



The Cowboy Solution

Leadership-Team Development 101

Training is important. According to a 2000 study sponsored by ASTD, firms that invest \$1,500 per employee in training compared with those that spend \$125 experience an average of 24 percent higher gross profit margins and 218 percent higher revenue per employee.

However, as dollars get tight the first place any corporation looks to cut is training. Maybe, the real answer is not in cutting the training but making the training more effective. And the way to get the most out of training dollars is through experiential learning. It is the most powerful form of learning and is based on the premise that people learn more effectively by “doing” than by listening to a lecture or reading a book. Effective learning is all about retention.

In his book Choice Theory, Dr. William Glasser discovered the following about training methods and their effectiveness.

- Lecture - 5%
- Reading - 10%
- Audio Visual - 20%
- Demonstration - 30%
- Discussion Group - 50%
- Practice by Doing - 75%
- Teaching Others - 90%

Join The Cowboy Solution for a day of experiential hands on training that will help you develop your team and leaders. We use horses in an experiential environment to bring basic leadership principles to life and then participants get to use that knowledge to build strong partnerships to achieve success. As we tell people this isn't your typical “team-building” event.



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Training Goal

The goal of the training is to introduce participants to the back-to-basic principles necessary to build strong team partnerships and the individual's role and responsibility in the process. Participants will work with horses in an experiential environment in each session to apply learned principles to real world situations and experience success.

Overview

Morning Session: After coffee and conversation, participants work through a series of interactive exercises to experience the basic principles of successful leadership and powerful partnerships. All of the morning sessions focus on personal change and responsibilities. At the end of each session participants relate the learnings to real-world applications and discover ways to implement what has been learned.

Morning sessions include...

- Personal Responsibility
- Who am I, Who are you
- The Role of Trust
- Using the Tools That Build Trust

Afternoon Session: After lunch, participants experience using the principles from the morning session in real-world applications with an emphasis on building and using strong teams to achieve success. Application and defined action are stressed.

Afternoon sessions include...

- Team Actions That Earn Trust
- Specific Processes and Procedures
- Application and Actions
- Commitment
 - Team
 - Personal

Evening Session (Optional): After the day of training participants are able to relax around the ranch and reflect on the day. After a social hour, dinner prepared by our executive chef or our award winning chuck-wagon chef and served under the stars.

The Sprit of the Campfire – Reflections of the Day: As an end to the program participants are able to sit around the campfire and reflect on all the events and “learnings” of the day. This session is one of the most powerful and provides a great atmosphere for genuine team and personal commitments.