

# The Business of Leadership™

Trostle & Associates, Ltd.

*Because it takes more than promotions to develop **Great Leaders!***



**Training Preview: August 9, 2007**

**Training: September 7, 14,  
21, 28 & October 5, 2007**

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# What is The Business of Leadership™?

# What makes The Business of Leadership™ successful?



## A comprehensive, two-part training course and franchise opportunity featuring

- Real-work case studies from varied industries
- Loads of **take-home calculators** (i.e. Figure the dollar cost of 1 meeting, a day of absence or the amount of money your employer has entrusted to you.)
- **Ethical dilemmas**
- Individual and team exercises
- Flexible teaching schedule
- 4 **follow-up coaching** sessions

## New managers often run from one daily task to the next with no clear understanding of whether their activities help to achieve the company's goals.

Even worse, they are clueless on how their actions affect their employer's bottom line, according to Carol Trostle, business woman and the national expert behind the "AskCarol" column in callcentermagazine.com.

"When we promote someone, we want results and with that very first accomplishment the new manager takes pride and the supervisor takes pride...But so many new managers are floundering," said Trostle, who's spotted this detrimental trend in health care, technology, energy, education and insurance companies.

So Carol, a 25-year veteran of the customer service industry and founder of Trostle & Associates consulting firm, spent four years homing in on the roots of this leadership crisis to develop a way to put new managers on track immediately.

The end result is The Business of Leadership™ which Gregory T. Jerrals, the director of (Patient Administration Home Care) Patient Home Services at KCI, called it "a breath of fresh air!"

"This unique approach really helps attendees connect the learning experience," said Jerrals, who sent 20 managers through the course. "I highly recommend The Business of Leadership™ program to any organization that realizes the value of developing and fostering strong leaders."

**Carol Trostle**, developer of The Business of Leadership™, has clients ranging from 47 to 300-plus employees, including: Checks in the Mail, HEB Grocery, La Quinta Inns, Karta Technologies, Randolph Brooks Federal Credit Union, and Tesoro Petroleum.



## What They Are Saying ...

"We have been able to bring our new call center division to profitability within six months because of the quality you built into the foundation."

– Stephanie Coleman,  
Former Area Vice President,  
Staffing Solutions,  
Dallas and El Paso, Texas

## A how-to guide for young managers on

- Succeeding with upper managers who use **fear** as motivators
- Presenting **bad news** in ways that spur direct reports to try harder
- Picking a well-rounded team
- Getting more done in **shorter meetings**
- Making the right decision when all options have weaknesses
- Applying **The Business of Leadership™** to own work issues

*...with a little humor sprinkled throughout.*

**What's the  
bottom line  
on**

# The Business of Leadership™ ?

## **For Your Business**

- New managers who quickly learn their role in fulfilling your mission
- Lower turnover and labor costs
- Improved team morale
- Attention of skilled job candidates who prize development
- Customized strategies for improving your workplace

## **What They Are Saying ...**

**“Carol’s report to me is the very tool I needed to determine appropriate staffing levels, set performance standards, and find the areas we can build on.”**

– Mike McGwin,  
Former Director,  
Customer Service,  
San Antonio Water System,  
San Antonio, Texas

## **For New Managers**

- Business tools that apply to any industry
- A greater sense of control and purpose in the workplace
- Systems for simplifying complex and emotional decisions
- Personalized action plans that use your strengths to meet business goals
- On-going third-party guidance after you return to work

## **For Trainers/Consultants**

- Extensively tested course work
- Interactive modules
- Ready-made handouts
- Franchising and licensing opportunities



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