



DYSON LEADERSHIP INSTITUTE NEWS

Summary news on **People, Progress, Plans** to offer example and encouragement.

For clients, sponsors, advocates, students, members – and others who may value our life work.

February 2009

Page 1: news summary; Page 2: seminar design on Attitude, Ability, Trust, and Professional Preparation

- ◆ **Northwest Farm Credit – Linda Hendricksen, VP for Marketing:** sponsoring a three-day conference in Spokane for HR directors of their clients. David will speak and conduct an interactive seminar and workshop following dinner on the first evening, March 3, *Earn Your Next Level of Attitude, Ability, Empowerment, and Professionalism*. You may see a summary of the program below to consider a similar strategy for your clients or colleagues. Each participant will receive a copy of Professionalism Under Stress. **Bill Sweigert, Vice President of Human Resources and Training for Associated Industries**, will conduct part of the conference. Northwest Farm Credit, the Northwest's leading agricultural lender and crop insurance provider, serves by providing nearly \$10 billion in credit and related services to those who make their home and livelihood in rural America. www.Farm-Credit.com
- ◆ **Life Leaders – Col . Stretch Dunn (retired)** will present the evening Personal Leadership Association seminar on March 5 in Birmingham: *Do You Want to Make the Leap from Success to Significance?* If not receiving the monthly news with seminar invitations you may receive it via email at no charge; write to LifeLeaders@DysonInstitute.org. For basic information, visit www.LifeLeaders.us; for more, call David at 205-969-3976 or write to David@DysonInstitute.org.

Updates

- ◆ **Professionalism Under Stress** (valuable gift for serious students and professionals....7 best practices for being a true professional in military and civilian life in normal and high stress environments); \$15 or \$10 for clients and members of Life Leaders. www.ProfessionalismUnderStress.com
- ◆ **Patriotism In Action** (great gift for students, teachers, patriots...short history of Veterans Day, patriotic guide, professionalism examples, pictorial attendance at a full military honors funeral at Arlington National Cemetery conducted by The Old Guard, Call to Action for Patriots....100+ photos); \$11.11 or \$10 for clients and members of Life Leaders. www.PatriotismInAction.us.
- ◆ **Web site:** Kyle Crider posted newsletters; Tyler Gilbert, **Steel City Designs**, is reviewing our web to recommend improvements. www.steelcitygraphicdesign.com
- ◆ **Computer Consulting – Todd Hower, Forte'**, advised on a new laptop, software, and applications. **Glenn Phillips, founder and president of Forte'**: gphillips@forteonline.com; www.forteonline.com. Thanks to **Josh Skog** for his help transferring data and pc set up.

Are your planning a course, conference, training, or other continuing education?

Do you want high value professional development hours and results?

To receive a menu of services for your consideration: 205-969-3976.

Earn Your Next Level

of Attitude, Ability, Empowerment, and Professionalism
with Dr. David Dyson



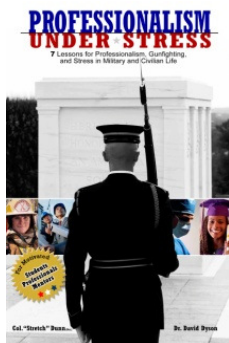
Following an enjoyable social and supper, we add a compact program focused on YOU – your personal and professional development – with proven best practices and tools you can use at our conference and upon returning to work.

4-Part Format

1. **Speech/Talk:** Preview results; Story: seeds of a calling; Life Leadership, Professionalism...
2. **Seminar (Interactive):** Professionalism Best Practices, Attitude, Ability, Empowerment...
3. **Workshop:** Assess current and desired levels of preparation, list needs to achieve desired level...
4. **Discussion:** Applications and actions for developing at the conference, at work....

7 Benefits

1. **Receive a book,** Professionalism Under Stress (signed by the authors).



[After the "911" attacks on America, Col. Stretch Dunn (Retired) and I organized some of the best we have learned from college-corporate-combat education and experience because both civilian and military sectors have much to gain from each other and because each American should become and serve closer to our best-selves, especially in challenging times. We believe you can benefit from outlining a strategy for professionalism, leadership, and stress in normal and intense situations.

I hope you will read soon at least the table of contents and executive summary, plus professionalism lessons 1, 2, 6, and 7 to support our learning and development together. The book will help you create your answer for how to do your best as a true professional – and coach others to do the same.

*A photo of a soldier in "The Old Guard," who have protected The Tomb of the Unknowns 24/7 since 1930, was chosen for the cover because they are true professionals, who do the right things well even when no one is watching.
–David]*

2. **Identify privately current and desired levels** of attitude, ability, and professional preparation.
3. **Identify action** to earn trust in self and from others to achieve the next level.
4. **Receive a plan template** to organize your ideas for professional development and performance.
5. **Receive a portfolio sheet** to help you take away your strategy and notes to pass on to others.
6. **Discuss actions of benefit to you.**
7. **Get bonus handouts** to take away....

Dr. Dyson (David) has pursued a professional calling since college to learn and help others learn common denominators of living and serving as our best-selves – personally, professionally, in all seven areas of life. And, he seeks to help us align with our organizations and families. To learn more about this program, other options, or him, you may request summaries of his mission, vision, and preparation as well as a menu of tools and training that could add value for you.