



**LEADERSHIP  
ABILITY  
BUILDER**

# COURSE CATALOG

APRIL 2023



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# LEADERSHIP ABILITY BUILDER OVERVIEW

## INTRODUCTION

Now available, an effective way to navigate and cultivate post-pandemic success in the workplace: the Leadership Ability Builder (LAB) is a tailored training consisting of essential modules related to leadership development and emotional intelligence (soft skills) training. With this program, LAB delivers a training curriculum that drives individuals and organizations to realize their potential. The LAB curriculum leverages decades of executive-level experience to address themes critical to leadership, management and team success in our rapidly evolving workplaces. Designed for any level of employee, each module provides evidence-backed instruction that inspires students to facilitate greater collaboration, boost workplace productivity, and foster a continual learning environment – ultimately improving profitability. Bolstering the modern workforce with knowledge, skills, and adaptability is our passion. Our program modules are powerfully structured to reinforce key learnings and are regularly updated with the latest industry insights to optimize learning outcomes.

## INSTRUCTOR

Sam Zakhem has a Master's degree in Civil Engineering. He has a 35-year career in the U.S. Army Corps of Engineers (USACE) spanning Project Management and Construction roles at USACE Districts globally and 5 years in private industry as a Structural Design Engineer. He has delivered components of the Leadership Ability Builder to USACE and several U.S. Governmental Agencies such as the Defense Logistics Agency and the Federal Emergency Management Agency. Sam is a frequent speaker at leadership development courses and seminars at the Corps of Engineers' HQ, several District offices, the USACE professional women's network and the Civil Works strong leader program. In addition to writing and instructing the Leadership Ability Builder, Sam is the developer and instructor for Project Management, Scheduling and Business Process courses for USACE employees. He is a certified Gallup StrengthsFinder® coach.



## STRUCTURE

LAB currently boasts fourteen highly curated modules on a range of topics deemed essential to fostering leadership and soft skills. Modules are between 50 and 90 minutes in duration and may be comprised of a presentation, video content, relevant vignettes, handouts, and exercises meant to engage the students and improve knowledge retention. Training can be delivered on-site or virtually and in a variety of formats: as individual modules, in pre-designed packages, in a custom-designed program, or in their entirety.

Should you wish to learn about a topic not covered in this course catalog, we encourage you to email us at [info@leadershipabilitybuilder.com](mailto:info@leadershipabilitybuilder.com). We are proud to report that as continual learners, we are always adding new courses to our roster!



**INDIVIDUAL MODULES:** Modules can be delivered individually or in their entirety:

1	Relevance of Soft Skills	8	Principles of Persuasion & Influence
2	Image & Impression Management	9	Secrets of Great Teams
3	Know Yourself And Your Team	10	Manage Conflict
4	The Art of Motivation	11	Manage Time
5	Listen Consciously	12	Problem Solving & Decision Making
6	Speak Powerfully	13	Effective Briefing Techniques
7	Improve Writing Skills	14	Effective Feedback



**PRE-DESIGNED PACKAGES:** LAB offers a range of pre-designed packages targeted to address specific, commonly encountered challenges. These packages provide the keys to success in achieving their target objective and can be curated for a range of audiences. Sample packages are included on the next page.



**CUSTOM-DESIGNED PROGRAM:** Selecting the most effective training for your team can be overwhelming, but LAB can make the task of using your resources wisely a little easier. Simply by asking a few key questions, we can custom-design a bespoke training program to meet your organization's needs efficiently and effectively. Whether training needs have already been identified or if a needs analysis will be conducted, we would be glad to customize a training package that will achieve the transformative results you have in mind.

## SAMPLE PRE-DESIGNED PACKAGES

### **Target Objective** Deliver a Great Presentation

**Modules** Speak Powerfully  
Effective Briefing Techniques

### **Target Objective** Leading & Building Teams

**Modules** Know Yourself And Your Team  
The Art of Motivation  
Problem Solving & Decision Making  
Effective Feedback

*Recommended Add-On* Manage Conflict

### **Target Objective** Achieving Goals More Efficiently

**Modules** Image & Impression Management  
The Art of Motivation  
Know Yourself And Your Team  
Manage Time  
Problem Solving & Decision Making

*Recommended Add-On* Secrets of Great Teams

### **Target Objective** Tackling Work in a Remote Environment

**Modules** Know Yourself And Your Team  
Secrets of Great Teams  
Manage Conflict  
Manage Time

*Recommended Add-On* Image & Impression Management

### **Target Objective** Fostering More Effective Communication

**Modules** Listen Consciously  
Speak Powerfully  
Improve Writing Skills  
Principles of Persuasion & Influence

*Recommended Add-On* Effective Briefing Techniques



## MODULES

### 1: RELEVANCE OF SOFT SKILLS

#### DESCRIPTION

This module provides an introduction, check-in and agenda with an emphasis on the importance of soft skills in a rapidly changing world replete with VUCA (Volatility, Uncertainty, Complexity and Ambiguity). Provided for each training engagement, this introduction explains the limits of leadership development and the necessity of continuous learning and self-awareness. In it, students are provided an overview and intersection of the topics discussed and a call to action to retain the “One Thing!” or takeaways from each module.

#### DURATION

Up to 1 hour

“The first secret of effectiveness is to understand the people you work with so that you can make use of their strengths.”  
– Peter Drucker

### 2: IMAGE & IMPRESSION MANAGEMENT

#### DESCRIPTION

Are you aware of your own image? What messages are you projecting? What is your personal brand? These are the questions that are addressed by this module, along with the importance, responsibility, and management of self-image/impression. The module also covers the differences between first impressions and charisma. It provides the students several methods to ensure they project a good first impression and how to nurture and develop personal charisma. Students also have the option of taking the Harvard Implicit Bias test.

#### DURATION

1.5 hours

### 3: KNOW YOURSELF & YOUR TEAM

#### DESCRIPTION

Are you aware of your own hidden or innate talents? More importantly, do you know your teammates' or subordinates' talents? Are you exercising leadership by helping your subordinates find their “ikigai”? And finally, why is this skill necessary in today's world? This module explains the importance of recognizing one's innate talents and those of one's teammates or subordinates – and its impact on team building, employee engagement and retention. It covers a variety of assessment tools in use by industry such as the Gallup StrengthsFinder®, ASVAP, Myers Briggs, Thompson Testing, Wonderlic, Color Code and People Styles at Work. Students have the option to take the Color Code self-assessment, People Styles at Work or the Gallup StrengthsFinder® assessment.

#### DURATION

1.5 hours

### 4: THE ART OF MOTIVATION

#### DESCRIPTION

Are you task-oriented or outcome driven? What are the differences between tasks/activities and outcomes? This module covers the importance of identifying and focusing on desired outcomes and motivating employees. It includes a review of the concepts from two books: Drive by Dan Pink and Turn This Ship Around by CAPT (ret.) L. David Marquet.

#### DURATION

1 hour

### 5: LISTEN CONSCIOUSLY

#### DESCRIPTION

Are you a listener or a reader? Are you a good listener? What are the obstacles that prevent you from conscious listening? This module covers the importance of verbal communications and in particular: listening skills, the different types of listening, how to listen better and how can we get others to listen to us.

#### DURATION

1.5 hours



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## 6: SPEAK POWERFULLY

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### DESCRIPTION

Are you influential? Are you speaking with power and intent? This module covers the other aspect of listening skills from the perspective of the speaker: Do people listen when you speak? It explains the importance of the 3 V's according to Professor Albert Mehrabian (Verbal, Vocal and Visual), the forgetting formula, how long people retain verbal information and how often does the mind wander. The module promotes improved speaking skills and influence and "the power of non-verbal communications."

### DURATION

1.5 hours

“There are two type of speakers, those who are nervous and those that are liars.”  
– Mark Twain

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## 7: IMPROVE WRITING SKILLS

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### DESCRIPTION

Why do you write? What is the underlying desired outcome of written communications? Do people act on your emails? The module explains how one can reduce the cognitive strain with clear, organized and value-added writing. It also explains the differences between verbal and written skills, the Flesch-Kinkaid formula and how people read (hint: F-pattern scanning). Finally, the module provides actionable tips for authoring effective emails that prompt the recipient to take the desired action.

### DURATION

1 hour

Phoenician Alphabet		
𐤀	𐤁	𐤂
𐤃	𐤄	𐤅
𐤆	𐤇	𐤈
𐤉	𐤊	𐤋
𐤌	𐤍	𐤎
𐤏	𐤐	𐤑
𐤒	𐤓	𐤔
𐤕	𐤖	𐤗
𐤘	𐤙	𐤚
𐤛	𐤜	𐤝
𐤞	𐤟	𐤠
𐤡	𐤢	𐤣
𐤤	𐤥	𐤦
𐤧	𐤨	𐤩
𐤪	𐤫	𐤬
𐤭	𐤮	𐤯
𐤰	𐤱	𐤲
𐤳	𐤴	𐤵
𐤶	𐤷	𐤸
𐤹	𐤺	𐤻
𐤼	𐤽	𐤾
𐤿	𐥀	𐥁

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## 8: PRINCIPLES OF PERSUASION & INFLUENCE

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### DESCRIPTION

Are you persuasive? Can you convince others to see your perspective or buy into your ideas? What is the science behind persuasion? This module covers the importance of persuasion and its prevalence and effect on our daily personal and professional lives. It covers Professor Robert Cialdini's original 6 principles as well as the latest addition, principle #7, that are key factors that are woven into the social fabric. The module also provides tips and techniques on how to change anyone's mind by reducing reactance.

### DURATION

1.5 hours

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## 9: SECRETS OF GREAT TEAMS

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### DESCRIPTION

What are the essential attributes of high performing teams? The module explains the basic research behind effective and high performing teams and the dangers associated with focusing on competitiveness. Discussion around the latest research on productive teams will be followed with observations and discussions on team development (Tuchman model, Pro-Social concepts) and the application of influence principles to team building.

### DURATION

1 hour

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## 10: MANAGE CONFLICT

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### DESCRIPTION

Do you know your conflict management style? This module is a wholistic treatise of conflict management, types of conflict, sources and resolution of conflict. It also includes tips on escalating a conflict, the decision-making process and the impact of personal influence and persuasion principles. Students have the opportunity to complete the Thomas-Kilmann Conflict Style self-assessment.

### DURATION

1 hour

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## 11: MANAGE TIME

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### DESCRIPTION

Can you account for your 8 hours each day and have you conducted a time utilization survey? Are you effective at work, able to complete all tasks and keep up with all emails? This module covers time management techniques from Covey to Eisenhower and Allen, with a special emphasis on the Getting Things Done (GTD) method by David Allen. The module covers the 10 dysfunctional behaviors at work and how to deal with them in 3 easy steps. Finally, look out for tips for managing virtual meetings!

### DURATION

1 hour

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## 12: PROBLEM SOLVING & DECISION MAKING

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### DESCRIPTION

Do you follow a deliberate, transparent process to make important decisions? What are the biases that prevent us from making good decisions? This module explains the two major types of decisions (time-dependent and multi-stage linear decisions) people face on daily basis; how people decide; and the sources, roles, and responsibilities in the decision-making process. It covers choice architecture, the Military Decision-Making Process (MPDP) and the importance of collaboration in the decision-making process. The module also covers the hidden traps and biases that prevent good people from making the right decision such as priming, anchoring, confirmation, loss aversion and the default heuristic.

### DURATION

3 hours

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## 13: EFFECTIVE BRIEFING TECHNIQUES

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### DESCRIPTION

How do you avoid “death by PowerPoint”? For starters, there are the 6 basic principles every presenter should follow. This module covers content management, font size, Chromostereopsis, mastering hand gestures, tone, eyes contact, storytelling and body posture in order to achieve better audience engagement.

### DURATION

1.5 hours

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## 14: EFFECTIVE FEEDBACK

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### DESCRIPTION

Napoleon positioned himself a mile and a half from the main battlefield of Waterloo, Belgium and consequently was not able to directly stay on top of the action. The Emperor, however, relied on critical information requirements to get feedback on the position and readiness of his troops and convey his orders to regimental officers. The outcome of history’s most infamous battle was not in his favor. Whether on the battlefield or in business, immediate and unambiguous feedback is an essential driver of influence.

### DURATION

1 hour

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## CONCLUSION & CALL TO ACTION

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### DESCRIPTION

Each training engagement concludes with a brief summary of the key topics covered over the duration of the training and a call to action to prompt students to apply what they have learned.

### DURATION

Up to 1 hour





## TESTIMONIALS

Thanks again for a well taught course, your personal engagement and follow up. You are a dynamic speaker who inspires others to action.

– **Patrick**



I really enjoyed this class, it was very informative and educational for me! Moreover, I was pleased to receive this knowledge from amazing instructors with such high levels of expertise!

– **Yelena**

Thank you. This was one of the best classes I've taken. It's not only good for specific job duties, but also a great universal lesson on how to be successful.

– **Michael**



The training (and instructor) were both wonderful.

– **Adrian**

The instructor's knowledge, experience, and communication style make him a natural speaker that effortlessly draws the audience's attention.

– **Zachary**



I found your seminar highly inspirational. Your demeanor and unique perspective, along with the references that you drew from, caught and held my attention quite effectively.

– **Ian**

*See what everyone is talking about.*

*Sign up for LAB training today!*



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