

Advancing Staff Development

NATCO's mission to empower every individual in the donation and transplant community to reach his or her highest potential, is closely aligned with FranklinCovey's mission to enable greatness in people and organizations everywhere. This is the reason NATCO has partnered with FranklinCovey to bring world-class training solutions to your organization.



NATCO is pleased to provide a selection of career development offerings designed to improve the competencies of professionals in the donation and transplant community. These courses are designed to enhance the skillsets of early career professionals and emerging leaders within your organization.

Whether you decide to enroll your employees in one or two offerings, in order to target specific competencies, or whether your goal is to develop a sustainable leadership progression for your organization, you now have practical, affordable options to give your team members the tools they need to succeed.

Choose from 5 On-Demand Course offerings that combine interactive video presentations, supplemental published articles, and action activities designed to develop new skillsets, change mindsets, and provide toolkits for your employees.

Staff Development Modules Include:

1. Leading Effective Meetings
2. Effective Written Communication
3. Understanding Others with Empathy
4. Building Your Personal Effectiveness
5. Increase Your Multiplier Moments

Each module is offered as a separate course. All 5 Courses may be bundled for a more complete career development program. Choose the option that works best for your organization.

Bundled Pricing: \$1695 members/ \$2250 non-members

Individual Pricing: See Course descriptions.

1. Lead More Effective Meetings

Ineffective meetings can swallow up time, energy, and money. The trouble is that meetings are a key component of day-to-day business. To propel your team forward, meetings need to be prepared effectively, proceed productively, and end with a clear plan of action. These learning experiences will help you improve your meeting effectiveness so you can stop wasting time and get results. Total time commitment: up to 3 hours. Course Fee: \$195 member/\$295 non-member

- Frontload and prepare for meetings.
- Select appropriate meeting methods to accomplish objectives.
- Focus meeting on outcomes rather than topics.
- Follow-through on meeting action-items and hold your team accountable.

Agenda:

- Leading Effective Meetings
 - Meetings shouldn't be a default mode of communication. When planned for and used well, meetings focus people's creative attention on specific, actionable outcomes.
 - 30 minutes
- Shift How you Lead Meetings
 - Preparing for meetings
 - Keep your meetings Focused and On Track
 - Make your meetings more inclusive
 - Hold Team Members Accountable in Meetings
 - Follow-up Effectively
 - 90 minutes
- Take Your Learning Further
 - How to run 1-on-1's
 - Self-assessment: How well do you run 1-on-1's
 - Tips for making virtual meetings less exhausting
 - Integrating remote workers
 - Do a meeting Audit
 - Too many meetings
 - Scheduling tactics
 - 60 minutes

2. Effective Written Communication

Many people spend up to three hours of a workday attempting to express themselves in writing. Unfortunately, this time is wasted when their messages are misinterpreted or even ignored. Poorly crafted emails or other documents can cause misunderstanding, hamper collaboration, create errors, and threaten your professional credibility. Improving the power of your written communication will increase productivity, resolve issues, reduce errors, and establish credibility. Total time commitment: up to 2.5 hours.
Course Fee: \$145 member/\$245 non-member

- Define the purpose of your written communication.
- Identify what you want the reader to know, do, and feel with the information you write.
- Format your message to be clear, concise, and error-free to help your reader understand it easily.
- Be aware of what you are sending out and how you are presenting yourself.

Agenda:

- Writing for Results
 - Writing is a vital skill for leaders and individual contributors alike, but its impact is sometimes overlooked. This course discusses how writing impacts your personal credibility and your ability to get things done.
 - 30 minutes
- Improve Your Written Communication at Work
 - Business Writing Basics
 - Improve your Email Communication
 - Overcoming Obstacles in Business Writing
 - 90 minutes
- Take Your Learning Further
 - Writing emails: Targeting your audience
 - Writing reports
 - Writing proposals
 - 30 minutes

3. Understanding Others with Empathy

Empathy is the ability to share and understand the emotions of others. It is important because it helps us understand how others are feeling so we can respond appropriately to the situation. Remember, there is always more going on that meets the eye. Total time commitment up to 3.25 hours. Course Fee: \$195 member/\$295 non-member

- Learn to understand another's situation or feelings.
- Use curiosity and empathy to hear and value diverse perspectives.
- Practice the skill of communicating empathically to build more effective relationships.

Agenda:

- The Hidden Story
 - How would you treat people differently if you could see their thoughts and understand their hidden stories?
 - 15 minutes
- Unconscious Bias: Cultivate Connections
 - Only when we cultivate meaningful connections can we see past bias and value the people around us. Creating connections requires a balance of curiosity and empathy.
 - 30 minutes
- Cultivating Meaningful Connections
 - Action Activity: Ask a colleague
 - 9 ways to embrace diversity
 - Action Activity: Making Assumptions
 - 30 minutes
- Take Your Learning Further
 - Building Relationships
 - Manage your Network
 - Think Win-Win
 - Get Better: Think We, Not Me
 - 60 minutes
- Seek First to Understand, Then to Be Understood
 - Communication is the most important skills in life. You spend years learning how to read and write, and years learning how to speak. But what about listening? What training have you had that enables you to listen, so you really, deeply understand another person?
 - 30 minutes
- Improving Your Listening Skills
 - Action Activity: Listen to Others
 - 9 tips to Listen Well
 - Listen Like a Leader
 - 30 minutes

4. Building Your Personal Effectiveness

How well do you manage yourself? And how well do you work with others? Personal effectiveness combines the self-discipline and skill to lead yourself, with the ability to influence, engage, and collaborate with others. And, you can only sustain that effectiveness if you focus attention on taking care of your wellbeing as you go. These learning experiences will help you build this critical skillset. Total time commitment: up to 20.5 hours. Course Fee: \$995 member/ \$1195 non-member

- Understand how character and consistently living specific habits yields personal effectiveness.
- Take responsibility for your choices, regardless of circumstance.
- Give your efforts direction by articulating your vision for your life.
- Realize your life vision by consistently acting on what's most important.
- Commit to seek mutual benefit, rather than competition, in your interactions with others.
- Practice the skill of communicating empathically to build more effective relationships.
- Seek to create results greater than the sum of the parts through creative collaboration with others.
- Engage in daily self-renewal to maintain and increase personal effectiveness.

Course Agenda:

- Paradigms and Principles of Effectiveness
 - This program draws from The 7 Habits of Highly Effective People. It is not about efficiency or success (although effective people do tend to enjoy success). It's about effectiveness - the ability to repeatedly get desired results in a sustainable manner.
 - 30 minutes
- Resources for Effectiveness (additional readings and videos)
 - Get Better: Behave your way to credibility
 - The Art of Transformation
 - Self - Trust
 - Inspire a Culture of Trust
 - 60 – 75 minutes
- Be Proactive
 - Everything in the world around you can push you to react. But, there's a moment of great power between experiencing something and responding, a moment in which you can choose how to proactively respond. As you do, you take responsibility for your behavior, results, and growth by working on things you can do something about.
 - 30 minutes

- Resources for Being Proactive (articles)
 - Analyze for reactive vs proactive work
 - Get what you need from your manager
 - Take more initiative
 - Establishing more credibility with your manager
 - 30 minutes
- Take Your Learning Further: Being Proactive at Work (articles and videos)
 - Get Better: Carry Your Own Weather
 - Develop Go-To Phrases
 - Difficult Behaviors: 3 Common Causes and How to Respond
 - 5 Choices: Act on the Important
 - 4 Disciplines of Execution: Whirlwinds
 - Land One at a Time
 - Unsure about Top Priorities
 - 60- 90 minutes
- Begin with the End in Mind
 - Are you right now who you want to be, what you dreamed you'd be, doing what you always wanted to do? Be honest. Sometimes people find themselves achieving victories that are empty successes that have come at the expense of things that were far more valuable to them. If your ladder is not leaning against the right wall, every step you take gets you to the wrong place faster.
 - 30 minutes
- Beginning with the End in Mind on the Job (tools, articles)
 - Whether you focus on your personal reputation, setting vision for your team, or clarifying expectations around responsibilities, beginning with the end in mind will help you and your team succeed.
 - 30 minutes
- Understand How Character Impacts Effectiveness
 - Save Yourself from what's not wanted
 - Create a Shared Team Vision and Strategy
 - The Need for a Strategic Narrative
 - Extraordinary Roles
 - 60 minutes
- Put First Things First
 - To live a more balanced existence, you have to recognize not doing everything that comes along is okay. There's no need to overextend yourself and it's all right to say no in order to focus on your highest priorities.
 - 30 minutes

- Putting First Things First on the Job
 - How to manage your time
 - Emails take up too much time
 - Set your three top priorities
 - Big Rocks
 - 30 minutes
- Getting Clear on Your Priorities
 - Schedule the Big Rocks
 - Plan your day Backwards
 - Spend 15 minutes a day reflecting
 - Avoid the Pinball Syndrome
 - Replace Time-Wasting Behaviors
 - 60 minutes
- Think Win-Win (2.1)
 - Think Win-Win isn't about being nice, nor is it a quick-fix technique. It is a character-based code for human interaction and collaboration. Most of us learn to base our self-worth on comparisons and competition. We think about succeeding in terms of someone else failing that is, if I win, you lose; or if you win, I lose. Yet, Habit 4 looks for a way to find wins for everyone.
 - 30 minutes
- Taking a Win-Win Approach at Work
 - 9 ways to Build Stronger Relationships
 - The Difference between being nice and being a pushover
 - Unhealthy responses to conflict
 - Making a good start with your team
 - 30 minutes
- Take your Learning Further: Build strong relationships
 - Take Stock of Your Emotional Bank Accounts
 - Think We, Not Me
 - Examine Your Real Motives
 - Relationship Trust
 - Cultivate Connections
 - Create Space for Others
 - 120 minutes
- Seek First to Understand, Then to Be Understood
 - Communication is the most important skill in life. You spend years learning how to read and write, and years learning how to speak. But what about listening? What training have you had that enables you to listen so you really, deeply understand another human being? Probably none, right?
 - 30 minutes

- **Creating Understanding on the Job**
 - Navigate emotionally charged conversations
 - Listen Well and build empathy with co-workers
 - My emails are misunderstood
 - Facilitate better team communication
 - How to receive feedback
 - 30 minutes
- **Focus further on improving communication and understanding**
 - Improving tone and style
 - Talk less, listen more
 - Make it Safe to Tell the Truth
 - Create a Culture of Feedback
 - Practice using open body language
 - 60 minutes
- **Synergize**
 - Synergize is the habit of creative cooperation. It is teamwork, open-mindedness, and the adventure of finding new solutions to old problems. But it doesn't just happen on its own. It's a process, and through that process, people bring all their personal experience and expertise to the table. Together, they can produce far better results that they could individually.
 - 30 minutes
- **Creating Conditions for Synergy on the Job**
 - Talented, but Difficult direct reports
 - Team collaboration to solve problems
 - Cross-team collaboration
 - Generating ideas
 - 60 minutes
- **Focus Further on Creating Synergy**
 - 4 strategies for getting creative
 - The Multiplier Effect
 - Create Space for Others
 - Improving Remote Team Collaboration
 - 60 – 75 minutes
- **Sharpen the Saw**
 - Sharpen the Saw means preserving and enhancing the greatest asset you have. It means having a balanced program for self-renewal in the four areas of your life: physical, social/emotional, mental, and spiritual.
 - 30 minutes

- Maintaining Wellbeing on the Job
 - Manage your energy to do your job well
 - Manage your emotions
 - Are you headed for Burnout?
 - Routine
 - 60 minutes
- Focus Further on Building your Wellbeing
 - When you experience Bias at work
 - Fuel your Fire, Don't Burn Out
 - Brain-care Basics
 - Manage your time and energy
 - Building skills for career development
 - Navigating Office Politics
 - Unconscious Bias: Choose Courage
 - 180 minutes

5. Increase Your Multiplier Moments

There's far more intelligence and energy inside organizations than we realize. When leaders become Multipliers, they unlock these capabilities. Become a Multiplier who sees and uses the untapped capabilities of your team members. Rekindle your team's energy and enthusiasm as you engage them in achieving stronger results. When you lead as a Multiplier, your team's innovative, bold thinking will help you all break through to new levels of performance. Total time commitment up to 9.25 hours. Course Fees: \$495 member/ \$695 non-member.

- Identify Multipliers, Diminishers, and Accidental Diminisher tendencies.
- Practice maximizing your team's contributions by asking the right questions.
- Understand how to utilize someone's genius at its highest point of contribution.
- Establish an environment with the right balance of safety and high standards that frees people up to do their best work.
- Develop the ability to stretch others to grow their intelligence and capability.

Agenda:

- The Multiplier Effect
 - The best leaders ignite the brilliance of everyone. You can learn how to change your behavior and create a Multiplier Effect that will amplify the intelligence and capabilities of your team members.
 - 30 minutes
- Identify Multiplier and Diminisher Behaviors
 - Action Activity: Identify based on experience
 - What are your Accidental Diminisher warning signs?
 - 9 ways you may be Diminishing Others
 - 30 minutes
- Avoid Overplaying Your Strengths
 - Get Your Volume Right
 - Which Strengths are you Overusing?
 - 10 minutes
- Ask Better Questions
 - Multipliers use questions to access the intelligence of the people they lead.
 - Work towards focusing the intelligence of teams on the right problems.
 - Practice maximizing your team's contributions by asking the right questions.
 - 30 minutes

- Ask Better Question on the Job
 - Action Activity: Plan a meeting
 - 40 Back-pocket questions
 - Listening tips to draw out the best thinking in others
 - 20 minutes
- Take Your Learning Further
 - Conversations with Direct Reports
 - Meeting Follow-ups
 - 5 Coaching Questions
 - Talk Less, Listen More
 - Listen like a Leader
 - Listen First Tool
 - Autobiographical Responses and Empathic Listening
 - 40 minutes
- Look for Genius
 - Everyone has something they do naturally well. Multipliers learn to recognize individual strengths and use their insights to benefit the whole team.
 - Discover how to recognize someone's genius.
 - Help others see their unique, personal genius.
 - Understand how to utilize someone's genius at its highest point of contribution.
 - 30 minutes
- Look for Genius on Your Team
 - Action Activity: Notice and Recognize
 - Team Exercise
 - Unlocking team potential
 - 45 minutes
- Take Your Learning Further: Focus on Your Team
 - Connecting to motivators
 - Unleash Your Team's Potential through Coaching
 - Unconscious Bias: Cultivate Connection
 - Paradigms
 - Build empathy with co-workers
 - 75 minutes
- Create Space for Others
 - Multipliers create space for others by supplying a safe environment in which they can do their best work and learn from mistakes.
 - Create an intense environment in which thinking and work flourish.
 - Establish an environment with the right balance of safety and high standards that frees people up to do their best work.
 - 30 minutes

- Create Space for Your Team
 - Action Activity: team perspectives
 - Speak Up, Take Risks, Excel
 - Help your team without taking over
 - Manager Stories
 - 30 minutes
- Take Your Learning Further: Focus on Team Contributions
 - How to facilitate group discussions
 - Sharing Failures and how to learn from them
 - Manager Stories
 - 5 ways to boost your emotional intelligence
 - 30 minutes
- Offer Bigger Challenges
 - Multipliers invite people to stretch beyond what they currently know how to do. They frame challenges as questions that compel people to engage their full intelligence and capability.
 - Articulate challenges that are well-calibrated to generate results and promote individual growth.
 - Develop the ability to stretch others to grow their intelligence and capability.
 - 30 minutes
- Offer Bigger Challenges to Your Team
 - Action Activity: What's our greatest area of Opportunity?
 - Engage with Compelling Stretch Challenges
 - Types of Challenges that get teams excited
 - 20 minutes
- Take Your Learning Further: Helping Your Team Contribute
 - Boost your team's commitment to goals
 - How to lead your team in pursuit of a goal
 - Create a shared Team Vision and Strategy
 - 5 Reasons you need a team vision
 - 40 minutes
- Multipliers in Action
 - Increasing Multiplier Moments allows us to manage our Accidental Diminisher tendencies and be an Intentional Multiplier, even beyond direct reports.
 - Understand how to become an Intentional Multiplier and plan your first steps to take.
 - 30 minutes

- Deal with Diminishers
 - Multipliers have great influence on their team, but they can also influence the people they don't manage. Use these resources to increase your multiplier moments when working with everyone around you.
 - Action Activity
 - 6 Tactics for dealing with a Diminisher Leader
 - Address Diminishing Behavior Productively
 - 30 minutes