relationships with employees and others

LEADING SUCCESS™

achieving results with key people skills

AUDIENCE Managers, supervisors, and team leaders

PROGRAM LENGTH 3 days

CERTIFICATION 2 days

Transform managers into empowered, committed leaders with **LeadingSuccess**. This intense, proactive training program gives participants the forum to hone key leadership abilities that will help them have a direct effect on employee performance. Focusing on their one-to-one interpersonal skills, both new and experienced managers learn how to raise employee productivity, inspire cooperation by building a team atmosphere, boost job satisfaction, foster better work relationships, and ultimately, achieve results through their employees.

LEARNING OUTCOMES

Examine and clarify the roles of leaders and managers

Learn a model for effective leadership behavior

Discover how to gain employee commitment

Improve communication skills

Develop team leadership skills

Identify individual employee needs

Develop strategies to improve employee effectiveness

Become a motivating leader

NEGOTIATING WIN-WIN SOLUTIONS™

AUDIENCE Individuals at all levels
PROGRAM LENGTH 1 day or 2 half-days
CERTIFICATION 1 day

When it comes to negotiating, being “nice” doesn’t have to mean losing — or being the only one to benefit, either. Using a “win-win” negotiating style, both parties can walk away feeling like winners. **Negotiating Win-Win Solutions** is a must-have experience for anyone involved in day-to-day negotiations and interactions. Practical and to the point, the program provides individuals with an easy-to-use framework for conducting win-win negotiations, giving them the skills to be confident and competent negotiators.

- LEARNING OUTCOMES**
- Understand a model of win-win negotiating and recognize the effectiveness of the collaborative style
 - Pinpoint one’s preferred negotiating style and contrast the behaviors and outcomes of the 5 styles
 - Recognize 5 factors to consider when preparing for any negotiation
 - Learn how to use 3 essential interpersonal skills when negotiating
 - Demonstrate the 5-step process involved in conducting a win-win negotiation
 - Practice applying win-win negotiating skills to an upcoming situation

NEGOTIATING SUCCESS™

skills for reaching collaborative agreements

AUDIENCE Individuals at all levels
PROGRAM LENGTH 2 days
CERTIFICATION 2 days

Many of us negotiate every day, both in business and personal interactions. All of these negotiations involve 2 critical factors: the outcome and the relationship that exists between the negotiators. In an increasingly fast-paced and competitive marketplace, we can’t afford to jeopardize either. For building the skill set needed to foster partnerships and achieve favorable agreements, **NegotiatingSuccess** is the solution.

Based on a well-known collaborative model of negotiating behavior, this powerful 2-day program takes the fear out of negotiating, helping individuals to prepare for negotiations, find creative solutions to tough problems, work through personal style differences, and build relationships with negotiating partners.

- LEARNING OUTCOMES**
- Learn and practice the collaborative discussion model for negotiating
 - Discover one’s negotiating style and compare it to other styles
 - Learn how to prepare quickly and accurately for any negotiation
 - Improve the interpersonal skills needed to support a collaborative negotiating style
 - Develop the ability to problem solve with difficult negotiators
 - Discover one’s communication style and learn how to adapt it to other styles
 - Create a personal action plan for improving negotiating skills



“I’ve used NegotiatingSuccess with a leading hotel chain, a large paper manufacturer, and a medical insurer. The program is fun yet challenging. The intensity of the practice allows participants to leave the program feeling comfortable applying new skills.”

Annette Cremo, PhD PRESIDENT, PERFORMANCE PLUS TRAINING AND CONSULTING, LLC



“We used Working Through Organizational Change with college administrators and professionals in banking, healthcare, and telecommunications. They loved the interaction — they had been through other lecture-type training before and were happy that it was different. The day went by quickly and they learned a lot.”

H. Nathan Charles, PhD PRESIDENT, THE LANCASTER CONSULTING GROUP

PARTNERPOWER®

developing mutual gain relationships

AUDIENCE Participants from both customer and supplier organizations

PROGRAM LENGTH 2 days

CERTIFICATION 2 days

Partnering, a synergistic relationship between two organizations, can lead to greater productivity, reduced costs, and increased marketplace value for both parties involved. But to be successful, these alliances require a high degree of trust, a strong desire for mutual gains, and extensive information sharing. **Partnerpower** provides the tools and insight to help make it all happen. With a focus on relationship building, the program challenges participants to discuss real issues face to face, think outside the box, and create a mutually rewarding strategy that delivers high-quality outcomes.

LEARNING OUTCOMES

Assess the current state of the working relationship

Learn a model for effective partnering relationships

Develop a vision and common goals

Build a higher level of mutual trust

Discover a process for developing and maintaining the partnership

Create a joint action plan

WORKING THROUGH ORGANIZATIONAL CHANGE™

AUDIENCE Individuals and team members at all levels

PROGRAM LENGTH 1 day or 2 half-days

CERTIFICATION 1 day

While understanding the need for organizational change is critical, it is also vital that we recognize how we respond to change as individuals so that we can manage ourselves — and show others how to benefit from its positive effects. **Working Through Organizational Change** is a one-day program designed to help individuals polish their skills at coping with and handling a variety of organizational changes. Focusing on the emotional response to change, this program is an excellent way for individuals to identify methods of adopting and adapting to change that really work for them.

LEARNING OUTCOMES

Pinpoint one’s personal response to change

Learn how change can create stress

Understand the 4 phases of change

Identify 12 actions that help to regain a sense of control

BUILDING THE COMMUNICATION BRIDGE™

AUDIENCE Individuals at all levels
PROGRAM LENGTH 1 day or 2 half-days
CERTIFICATION 1 day

The more we know about the way we communicate, the better able we are to build the “communication bridge” that leads to productive relationships. **Building the Communication Bridge** is designed for those who want to improve speaking and listening skills, especially in face-to-face situations. Participants gain an increased awareness of how they behave, learn how to capitalize on strengths, and develop the areas needed to become more successful communicators.

- LEARNING OUTCOMES**
- Understand the fundamental components of the communication process
 - Learn the characteristics of 4 communication styles
 - Identify personal communication style
 - Develop strategies for communicating with people who have different styles
 - Recognize the behaviors that distinguish receptive listeners
 - Learn how to apply effective speaking and listening skills to a variety of organizational situations

INFLUENCING WITH ASSERTIVE COMMUNICATION™

AUDIENCE Individuals with an understanding of basic communication skills
PROGRAM LENGTH 1 day or 2 half-days
CERTIFICATION 1 day

Every day we communicate with the goal of influencing others. Amidst a gamut of situations, we use a variety of communication strategies to help achieve that influence — expressed through our choice of verbal and nonverbal behaviors. Through **Influencing with Assertive Communication**, individuals learn what it takes to express themselves directly and honestly, while acknowledging and respecting the rights of others. With new knowledge of the benefits of assertive communication and increased confidence in their abilities, participants are prepared to apply their influence skills to workplace situations.

- LEARNING OUTCOMES**
- Recognize the 4 styles of influence
 - Understand style benefits and drawbacks
 - Identify personal influence style
 - Learn why an assertive communication style is most effective
 - Master the “ASERT” process to build stronger professional relationships

“Building the Communication Bridge brought my participants powerful insight into their method and manner of communication. They were able to learn and practice valuable techniques for communicating more successfully with a variety of people — a critical skill for today’s competitive marketplace.”

Karen Nowosad DIRECTOR, THE GARDNER ASSOCIATES



Professionals who use HRDQ Programs



know they produce immediate and consistent results. We offer flexible implementation options to meet your needs and help you achieve your desired outcomes. Whether you choose an on-site presentation or licensing, your satisfaction is always guaranteed.

4D Training
Resources

HRDQ
PROGRAMS

Experience the results.

PRESENTATION

An experienced and qualified HRDQ consultant will present your program at the location of your choice, engaging your participants, uncovering issues, establishing rapport, and helping participants transfer learning to the workplace. After the session has ended, we'll evaluate the program's success — and continue working with you until your learning goals are satisfied.

TRAIN-THE-TRAINER

"Owning" an HRDQ program provides you with a complete, turnkey learning experience that you can add to your curriculum and use over and over again. First, your trainers experience the program as a participant and then become certified to facilitate the programs themselves. Our unique certification process includes intensive review, coaching, and facilitation skill practice. Trainers leave the session confident and fully prepared to deliver a successful program in-house.

Contact us at
800-257-4916 for more
information about our
delivery options. Our
Product Consultant Team
will be happy to prepare
a custom proposal for
your specific training
needs.



Who We Serve

As a client of HRDQ, you're in good company. Major corporations, small companies, non-profit organizations, government agencies, and independent consultants — they all look to us for the learning solutions to help them succeed.

AUTOMOTIVE

General Motors
Isuzu Motors America
Michelin
Mitsubishi Motors
Nissan North America
Saab USA
Toyota

BUSINESS SERVICES

Accenture
Deloitte & Touche
FedEx
Pitney Bowes
United Parcel Service of America
Xerox

COMMUNICATIONS / TECHNOLOGY

America Online
AT&T
IBM
Intel
Lucent Technologies
MCI
Motorola
SAP America
Verizon

CORPORATE UNIVERSITIES

Burger King University
Comcast University
McDonald's Hamburger University
Mervyn's University
Motorola University
Walt Disney University
Winn-Dixie University
Xerox Document University

EDUCATION

American Management Association
Educational Testing Service
Georgetown University
Harvard University
MIT
Padgett-Thompson
Penn State University
Princeton University
RESC XIII
The Wharton School

ENTERTAINMENT / MEDIA

ASCAP
Blockbuster Entertainment
ESPN
Paramount Pictures
Walt Disney Corporation
The Weather Channel

FINANCIAL

American Express
Bank of America
Capital One
Ernst & Young
JP Morgan Chase
MBNA
Wachovia
The World Bank

FOOD / BEVERAGE

Aramark Corporation
Burger King
Coca-Cola
Darden Restaurants
Giant Eagle
McDonald's
M&M/Mars
Nabisco
PepsiCo
SYSCO

GOVERNMENT

Environmental Protection Agency
Internal Revenue Service
National Institutes of Health
U.S. Air Force
U.S. Department of Agriculture
U.S. Department of Justice
U.S. Department of Veterans Affairs
U.S. Postal Service
U.S. Senate

HEALTH SERVICES

St. Luke's Episcopal Hospital
The Children's Hospital of Philadelphia
Weight Watchers International

HOSPITALITY

Carnival Cruise Lines
Choice Hotels International
Hilton Hotels
Four Seasons Hotels and Resorts
Marriott International

INSURANCE

Allstate
Atlantic Mutual Insurance
Blue Cross Blue Shield
Nationwide Mutual Insurance
State Farm Insurance

MANUFACTURING

Alcoa
Corning
General Electric
Georgia-Pacific
Honeywell

NON-PROFIT

American Cancer Society
American Diabetes Association
American Red Cross
Boy Scouts of America
Goodwill Industries
YMCA

PETROLEUM / CHEMICAL / ENERGY

Amoco
BASF
Elf Atochem
Halliburton
Kansas City Power & Light
Phillips Petroleum
Rohm and Haas
Temple-Inland
Texaco
Unocal

PHARMACEUTICALS

Abbott Laboratories
GlaxoSmithKline
Kaiser Permanente
Merck & Co
Nycomed
Pfizer
Wyeth-Ayerst Laboratories

RETAIL / CONSUMER

Albertsons
Ann Taylor
Clorox
Colgate-Palmolive
Eastern Mountain Sports
Eastman Kodak
Federated Department Stores
Harley-Davidson
Hasbro
IKEA
Kinko's
Kohl's
Levi Strauss & Co.
Louis Vuitton
Macy's
Paper Direct
Saks Fifth Avenue
SC Johnson
Target
Wal-Mart
Whirlpool

TRANSPORTATION/TRAVEL

Alamo Rent A Car
Amtrak
Boeing
British Airways
Delta Airlines
Dollar Rent A Car
Lockheed Martin
National Car Rental
NYC Transit Authority
United Airlines
US Airways