



Partnering to Build Solutions for Your Greatest Asset: People

Executive Education, Workshops,
Facilitations, Consulting, and Keynotes



**BALL STATE
UNIVERSITY**

Entrepreneurial
Leadership Institute

ELI Academy for Personal, Team, & Organizational Development
2501 N Oakwood Ave, Suite 131 • Muncie, IN 47304 • 765.285.7272
www.bsu.edu/eli



BSUEntrepreneurshipInstitute



@BSUInstEntre



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eli-at-bsu

Our Mission:

Provide dynamic training, workshops, certification programs, facilitations, consulting services, and keynotes designed to advance creativity, innovation, leadership, entrepreneurship, talent management, employee engagement, and operational excellence.

Our Values: IDEATION

I

INCLUSIVENESS

Everyone's unique perspective and voice deserves to be heard, and each person has value to offer.

D

DISCOVERY

Continuous fact finding and innovation keeps organizations nimble and responsive to the market place.

E

ETHICS

Void of values and ethics, success is meaningless.

A

ACCOUNTABILITY

Individual, team, and organizational success is driven by open and mutual accountability to clearly-defined results.

T

THOUGHTFUL PERSONAL AND ORGANIZATIONAL PURPOSE

Everyone has a personal why that drives them. When that personal mission is aligned with organizational purpose, everyone is rowing in the same direction and personal fulfillment is achievable.

I

INTERDISCIPLINARY COLLABORATION AND DIVERSITY

Great things happen when people with different cognitive styles, talents, and backgrounds work together toward a set of common goals.

O

OPPORTUNITY SEEKING MINDSET

By engaging in a continuous search for opportunities, problems, and innovations, organizations maintain relevancy in the marketplace.

N

NETWORKING

Successful organizations are made up of individuals and teams who expand their internal and external professional networks on an ongoing basis.



Our 4 Promises

1. PROFESSIONALISM:

Our programs will be well-organized and properly communicated, and we will put great care into serving our participants and earning their trust.

2. INNOVATION:

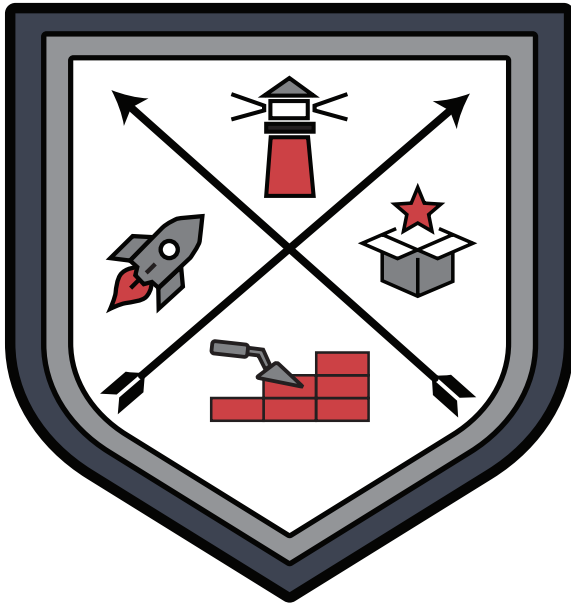
We will provide best-in-class training opportunities and experiences for our participants, and we will always strive to plus our offerings.

3. EXPERTISE:

Our faculty, staff, and partners will have relevant expertise to deliver first-class programming and empower participant growth.

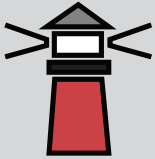
4. EFFICIENCY:

We will strive to joyfully meet or exceed your expectations without hassle.



Entrepreneurial Leadership Institute

We consult, coach, and train around our expertise areas: Leadership and culture, innovation and creativity, entrepreneurship, and building. We also believe those pillars are the key to successful work life, teams, and organizations. Explore how we can help you achieve your goals today!



Leadership:

Leaders are the **BEACON** when it comes to culture, engagement, and wellbeing. Sound hiring practices and employee engagement lead to customer engagement and ultimately performance. Our leadership programs are centered on self- and others awareness, proven leadership principles, talent development, and hiring and engagement tools to help you build a firm foundation.



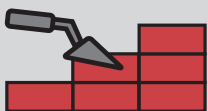
Innovation and Creativity:

Innovation, creativity, and problem solving are at the very heart of who we are as an organization. Humans **TAKE FLIGHT** when they can express their individualism in healthy ways that contribute to personal, team, organizational, and societal success. Our innovation, creativity, and problem solving offerings help you and your teams express their creativity, solve challenges internally, empower employee and customer engagement, and ultimately drive innovation.



Entrepreneurship:

Our roots are in entrepreneurship and corporate innovation. Entrepreneurial people understand problems and **PACKAGE** their offerings in ways that **DELIVER** helpful solutions. When individuals and teams go about life with an opportunity-seeking mindset, great things happen. Our entrepreneurship and corporate innovation tools and programs help you and your teams navigate and manage ideas, the design process, and launch solutions to address the world's most simple—and pressing—problems.

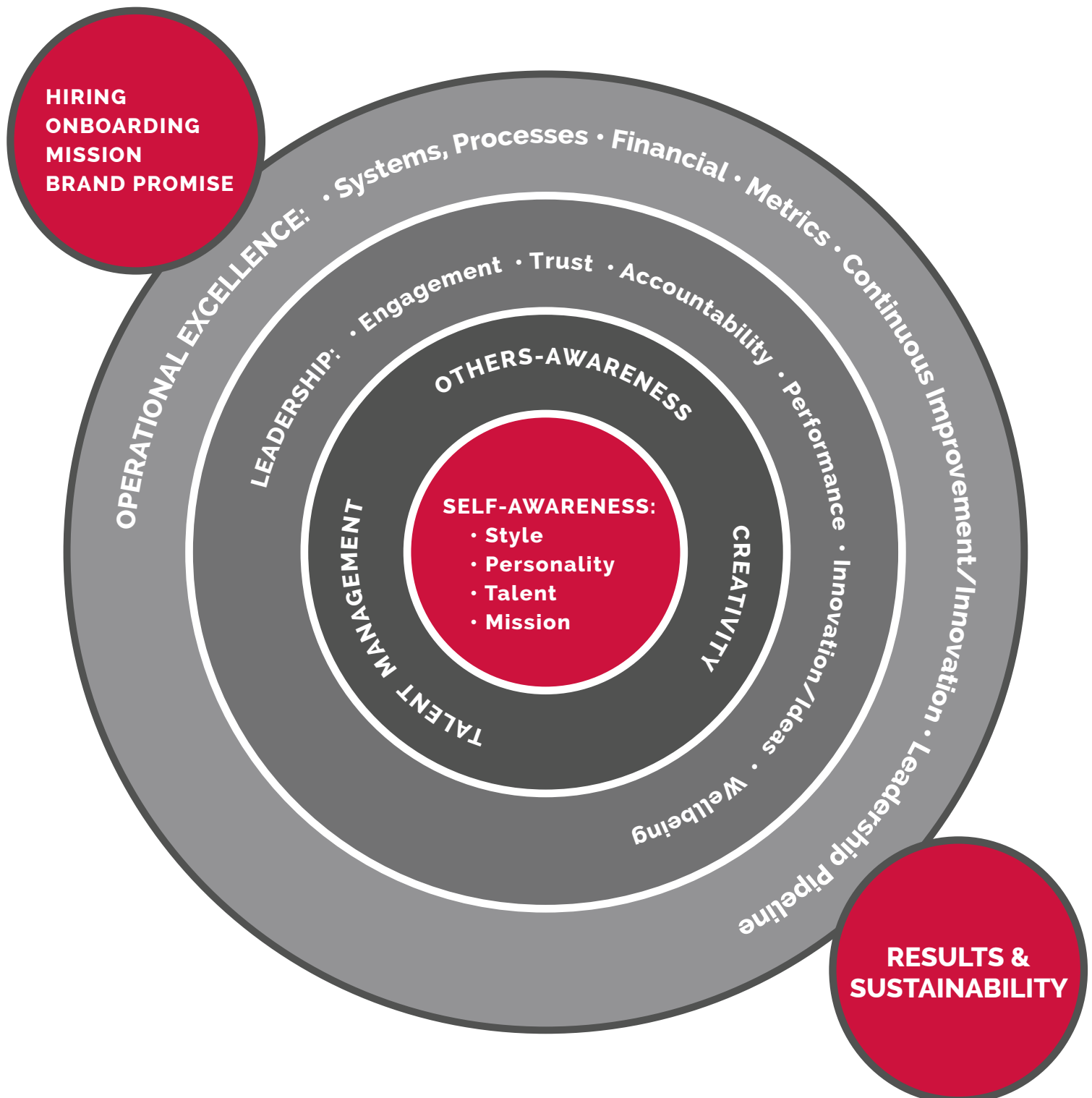


Building:

When great leadership is present, creativity is empowered and entrepreneurial behaviors are encouraged. Personal and organizational excellence can only be pursued with a builder's mentality through intentional and strategic **CRAFTMANSHIP**. Builders bring great ideas and opportunities to life by supporting them with systems and processes that enhance sustainability. Our programs provide insights and tools to help you pursue excellence with a builder's mindset.

The Inside-Out Results Philosophy

Our programs were born from the philosophy that leaders must first know who they are in order to begin to positively impact other people. We have the greatest impact when we own our style and lead authentically, operate from a position of strength, and are aware of our own blind spots. From there, we can begin to understand that others think and behave differently from us, which affords us the ability to understand and be respectful of a variety of perspectives. Once we have enough self-awareness to understand ourselves, we can and develop strong “others-awareness”, from which we can then begin to drive creativity and innovation and develop trust. With perspectives being honored, collaborative wheels are set in motion, and based on a foundation of trust, we can create expectations of excellence and desired behaviors. With clear key metrics in place, leaders are now able to hold themselves and others accountable, which ultimately leads to meeting business goals.





Innovation, Leadership, and Entrepreneurship Expertise Pillars



**SIMPLEXITY INNOVATION AND
COMPLEX PROBLEM-SOLVING PROCESS AND PROFILE**

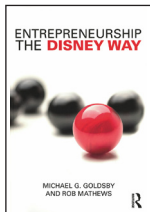


FOURSIGHT INNOVATION PROFILE AND PROCESS



GALLUP TOOLS

CliftonStrengths, Employee Engagement, Builder Profile-10, Hiring, Wellbeing, and Student Engagement



DISNEY BEST PRACTICES

Common Purpose, Service, Employee and Customer Engagement, Corporate Innovation, and Leadership and Business Excellence



LEADERSHIP BEST PRACTICES

Jim Collins, John Maxwell, Leadership Challenge, Simon Sinek, Seth Godin, Daniel Goleman, IDEO, and Blue EQ Emotional Intelligence



INSIDE-OUT ASSESSMENT TOOLS

MBTI, Everything DiSC, Maxwell DiSC, Basadur Innovation Profile, Entrepreneurial Mindset Profile, VIA Character Virtues, CliftonStrengths, Builder Profile-10, and Entrepreneurial Leadership Instrument



ENTREPRENEURSHIP, DESIGN, AND INNOVATION TOOLS

Business Model Canvas, Blue Ocean, Flow, Business Planning, Strategic Planning, etc.



**Entrepreneurial
Leadership Institute**

INSTITUTE-CREATED TOOLS

Entrepreneurial Leadership Instrument, Customer Touchpoint Mapping, Customer Experience Exercises, Mind2Momentum Innovation Process, Mind2Momentum Strategic Planning Process, multiple practitioner and educational books, scholarly research articles, practitioner articles, videos, training sessions, certifications,

OFFERINGS OVERVIEW

TOPICS:



Creativity & Innovation



Leadership, Personal, & Team Development



Entrepreneurship & Storytelling



Operational Excellence



Events, Facilitation, Coaching, & Consulting

PROGRAMS:

Leading Chaordic Tension: Creativity and Innovation Basics	Elements of a Great Leader or Manager: Driving Employee Engagement	Entrepreneurial Leadership Styles Workshop	Excellence Disney Style	Problem-Solving, Opportunity Finding, & Innovation Facilitations
Using Language to Drive Creativity and Engagement	Embracing Your Leadership Style	Entrepreneurial Leadership Instrument Training & Certification	Does Your Customer Experience Match Who You Say You Are?	Strategic Planning Facilitations
Ideation and Rapid Prototyping	Navigating the Transition from Frontlines to Supervisor: Moving from Operational to Strategic Thinking	Venture Team Building	The Language of Business: Demystifying Financials	LEGO Serious Play® Facilitations: Innovation, Strategy, Team-Building, etc.
Rallying Around Problem Solving Style Differences	Leadership: Casting Vision and Values	Youth Builder Talents Discovery	Finance for "People-People"	Customer Experience Touchpoint Mapping Facilitation
The Creative Process and Personal Preferences	Team Building Workshops: DiSC: Behavioral Styles MBTI: Personality CliftonStrengths: Psychological Talent BP-10: Builder Talents Basadur Profile: Functional Preferences Foursight: Creative Styles	Succession Planning Workshops	Management Certification Program	Keynotes
A Comprehensive Examination of Ideation Tools & Techniques	Pitch Like a Pro to Leverage Opportunities	Succession Planning "Retreat" Programs	Using Canva to Enhance Your Brand	Employee Engagement Surveys and Manager Coaching
Simplexity Complex Problem Solving & Innovation Process Training	Personal Productivity	Design-Centered Entrepreneurship & Prototyping	The Builder Initiative: Hiring, Placing, and Coaching Talent in Your Organization	Executive Coaching
Managing Chaordic Tension: Filtering, Advancing, & Executing Ideas & Proposals	Developing a Culture of Service	Pitch Like a Pro to Leverage Opportunities		
	Wellbeing... Living Life to Its Fullest	Lean Startup Workshop		
	Resiliency and How to Thrive in Life	Business Planning		
	Stress & Wellbeing – You Can Do This!			
	Mental Health First Aid			
	Noble Why Program			
	Foundations of Leadership Online Program			



Creativity & Innovation

CREATIVITY & INNOVATION BASICS

Develop techniques to engage your team in this hands-on workshop. You'll learn the secrets to unlocking creativity and unique perspectives with proven and simple tools. This 2-hour session will equip you with the basic leader behaviors that drive an aspirational and inclusive culture.

USING LANGUAGE TO DRIVE CREATIVITY & ENGAGEMENT

Learn and practice proven language techniques that empower creativity and collaboration. In this workshop, you'll explore the science of conversational intelligence, the benefits of aspirational language, and the common language techniques used so effectively by Disney and other exceptional organizations. In this 3-hour session, you'll have the opportunity practice these techniques and apply them to your team.

IDEATION AND RAPID PROTOTYPING

Using LEGO® Serious Play® and IDEO methods, you and your team will experience ideation and rapid prototyping in a whole new way in this 2-hour to 2-day interactive workshop.



RALLYING AROUND PROBLEM SOLVING STYLE DIFFERENCES

Using the Basadur Innovation Profile, you and your team will explore the four basic styles and preferences people have for problem solving and innovation. In this 2-hour interactive workshop, you'll examine the different styles, common conflicts, and unique team dynamics of the complex problem solving and innovation process.

THE CREATIVE PROCESS AND PERSONAL PREFERENCES

Understand and explore navigating the four basic steps of the creative process. Experience the four steps and distinct personal preferences your team members have relative to each step of the process using the FourSight method and assessment tool.

A COMPREHENSIVE EXAMINATION OF IDEATION TOOLS & TECHNIQUES

Explore and practice several key techniques that drive creativity and engagement. You'll learn why these tools work,

Programs: Creativity & Innovation

and gain valuable experience and practice using these tools. In this 1-day session, you'll develop your meeting facilitation and leadership skills.

SIMPLEXITY COMPLEX PROBLEM SOLVING AND INNOVATION PROCESS TRAINING & CERTIFICATION

The Entrepreneurial Leadership Institute is the United States host site for the proven Simplicity process training. Experience, practice, and master the Simplicity techniques in these highly engaging sessions while practicing using your own challenges.



Level I: Personal Integration. Learn how to change the way you think about problems, challenges, and opportunities. Practice proven problem solving process and techniques in this 2-day session.

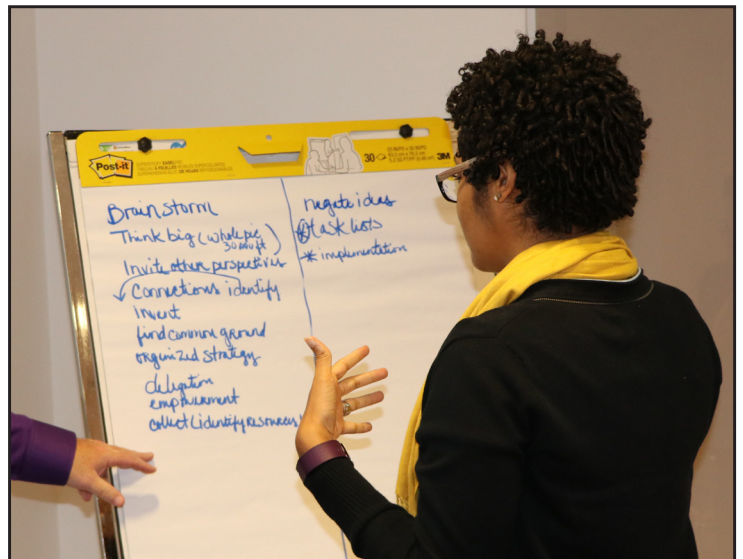
Level II: Team Integration. Develop the skills to inject the Simplicity process into your team's everyday operations in this 2-day session

Level III: Organizational Integration. Explore ways to drive organizational change and innovation using the Simplicity process. Develop master facilitator skills and strategic planning methods that will set you apart in your organization and beyond in this immersive 4-day session.

Level IV: Train-the Trainer. Acquire the skills and techniques to teach and certify Simplicity Levels I and II facilitators in your organization in this experiential 4-day session.

Professional Innovation Advisor: Translate your Simplicity facilitation skills into a fulfilling and lucrative consulting practice in this 2-day session.

Basadur Innovation Profile: Learn how to best facilitate team workshops using this flexible tool in this 4-hour session.



MANAGING CHAORDIC TENSION: FILTERING, ADVANCING, AND EXECUTING IDEAS & PROJECT PROPOSALS

Great ideas have no value without intentional development and implementation. Explore the practical management of ideas in this applied workshop. Learn how to navigate the four steps and key considerations used by the most successful and creative companies in the world, such as Disney, when developing an idea and innovation management system in this 4-hour session.





Leadership, Personal, & Team Development

ELEMENTS OF A GREAT LEADER

Discover the 12 secrets to engaged employees in this workshop. Explore and evaluate your own leadership and management practices in this 3-hour session. Develop strategies for improving engagement within your team or organization.

LEAD WITH JOHN MAXWELL PRINCIPLES

Discover tried and true leadership principles from John Maxwell in this 2-hour to 2-day customizable workshop.

EMBRACING YOUR LEADERSHIP STYLE

Explore the different leadership styles in this workshop. Own and develop your unique style in this interactive 2-hour workshop. Use the Entrepreneurial Leadership Instrument to build high performing leadership teams.



Team Building Workshops Using Self- and Others-Awareness Assessment Tools

Discover how different talents, styles, and preferences affect team dynamics and relationships. Gain an understanding of your own perspectives and an appreciation for other's different ways of thinking and behaving, using LEGO® Serious Play® and other facilitation techniques.

- **MBTI:** Personality differences
- **DiSC:** Communication and conflict styles
- **Basadur Profile:** Functional preferences and problem solving style
- **ELI:** Leadership styles and entrepreneurial styles
- **Clifton Strengths (formerly StrengthsFinder):** Psychological talent
- **Builder Profile-10:** Entrepreneurial and builder talents, hiring, placement, and team construction
- **FourSight Profile:** Creative preferences
- **Entrepreneurial Mindset Profile:** Entrepreneurial personality and skills
- Personal Mission
- Employee Engagement using **Gallup's Q12** survey and principles
- Character virtues using **VIA**



Programs: Leadership, Personal, & Team Dev.

EMOTIONAL INTELLIGENCE

Are you aware of the image of care you project as a leader? In this 2-hour workshop, we will explore the key behaviors around emotional intelligence, and you will discover how to self-examine around those principles.

NAVIGATING THE TRANSITION FROM FRONTLINES TO SUPERVISOR: MOVING FROM OPERATIONAL TO STRATEGIC THINKING

Help your rising frontlines team members and aspiring supervisors be prepared for the challenges associated with transitioning to a supervisory role. Empower your rising stars to grow from producer to leader in this engaging 4-hour workshop.

TALENT ACQUISITION AND MANAGEMENT PROGRAMS

We offer custom programs centered on recruitment, selection, organizational structure, strategy, onboarding and training, employee engagement, and customer engagement. People are your greatest asset, but hiring, placing, and engaging your talent is complex. Let us help you shape these key systems and processes!



FOUNDATIONS OF LEADERSHIP PROGRAM (FoL)

The Foundations of Leadership Program is a 16-week, six-module online certification that takes participants on an inside-out journey of their leadership styles and the key elements of leadership. The program affords organizations the opportunity to invest in their aspiring frontlines team members as well as provide an opportunity for experienced managers to revisit key leadership principles and topics. The FoL program is also customizable.



FoL Course Curriculum

Module 6
Team Building



Module 1
Understanding Me and My Strengths



Module 5
Developing Talent



Module 2
Leadership and Me



Module 4
Constructive Conflict and Communication Skills



Module 3
Entrepreneurial Leadership

Programs: Leadership, Personal, & Team Dev.

LEADERSHIP

This 2-hour session focuses on leadership responsibilities of casting vision and articulating values.

PITCH LIKE A PRO TO LEVERAGE OPPORTUNITIES

When someone asks what you or your company does or what value you add, do you find yourself at a loss for words? In this 2-8 hour workshop you will learn the skills and techniques to turn chance encounters into long-lasting, fruitful relationships.

PERSONAL PRODUCTIVITY

The best performers make really hard accomplishments look easy. How do they do this? The secret lies in what they do when others don't see them. The most productive people are skilled at organizing their time and maintaining focus on what is essential. This 1-2 hour workshop helps participants gain the skills to become a good role model of calm and performance that others look for in life and the workplace.



K-12 TALENT WORKSHOPS AND PROGRAMS

Now more than ever, students need to discover, learn about, and appreciate their talents. We offer a variety of custom workshops around assessment tools such as CliftonStrengths for Students, Builder Profile-10, the Basadur Profile, and the Entrepreneurial Leadership Instrument to help teachers and students to explore their talents, strengths, and styles. Workshops and programs can be customized for leadership teams, teacher groups, individual classes, extracurricular programs, and entire schools.

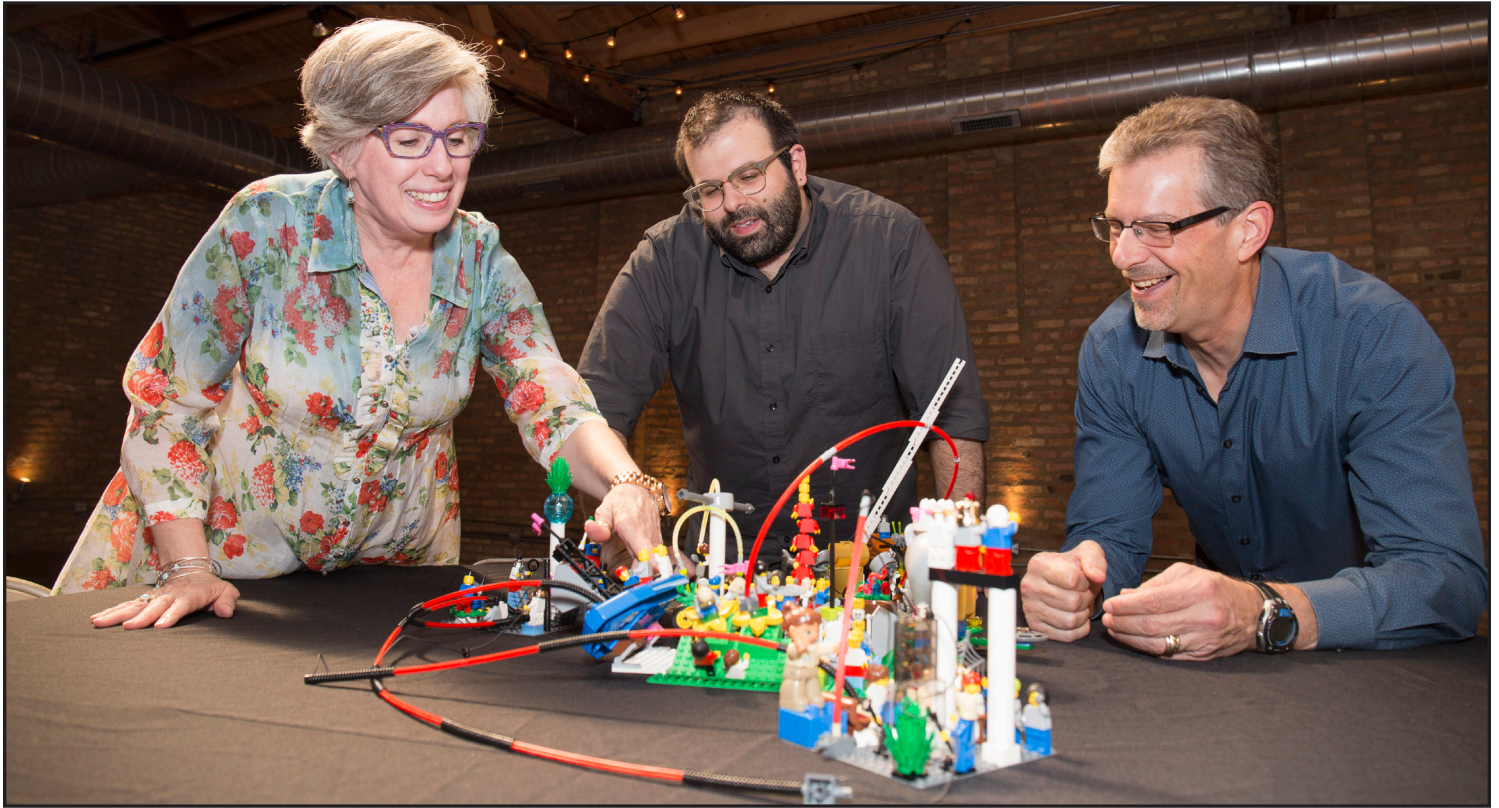
NOBLE WHY PROGRAM



Noble Why is a systematic way to think about individual and organizational purpose and their impact on corporate effectiveness. The key to organizational effectiveness is directly correlated to employee engagement, which is created when there is alignment between personal and corporate purpose. The greater the alignment, the greater the engagement, the greater the effectiveness! While the courses in this segment may be sampled as individual classes, their power and impact is most leveraged when the entire series is presented. The Noble Why program consists of 5 integrated 2-hour sessions that can also be provided standalone or customized:

- **Leadership:** This session focuses on leadership responsibilities of casting vision and articulating values.
- **Personal Noble Why:** This session walks participants through the process of building a personal mission statement.
- **Corporate Noble Why:** This session walks participants through the process of articulating a team and/or organization purpose statement – the real reason you exist.
- **Corporate Values:** This session explores the core, non-negotiable values on which your organization will build success.
- **Mutual Accountability:** This session focuses on the attitudes and communication skills that guard the integrity of your Noble vision and values.

Programs: Leadership, Personal, & Team Dev.



DEVELOPING A CULTURE OF SERVICE

In this 2-3 hour session designed to encourage the heart, participants will encounter real-life examples of success in both business and life. This workshop focuses on realizing how sales and customer service contribute to the culture of a growing organization. In this session, we explore how values, care, and passion can lead to much more than expected.

WELLBEING... LIVING LIFE TO ITS FULLEST

Learn about the five essential elements of Wellbeing by taking a holistic view of what contributes to your Wellbeing over a lifetime. After this session, you will have a better understanding of what makes life worthwhile. You will grasp what it takes to enjoy each day, and perhaps most importantly, boost the wellbeing of your friends, family, and colleagues in your community!

RESILIENCY AND HOW TO THRIVE IN LIFE

At some point in our lives, we have all been faced with life's inevitable difficulties. Whether it's big life changes or small little hiccups, both can lead to circumstances in our lives that we must learn to "bounce back" from. In this 60-90 minute session we will explore practical ways to boost your resiliency so you can overcome adversity and start thriving in life.

STRESS & WELLBEING – YOU CAN DO THIS!

Stress is everywhere you go, at work, at home and even hiding around the next corner just waiting to surprise you. It is hard to escape, so you need to know how to tackle it before it tackles you! Join us to learn about wellbeing, why having balance in your life is important, along with learning how to take control of all the stressful events that come at you on a regular basis. In this interactive 60-90 minute session you will and walk away with tools that will help you overcome the stressors that try to tackle you, day in and day out!

MENTAL HEALTH FIRST AID

Adult Mental Health First Aid (MHFA) is an evidence-based public education and prevention tool that improves the public's knowledge of mental health and substance use problems and connects people with care for their mental health or substance use problems. Similar to traditional First Aid or CPR, Mental Health First Aid is help provided to a person developing a mental health problem, experiencing a crisis until professional treatment is obtained, or the crisis resolves. People who enroll in Mental Health First Aid courses learn a 5-step action plan to help loved ones, colleagues, neighbors and others cope with mental health or substance use problems. This 8-hour training gives you the skills and certification you need to reach out and provide initial support to someone who may be developing a mental health or substance use problem and help connect them to appropriate care.



Entrepreneurship and Storytelling

Entrepreneurial Leadership Instrument



ENTREPRENEURIAL LEADERSHIP STYLES

Explore the different leadership and entrepreneurial styles in this workshop. Own and develop your unique style in this interactive 2-hour workshop. Use the Entrepreneurial Leadership Instrument to build high performing startup leadership teams.

ENTREPRENEURIAL LEADERSHIP INSTRUMENT TRAINING & CERTIFICATION

Learn how to facilitate workshops using this flexible tool. Explore the research behind the instrument and receive valuable resources that will help you deliver impactful workshops and team sessions in this 1-2 day training and certification session.

VENTURE TEAM BUILDING

Discover how to build and foster great leadership teams and support staff teams in this engaging and eye-opening workshop. In this 2-4 hour session, you will explore your own talents and build strategies for attracting other leaders and team members who complement your style.

YOUTH BUILDER TALENTS DISCOVERY

Are you concerned about your high school or college student's future? In this 2-4 hour interactive session, they will discover their entrepreneurial, builder, and business talents, and how to best leverage those in their education, career, and life.

SUCCESSION PLANNING WORKSHOPS

Explore what matters most when considering succession options. This one-day workshop helps owners, top level executives, family members, and key employees consider their role and options in the succession planning process.

SUCCESSION PLANNING RETREATS

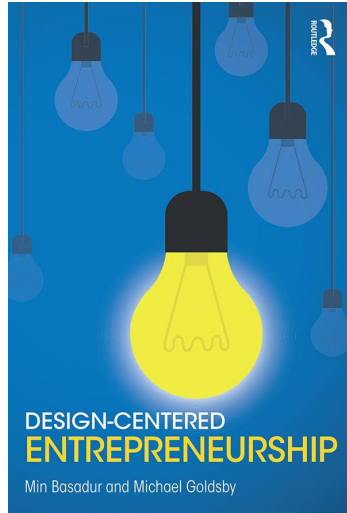
Engage with other business owners and families in this unique, retreat-style, two-visit, 4-day program. Explore best practices and key tools that will help you build and execute a successful leadership strategy. Network, collaborate, and strategize with others going through similar situations in this one-of-a-kind customizable program.



Programs: Entrepreneurship & Storytelling

DESIGN-CENTERED ENTREPRENEURSHIP

Discover how to design your new venture around the customer and your strengths in this 4-8-hour workshop. Explore customer mapping, value proposition, and your personal and organizational differentiating factors with other aspiring entrepreneurs in this engaging session.



PITCH LIKE A PRO TO LEVERAGE OPPORTUNITIES

When someone asks what you or your company does or what value you add do you find yourself at a loss for words? In this 2-8 hour workshop you will learn the skills and techniques to turn chance encounters into long-lasting, fruitful relationships.

LEAN STARTUP WORKSHOP

Have you had the one big idea sitting in your head for a while? As a team member, corporate innovator, leader, or entrepreneur, you can use the lean startup method to learn about the creative thinking and problem-solving you need to get started with what you have. In this 4-hour workshop, find the simple starting point



to test your idea out in the market and build a business that you can manage with the time you have now.

BUSINESS PLANNING

Launching a business or internal innovation project may seem as easy as creating something, telling people about it, and trading cash for your product or service. But are you prepared to compete in the market, tell the story of your value and brand, and set your business or project up for success? From filing your business entity to seeing results from the impact of sales, in this 4-8 hour workshop you can develop a plan to build the business you want and create a firm foundation to take your idea to market.



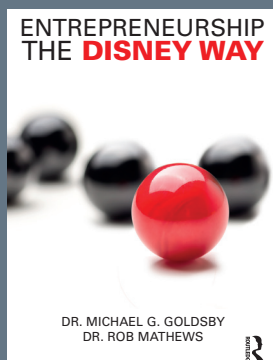


Operational Excellence

Excellence Disney Style

Discover how Disney Parks and Resorts sets itself apart from the competition. Explore why Disney is the undisputed leader in customer experience, employee engagement, and business results in this 2-hour to 1-week series of workshops:

1. Customer Experience Excellence: Design
2. Customer Experience Excellence: The Small Things
3. Using Common Language to Drive Results
4. Exploring Disney's Innovative and Entrepreneurial Culture
5. Magical Leadership & Culture
6. The Best-in-Class Advantage
7. Hiring, Onboarding, & Training Diligence: The Foundations of Success
8. Learning from Failure
9. Walt the Alpha Entrepreneur and His Support Network
10. The Entrepreneurial History of Walt Disney and His Company



THE BUILDER INITIATIVE: HIRING, PLACING, AND COACHING TALENT IN YOUR ORGANIZATION

Everybody needs builders. Hiring, placing, and retaining top talent is one of the greatest challenges organizations face today. The Builder Initiative program is designed to help you master these crucial elements of operational excellence. We'll train your key leaders in using the Builder Profile-10 (BP-10) and other powerful tools to hire, train, and coach managers and leaders who can help you build, sustain, and bring vibrancy your business. In addition to providing ongoing hiring and placement support using the BP-10, this program will prepare your key leaders to train and coach your new external hires or internal rising talent on:

- Transitioning from frontlines to a supervisory role
- Self-management
- Team building
- Partnerships for supervisors, managers, and leaders
- Hiring & placement
- Coaching and nurturing high potential employees

Let's build your business together through the Builder Initiative!

DOES YOUR CUSTOMER EXPERIENCE MATCH WHO YOU SAY YOU ARE?

Do companies truly consistently deliver on who they portray themselves to be? In this 2-4 hour session you will examine multiple industries through the eyes of the consumer – you! While nearly everyone is familiar with the concept of company mission vision, values, many have never considered what it means to have a brand promise. We will explore this concept and what it means to your business.

THE LANGUAGE OF BUSINESS: DEMYSTIFYING FINANCIALS

Financial literacy is so important in today's business and non-profit worlds. Discover the simplicity of the language of business in this 4-hour workshop designed to take the edge off of financial understanding.

Programs: Operational Excellence

FINANCE FOR "PEOPLE-PEOPLE"

Many people are intimidated by financial instruction. This 4-hour workshop alleviates that concern by walking the participant through a step-by-step format beginning from limited knowledge on the subject. By the end of the workshop, participants will understand how to build financial statements from scratch and interpret the results. Participants will add a very valuable skillset to complement their creative and interpersonal talents.

MANAGEMENT CERTIFICATION PROGRAM

Engage with other business owners, leaders, and managers in this highly immersive, 2-3 visit, 6-day customizable certification program. Explore ways to differentiate your business by discovering leadership best practices, strategy, operational best practices, and financial analysis and communication.

USING CANVA TO ENHANCE YOUR BRAND

This beginner level 2-hour workshop will take you through the basics of Canva, such as: how to add text, insert photos and shapes, and create attention-grabbing images. With these skills you can design flyers, business cards, logos, media, and more all with the ability to style your content like a pro by creating a brand kit.

Management Certification Course Curriculum





Events, Facilitation, Coaching, & Consulting

PROBLEM SOLVING, OPPORTUNITY FINDING, & INNOVATION FACILITATION

Empower transformational inclusion and collaboration with our proven techniques. Create strategies, execution plans, and accountability with your team. Our seasoned facilitators will guide you and your team in non-prescriptive sessions designed to bring your people together and deliver action plans.

STRATEGIC PLANNING FACILITATION

Create powerful strategies using our proven tools and techniques. Discover hidden capabilities and opportunities as our facilitators take your team on an inclusive and collaborative mapping journey.

LEGO® SERIOUS PLAY® FACILITATIONS

Our certified team uses LEGO® Serious Play® techniques to enhance delivery of a variety of workshops, including strengths, ideation, prototyping, team dynamics, leadership dynamics, strategy, problem solving, lean startup, and market feedback, among others. LEGO® Serious Play® is backed by research and drives results!

CUSTOMER EXPERIENCE TOUCHPOINT MAPPING FACILITATION

Explore the level of intentionality of your customer experience using our innovative techniques. Our experienced facilitators will help you survey and map your customer touchpoints and problem solve on your weak links in a series of highly inclusive and collaborative sessions.

KEYNOTES

Our faculty members, staff, and partners can deliver a broad array of dynamic keynotes centered on creativity and innovation, leadership, personal productivity, entrepreneurship, and operational excellence.

EMPLOYEE ENGAGEMENT SURVEYS & MANAGER COACHING

Explore organizational and team needs with this immersive program designed to encourage better working relationships. Administer the Gallup Q12 engagement survey and train managers to serve their teams by meeting their professional needs and ultimately drive results.

EXECUTIVE COACHING

Give yourself or your executive team members the gift of executive coaching to gain the perspective needed to have a fulfilling and productive impact and career.

INNOVATION, LEADERSHIP, AND ENTREPRENEURSHIP CONFERENCES

Join us for engaging 1-day and 2-day conferences full of tools and insights you can put to immediate use.



Meet the Team



Dr. Michael Goldsby
*Chief Entrepreneurship Officer,
Stoops Distinguished Professor of Entrepreneurship*

Michael G. Goldsby, PhD teaches innovation, complex problem solving, and productivity in the University's MBA concentration in entrepreneurship. During his leadership of Ball State University's Entrepreneurship Program and Center, his academic team earned national rankings, including: Top 20 in *Business Week*, *Success*, and *Entrepreneur* magazines; and Top 10 in *U.S. News & World Report's* elite ranking. *U.S. News & World Report* also called his program "The #1 Most Impactful Classroom on the Outside World." Goldsby has produced 38 refereed journal articles. He is also the author of four books and his research has been reported in many international media outlets, such as ABC, NBC, CBS, MSNBC, CNN, and the Associated Press. His study on entrepreneurship and fitness was covered by *Runner's World*, *Prevention Magazine*, *Muscle and Fitness*, and *Health Magazine*, among others. His video series "The Entrepreneur's Toolkit" was released by the Great Courses on DVD, CD, and digital download. The Great Courses is a professionally produced series of lectures featuring the top 1% of professors in the country in their area of expertise. His book co-authored with Dr. Rob Mathews, *Entrepreneurship the Disney Way*, reached #1 in the Entrepreneurship category on Amazon.

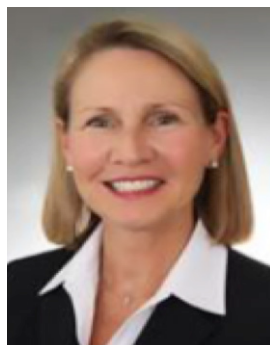
Certifications: Simplicity I-IV, Professional Innovation Advisor, IDEO Design Thinking, MBTI, ELI, CliftonStrengths, LEGO® Serious Play®, and FourSight Innovation



Dr. Rob Mathews
*Executive Director,
Entrepreneurial Leadership
Institute, Instructor of
Management*

Dr. Rob Mathews is an experienced educator, trainer, facilitator, and entrepreneur. Mathews was a key instructor, coach, and liaison for Ball State's nationally-ranked entrepreneurship program before moving to the Entrepreneurial Leadership Institute. He is certified at the highest level in the Simplicity Complex Problem Solving and Innovation methodology. Mathews is the co-founder of Mind2Momentum, co-creator of the Entrepreneurial Leadership Instrument, and co-author of *Entrepreneurship the Disney Way*. Rob has authored multiple journal and practitioner articles and has been featured in various interviews and podcasts.

Certifications: IDEO Design Thinking, CliftonStrengths, Builder Profile-10, Employee Engagement, Student Engagement, DiSC, MBTI, Basadur Profile, Entrepreneurial Mindset Profile, Simplicity Levels I-IV, Professional Innovation Advisor, ELI, FourSight Innovation, LEGO® Serious Play®, and Team John Maxwell



Mary West
President/Business Development Leader for The Roy West Companies

Mary Mehrtens-West, is among the world's foremost experts on Talent Relationship Management and its corresponding impact on Individual and Team performance. Mary's ability to identify, select and develop the most talented individuals into high performing teams has been the hallmark of her career. Most recently Mary served as Vice President, Talent Acquisition – Marketing and Sales at Holiday Inn Club Vacations [HCV]. There, she built a national talent acquisition team of over 60 professionals that provided in excess of 5,000 hires per year utilizing scientifically validated selection instruments she co-created working with Researchers from The Gallup Organization.

In 2019, Mary was recognized by The American Resort Development Association [ARDA] for leading the top Sales and Marketing Talent Acquisition Contact Center Recruiting Team, globally. Mary served in multiple roles with the Marriott International brands of Marriott Vacations Worldwide [MVW] and Ritz Carlton Club [RCC]. While there, she was selected as one of the first 5 non-Gallup employees in the world to be authorized to certify Gallup Strengths Performance Coaches. Subsequent to graduation from the University of Northern Iowa, Mary served in the United States Military. She was commissioned through Officer Candidate School and earned top graduate status and the coveted Leadership Award in every military school in which she participated. She spent almost 7 years as an Active Duty and Reserve US Army Transportation Officer, serving in one-of-a-kind Rapid Deployment Forces. In recent years, she has served as an Advisory Board Member and Sales and Marketing Alumni-in-Residence to the Dean of the College of Business Administration at her alma mater. While there, she developed the strategy for and sponsored the deployment of CliftonStrengths 34 for Students in the School of Business Administration. Today, she serves as President/Business Development Leader for The Roy West Companies, Mentor to Business Executives and School Administrators as well as Wife and Mother. Born in New York City, Mary resides in Orlando, FL with her husband of 32 years, Roy, and their two children.

Certifications: CliftonStrengths and Employee Engagement

Meet the Team



Roy West

Inspirational Coach, Consultant, Thought Leader, Roy West is one of the world's foremost experts in the creation and execution of Talent Management Strategies and their resultant impact on Employee Engagement and Performance. Prior to founding

The Roy West Companies, Roy served 22 years in Fortune 500 Companies culminating in the role of Vice President – Customer Acquisition Talent for four of the Marriott/Ritz Carlton Brands while at Marriott Vacations Worldwide. Roy has worked with Gallup Business Leaders and Researchers as a strategic internal champion and as an external consultant in developing/deploying scientifically validated selection tools, implementation of the CliftonStrengths 34 and Builder Profile 10 Talent Assessments and administration of the Q12 Employee Engagement Survey. Across these programs, he has trained 5000+ Coaches, Managers and Leaders originating from over 30 countries. Roy's expertise in the areas of Talent Management and Engagement is complemented with a Bachelor of Business Administration from Eastern Kentucky University and a distinguished performance of duty as an Active Duty and Reserve US Army Transportation Officer where his decorations include The Bronze Star. Roy resides in Orlando, Florida with his wife of 32 years, Mary, and their two children.

Certifications: CliftonStrengths, Employee Engagement, and Builder Profile-10



Jon Langford

Born and raised in Decatur, Georgia, Jon and his family now live in Orlando, Florida. Jon spent 20 years in non-profit and ministry leadership in multi-million dollar organizations before going to work for The Walt Disney Company in 2011.

As a Cast Member, Jon provided leadership in parks and resorts before going to work for Disney Institute as a corporate trainer and professional development leader. Jon specializes in delivering innovative customer experience solutions and transitional leadership strategies.



Candy Dodd

Associate Program Director, Entrepreneurial Leadership Institute

Candy Dodd has been with Ball State for over 24 years. In her current role, she works with the Executive Director to plan, coordinate and execute all external programs of the Institute. These include community and K-12 programs built around economic

development, problem solving and innovation coaching. For three years, Candy served as the Project Director for Innovate WithIN™. In collaboration with the Indiana Economic Development Corporation and the Indiana Department of Education, Candy and her team took the idea of a high school pitch competition and made it a reality. It was the first state-wide competition of its kind with cash and prizes valued at over \$100,000. Candy has an associates in arts in legal administration and a bachelor's in public relations. In her spare time, Candy enjoys spending time with her husband, Brian, traveling to western New York to visit her daughter, Dawn, and their three grandchildren, Kinley, Luke and Oliver. When she's not traveling, she's enjoying a gourmet meal prepared by her personal chef and son, Aaron.
Certifications: FourSight Innovation, Simplicity Level I, LEGO® Serious Play®, and Entrepreneurial Mindset Profile



Kyleigh Mazer

Assistant Program Director, Entrepreneurial Leadership Institute

Kyleigh Mazer is a high-energy, entrepreneurship-loving 2017 graduate of the Ball State Entrepreneurship Program. Just after graduation, she went to work for a startup in the Indy area and found a love for the impactful and fast-paced world of

small business and development. While working, Kyleigh was invited to return to the Ball State Entrepreneurship Center to join the team as a Graduate Assistant and pursue an MBA. Kyleigh had the chance to work closely with the students to build their business plans and create new ventures. She finished her degree the following year and took on a role as a Business Advisor with the East Central Indiana Small Business Development Center. It was there she expanded on her enjoyment of coaching and presentations, which lead her to her new role as Assistant Program Director at the Entrepreneurial Leadership Institute at Ball State. Kyleigh enjoys her continued involvement with the entrepreneurship eco-system by serving on the Entrepreneurship Center's Advisory Board and sits on the Board of Directors for Women in Business Unlimited.

Certifications: FourSight Innovation, CliftonStrengths, Student Engagement, LEGO® Serious Play®, and Entrepreneurial Mindset Profile

Meet the Team



Randy Tempest

Senior Vice President of Sales and Relationship, Meduit

Randy Tempest has over 25 years of experience in the healthcare accounts receivable industry, working with some of the largest and most complex health systems in the country to meet their revenue cycle needs. He currently serves as the

Senior Vice President of Sales and Relationship Management at Meduit, where he leads their efforts in cultivating new and existing partnerships with hospitals and healthcare systems. Randy earned a BS in Marketing and MBA from Ball State University. He has led leadership courses throughout his career, most notably at healthcare association events throughout the U.S. Randy's energetic style has made him a sought-after presenter, where he encourages others to see life as a gift and to use that gift for good works. With a positive outlook, Randy helps his audience see how values, care, and passion can lead to much more than expected.



Rhonda Wilson

*Director of Health Enhancement
Ball State University*

Energizing others with her honesty and humor, Rhonda's strives to empower people to be the best version of themselves allowing them to

be game changers in all aspects of their life. Rhonda is a certified Gallup Strengths trainer and facilitator, as well as an Engagement Champion. She is also an experienced VIA Character Strengths facilitator. Her passions include establishing a culture of wellbeing in the workplace along with consulting with managers to lead high performance teams through strength-based leadership.

Certifications: CliftonStrengths, Wellbeing, and Employee Engagement



Margo Akins

Institute Coordinator, Entrepreneurial Leadership Institute

Margo is the Institute Coordinator and Secretary to Chief Entrepreneurship Officer for the Entrepreneurial Leadership Institute at Ball State University. She has been with the university for over 20 years, advancing in her roles and gaining a wide skillset.

Margo is an implementer at heart. She works alongside Drs Goldsby and Mathews and the team to assist with the programing and training efforts. Margo uses her strengths of responsibility, relator, developer, and arranger to nurture relationships, communicate details, and execute program logistics. She is a great planner and problem solver, and takes great pride in making sure workshop participants, staff, and partners have great experiences. Margo's mission is to give, model, and facilitate encouragement and acceptance in a non-judgmental way within her family, work, and people she encounters. When not at work she enjoys running minimarathons, strength training, and being a Sherpa for her husband Matt as he trains for Ironman races.

Certifications: Simplicity Levels I-III, LEGO® Serious Play®, and Basadur Profile



Jenni Flanagan

Wellness Coordinator

Jenni is a bridge builder looking for connections in all things, and helping people see things from different perspectives. She uses her strengths of connectedness, empathy and positivity to

appreciate, encourage and support others in truth and love so that their light will shine. As a Certified Gallup Strengths Coach and VIA Character Strengths facilitator, Jenni uses a strengths-based approach to help people be their best self through individual and group coaching. Her experience as a Certified Health Education Specialist is grounded in helping organizations and individuals develop high quality wellness and engagement programs.

Certifications: CliftonStrengths, Wellbeing, and Employee Engagement