

IGNITING GROWTH. INSPIRING EXCELLENCE.



**ROCKET  
FUELED  
FUTURES**

**ROCKETFUELEDFUTURES.COM**

CAREER COACHING | LEADERSHIP TRAINING | SOFT SKILLS

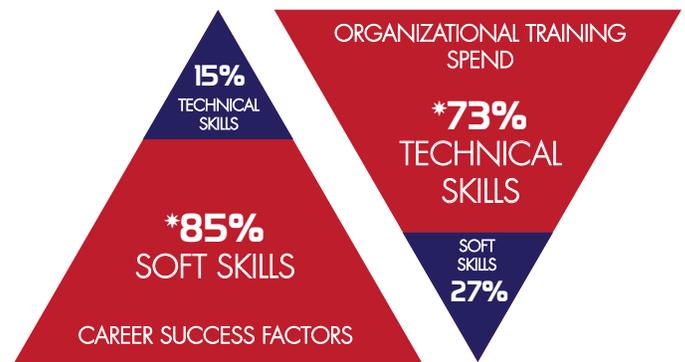
Highly specialized business domains like IT or engineering consistently struggle with the same problem:

- Highly technical individuals who lack interpersonal skills.
- Technicians who are promoted into leadership but lack the people skills to succeed.
- Lack of time to allow time for leaders to develop, coach and mentor their staff.
- Failed hires due to lack of soft skill focus or tools in the screening process.

**“By 2020 .. overall social skills will be in higher demand than narrow technical skills” - World Economic Forum (2014)**

Organizations who fail to address these challenges face the following inevitable results:

- Silo'd or emotional decision making by leaders.
- High conflict, low collaboration teams.
- Low associate morale and high turnover.
- Poor customer service.
- Lower productivity, efficiency and profitability.



**THE ORGANIZATIONAL SUCCESS INVERSION**

\*Harvard University, Stanford Research Center The Carnegie Foundation

## THE ROCKET FUELED SOLUTION

The Rocket Fueled Success (RFS) program provides organizations with end-to-end screening, hiring, training and coaching solutions for every career stage from potential new hires to senior executives. Our program is designed as a growth journey but is also available as a la carte options.



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"I am where I am today because of what Heinrich taught me"

*Katherine B. Director*



"He helped me with org. dynamics and increasing my role clarity"

*Stephanie S. Agile Coach*



"My confidence and growth has accelerated because of my training"

*Kevin B. Senior Manager*

**Case Studies by Boston University and the Ross School of Business: "Within 6 months of soft skill training companies had 12% higher productivity, 12% better retention and a 256% ROI on the training"**

Our RFS Program creates:

- Highly functioning, inspirational leaders
- More well rounded, self managing individuals
- Highly productive teams with lower turnover
- Improved customer service, increased sales and higher profitability

## THE PRINCIPLES THAT DRIVE OUR SOLUTIONS

### Exceptional leadership is non-negotiable

Organizations are only as strong as their weakest leaders. Successful organizations need exceptional leaders at all levels. Inspirational, relational leaders who can deliver on the mission.

### Technical competence alone isn't enough.

Today's business environment demands more than technical skills. The days of ultra-smart jerks are gone. Customers demand well-rounded, well-polished interpersonal and professional skills.



- Strategic Vision
- Adaptability
- Risk & Change Management
- Cognitive Flexibility
- Self-Improvement Cycle
- Social Intelligence
- Trust and Respect

## Team Success requires Individual Success.

A chain is only as powerful as its weakest link. Strengthen the individual links and the entire chain becomes stronger.

By focusing on individual growth we exponentially strengthen your teams and your ROI.

## What got you here, won't get you there.

New opportunities require new skills, tools and techniques. What made you successful in your current role may not be what you need for your new role.

## Cookie cutting only works for baking.

No two businesses are alike. No two individuals are either. Growing your business and your teams should be customized.

### Solutions



- nSight Self Discovery
- 360 Degree Visibility
- Self-Awareness
- Leading through Strength
- Self-esteem & Confidence
- Complex Problem Solving
- Critical Thinking
- Emotional Regulation

## TRAINING OBJECTIVES

Organizational success requires success at all levels. Our programs offer customized growth and excellence from Individual Contributor to Executive Leader. Our comprehensive development program features the following Training Objectives:



### SOFT SKILLS SCREENING

Hiring well-rounded individuals requires well rounded screening. Failed hiring is costly, time consuming and often ends in litigation. Our proprietary soft skill screening algorithms ensures you have the best personality, aptitude and interpersonal skills assessment available to make the best hiring decisions possible.



### FOUNDATIONAL GROWTH

A solid foundation is critical for solid performance. In our Rocket Fuel for Careers seminar your associates will learn and discuss the foundational life skills required for a positive career trajectory. These are the bedrock skills that all successful careers are built on. In this session we focus on igniting the spark of curiosity, developing a growth mindset, learning how to make lasting personal change, and creating receptiveness for the growth and learning that is to follow.



### EMBRACING CHANGE

Adaptability is critical to succeeding in fast-paced business environments. Our Risk & Change Seminar teaches associates how to embrace change as a lifestyle and grow as a professional by increasing their open mindedness and receptiveness skills. Not only will they learn to be more receptive to change but also become change agents of their own by understanding the neuroscience of change.



## SOFT SKILLS GROWTH

Today's business environment demands highly developed personal and professional work skills. Our IT EQ certification ensures that the individuals in your organization are well-rounded, highly collaborative and customer focused. We do this by systematically working through Values and Beliefs, Character and Personality, Skills and Competencies and Behaviors and Habits.



## LEADERSHIP PIPELINE BUILDING

The leaders of tomorrow need to be developed today. Our leadership pipeline program allows you to identify potential leaders and prepare those leaders for the demands of leadership. In addition, it clarifies leadership as a career path for aspiring individual contributors.



## LEADERSHIP DEVELOPMENT

Organizations succeed or fail by the quality of their leadership. Our comprehensive approach to leadership training starts from the foundational to the specific. We start with the 50,000 ft. view of the essence of leadership and bring it down to the runway where we address daily tactical issues.



## LEADERSHIP EXCELLENCE

Organizations are only as strong as their leaders. Our Essence of Leadership program not only builds strong leadership foundations but ensures your leadership team is as impactful as they can be. This program is geared to develop highly visionary, strategic, operational and relational leaders who not only deliver excellent results but can also develop the next generation of leaders.



## EXECUTIVE EXCELLENCE

There is a huge difference between leading individuals and leading leaders. Our customized executive leadership program ensures your senior leaders and executives are equipped with the skills, tools and techniques to inspire and lead large organizations that build strong departments. This highly customized one-on-one coaching program is designed to drastically accelerate success and increase impact.



## RFF SOFT SKILL SCREENING | \$250/candidate or \$1000/mo. subscription

If 85% of career success is based on successful soft skills, how well are you screening potential new hires for those skills? Our proprietary soft skills screening software uses analyzes 22 different personality and aptitude factors to provide you with scientific analysis for skills like Diplomacy, Creativity, Emotional Intelligence, Judgment and Decision making, Risk Tolerance and 17 other critical inter-personal and professional skills.

### ► SELF DISCOVERY

**Audience:** All Associates

**Format:** 2-Hour Virtual or In-person session

**Content:**

- Open mindedness and teach-ability
- Understanding perspective
- Emotional intelligence

**Objectives:**

- Igniting the spark of curiosity
- Inspiring a Growth vs. Fixed Mindset
- Inspiring personal change
- Growth of fundamental skills
- Alignment with your vision



## ROCKET FUEL FOR CAREERS SEMINAR | \$1,650/seminar

RFF

The first step in the process is our Rocket Fuel for Careers seminar. This is a workshop in the fundamental life skills required for career success at any level. This training is the foundational base for the rest of the program. Highly Recommended.

### ► FOUNDATIONAL GROWTH

**Audience:** All Associates - 40 person max

**Format:** 2-Hour Virtual or In-person session

- Content:**
- Open mindedness and teach-ability
  - Understanding perspective
  - Emotional intelligence
  - Authentic relationship building
  - Building tenacity for overcoming failure
  - Introduction to servant leadership

**Objectives:**

- Igniting the spark of curiosity
- Inspiring a Growth vs. Fixed Mindset
- Inspiring personal change
- Growth of fundamental skills
- Alignment with your vision

**Included:** Rocket Fuel for Careers Book



## RISK AND CHANGE TRAINING | \$1,850/seminar

In this workshop we increase open mindedness and receptiveness to embrace change as a lifestyle; both personal growth as well as organizational change. For your leaders we provide guidance on how to embrace risk and drive innovative change in your organization.

### ► EMBRACING CHANGE

**Audience:** All Associates - 40 person max

**Format:** One 2-Hour Virtual or In-person session

- Content:**
- Advanced teach-ability and engagement
  - The art of adaptability
  - The neuroscience of change
  - Examples of good and bad change
  - Change in IT
  - Accepting risk and driving change

**Objectives:**

- Embracing change as a way of life
- Inspiring personal change
- Coping with risk and change
- Driving change
- Helping others cope with change
- Alignment: A changing vision

**Included:** Rocket Fuel for Careers Book



## IT EQ SOFT SKILL CERTIFICATION | \$140/person/module

Our advanced soft skill certification program allows you to address the core professional skills that contribute to 85% of career success. These are the skills most neglected by organizations. Training your teams on these skills will give you a competitive edge over your competition.

### ► SOFT SKILL GROWTH

**Audience:** All Associates - 10 person minimum

**Format:** 5 Two-hour Virtual or In-person sessions

- Content:**
- Mod 1: Soft Skills for real results
  - Mod 2: Values and beliefs
  - Mod 3: Character and personality
  - Mod 4: Skills and competencies
  - Mod 5: Behaviors and habits

**Objectives:**

- Increase individual success
- Increase team productivity
- Increase organizational effectiveness
- Promote a positive company culture
- Develop self-managed individuals

**Included:** Rocket Fuel for Careers Book



## DEVELOPING FUTURE LEADERS | \$480/person

RFF

Successful organizations are always building a leadership pipeline. Our program not only helps you screen for leadership aptitude and potential but also inform and educate aspiring leaders to help them self-screen and self-select.

### LEADERSHIP PIPELINE BUILDING

**Audience:** High-potential and Aspiring Leaders

**Format:** One 2-Hour Virtual or In-person - 5 person min.

- Content:**
- Is leadership for me?
  - Traits of a good leader
  - The Essence of Leadership (abbreviated)
  - A day in the life
  - The unknowns

**Optional:** Two-hour Personality/Aptitude Assessment  
\$375/candidate

**Objectives:**

- Identify and screen potential leaders
- Allow self-selection and self-screening
- Eliminate costly selection mistakes
- Build a culture of leadership understanding
- Rewarding high potentials

**Included:** Rocket Fuel for Careers Book



## THE ESSENCE OF IT LEADERSHIP | \$640/person

Leading without fully understanding leadership is like trying to pilot an airplane without understanding aerodynamics; it can be done but it's going to be a bumpy ride. Our essence of leadership training program provides your leaders the insights, skills and tools to be the exceptional, inspirational and highly effective leaders you need in your organization.

### LEADERSHIP EXCELLENCE

**Audience:** All Leaders - 5 person minimum

**Format:** Five 1.5 hour In-person/Virtual workshops

- Content:**
- Essence of leadership (50,000ft)
  - Visionary leadership
  - Operational leadership
  - Relational leadership
  - Herding Cats

**Objectives:**

- Understanding the essence of true leadership
- Growing effectiveness as leaders
- Increasing collaboration between leaders
- Increased productivity
- Reduced turnover

**Included:** Rocket Fuel for Careers Book



## ADVANCED EQ FOR LEADERS | \$340/person

Research shows that 80% of leadership success depends on well-developed emotional intelligence skills. Our emotional intelligence training facilitates deeper self-awareness and self-management skills in addition to providing an improved framework for managing and influencing the individuals in their organizations.

### LEADERSHIP EXCELLENCE

**Audience:** All Leaders - 5 person minimum

**Format:** 2 Two-hour Virtual or In-person workshop

- Content:**
- EQ by the book and in practice
  - Self-awareness and self-management chain
  - The psychology of influence
  - Increasing leadership effectiveness
  - Reading and managing emotions

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**Objectives:**

- Increase emotional intelligence in leaders
- Improve influence without authority
- Reduce drama in the organization
- Increasing leadership effectiveness
- Building Executive pipeline

**Included:** Rocket Fuel for Careers Book



## EXECUTIVE LEADERSHIP COACHING I | \$4,800/person

RFF

Your senior leaders in the organization are the ones who are developing junior leaders. Our executive coaching program ensures that your senior leaders our building strong organizations with strong leaders. This requires individual and custom coaching over a period of time.

### ► EXECUTIVE LEADERSHIP

**Audience:** Senior Leaders & Executives

**Format:** 12-weeks individual custom coaching

- Content:**
- Detailed self and 360 evaluations
  - Executive leadership skills
  - Strategic vision creation
  - Political acumen
  - Inspiring and motivating others

**Objectives:**

- Deep self understanding and development
- Personal vision and strategy
- Mindset and competency gap fill
- Timely tactical guidance and support
- Measured progress

**Included:** Rocket Fuel for Careers Book



## EXECUTIVE LEADERSHIP COACHING II | \$3,800/person

Our second tier executive coaching program builds on the first, delivering advanced executive leadership knowledge, skills and tools for high-performing executives.

### ► EXECUTIVE EXCELLENCE

**Audience:** Senior Leaders & Executives

**Format:** Additional 12 weeks of coaching

- Content:**
- Organizational design
  - Culture change
  - Vision casting
  - Leading leaders
  - Executive influence

**Objectives:**

- Leading large organizations
- Major organizational change
- Indirect leadership skills development
- Influence with integrity
- Building resilient organizations

**Included:** Rocket Fuel for Careers Book

# SOLUTIONS SUMMARY

	OBJECTIVE	TRAINING	FORMAT	PRICING
	EXECUTIVE EXCELLENCE	EXECUTIVE EXCELLENCE II	12 WEEKS OF ONE-ON-ONE COACHING	\$3,800/person
	EXECUTIVE LEADERSHIP	EXECUTIVE EXCELLENCE I	12 WEEKS OF ONE-ON-ONE COACHING	\$4,800/person
	LEADERSHIP EXCELLENCE	ADVANCED EQ FOR LEADERS	2 HOUR VIRTUAL OR IN-PERSON WORKSHOP	\$340/person
	LEADERSHIP EXCELLENCE	THE ESSENCE OF LEADERSHIP	5 X 1.5 HOUR VIRTUAL OR IN-PERSON WORKSHOPS	\$640/person
	LEADERSHIP PIPELINE BUILDING	DEVELOPING FUTURE LEADERS	2 HOUR VIRTUAL OR IN-PERSON WORKSHOP	\$480/person
	SOFT SKILLS GROWTH	IT/EQ SOFT SKILLS TRAINING	5 X 2 HOUR VIRTUAL OR IN-PERSON WORKSHOPS	\$140/person/module
	EMBRACING CHANGE	RISK AND CHANGE TRAINING	2 HOUR VIRTUAL OR IN-PERSON WORKSHOP	\$1,850/seminar
	FOUNDATIONAL GROWTH	ROCKET FUEL FOR CAREERS	2 HOUR VIRTUAL OR IN-PERSON WORKSHOP	\$1,650/seminar
	ENHANCED SCREENING	RFF SOFT SKILLS SCREENING TOOLS	NSight PERSONALITY AND APTITUDE PROFILING	\$250/PER. \$1000/subscript.

Completion of sequential programs could be required based on the expected results. We recommend all our clients complete the Rocket Fuel for Careers introductory workshop. This ensures everyone is involved and bought into the process. Talk to us about structuring your custom program to meet your team and personal needs.



"I am where I am today because of what Heinrich taught me"

*Katherine B. Director*



"He helped me with org. dynamics and increasing my role clarity"

*Stephanie S. Agile Coach*



"My confidence and growth has accelerated because of my training"

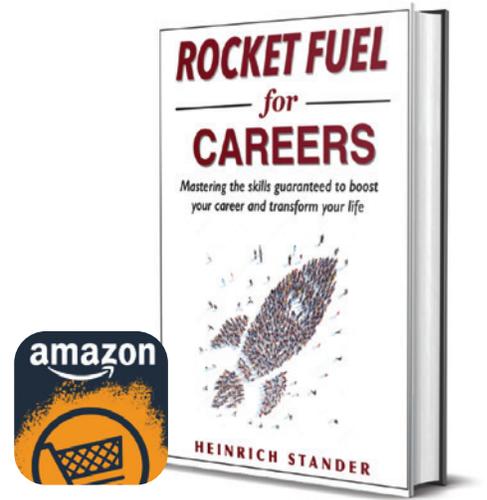
*Kevin B. Senior Manager*

I wrote this book as a way to capture what I've learned from over 30+ years experience in multiple countries, cultures and corporations. The same things makes people succeed or fail in life and career, whether you're at a small mom-and-pop-shop or a multi-billion dollar Fortune 20 company. Rocket Fuel for Careers is the quickest way for your team to learn the life skills they need for career excellence.

## WHAT'S IN THE BOOK?

- Understanding others and reading their subtext.
- Growing your network without selling your soul.
- Achieving success even when you fail.
- Overcoming setbacks like the ultra successful.
- How to accomplish more with less time.
- The "Rocket Fuel" formula that pulls it all together.

[rocketfueledfutures.com/rf4cthebook](http://rocketfueledfutures.com/rf4cthebook)



## LET'S MOVE FORWARD TOGETHER

We understand that personal growth and development often falls victim to delivery and operations. The 'Important' falling victim to the 'Urgent'. Let us help you solve both problems at the same time; developing and maximizing your team's potential and delivering on your organizations goals without missing a beat.

## STAY IN TOUCH

This is our first conversation, we wouldn't expect you to jump right in. We want to learn more about your business and your team. We want to earn the trust required to achieve your organizational goals. After this initial meeting, we would like to schedule an one-hour complimentary consult to collect enough information to make a solid recommendation.

Email: [Leaders@rocketfueledfutures.com](mailto:Leaders@rocketfueledfutures.com)

Give us a call: 513-909-1001



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