

The Tool Kit

Santa's Leadership Secrets™ Training Tool Kit is a collection of high-impact educational resources and support products. It's designed to help you conduct effective employee and leadership development training based on the concepts found in the best-selling book:

The Leadership Secrets of SANTA CLAUS™

Whether you're looking to build a new program or merely enhance your current training initiatives – no matter if your target audience size is five or five hundred (or more) – this kit is for you! The wide variety of material provided makes it easy to design, assemble, and deliver training that is tailored to your specific needs.

This GUIDE

Within the pages of this User's Guide, you'll find detailed descriptions of all of the resources included in the tool kit – along with suggested uses for each component. And, we've even provided a few discussion questions to help get your design process started.

Refer to the User's Guide as you review and become familiar with the tool kit resources. Then, begin designing and assembling the training and development "deliverables" that will make a positive difference for everyone in your organization.

As Santa said:

***Follow these "secrets," and big things are near.
Effective leadership to all ... and to all a good year!***

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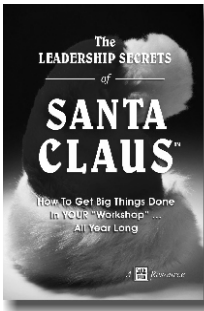
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The Leadership Secrets of SANTA CLAUS™ Hardcover Book

This is the book that started it all! Through this clever and compelling work, Santa shares his eight “secrets” for getting big things done all year long. The lessons found within these pages provide the perfect foundation upon which to build your year-round leadership development initiatives.

Potential Applications:

- Using other resources provided in the tool kit, build a complete training program around the leadership “secrets” identified in the book. Distribute copies to all attendees prior to the session as pre-reading. Use the work as *the* “core textbook” for your leadership development programs.
- Add a “Santa’s Secrets” module to your current leadership training programs. Give everyone a copy of the book as pre-reading. During the session, discuss the material and participant reactions. You’ll find several discussion questions on the next page to get you started.
- Take a self-paced approach to training by giving your leaders a copy of the book along with The Leadership Secrets of SANTA CLAUS™ **Workbook** (see page 8). Encourage leaders to read the entire book first – and then go through it a second time as they complete the workbook sections.

The Leadership Secrets of SANTA CLAUS™
\$21.95 each. Volume discounts available.
Call **1.888.822.9255** or visit **www.santassecrets.com**

The Leadership Secrets of SANTA CLAUS™
DISCUSSION QUESTIONS

- If you had to condense this book down to one overall message, what would that message be? How important is that message to our organization?

- What's your definition of "leadership"? What's involved? Who benefits when it's done effectively?

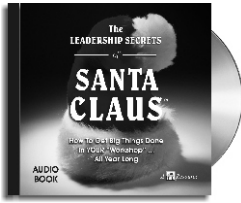
- What information from the book stuck with you? What got your attention? What could you relate to?

- How does the information in the book link with, and support, our organizational mission? Our values? Current programs and activities?

- What will you commit to doing differently/better as a result of reading this book?

- Which "Santa's secrets" do you feel you're good at? What can you do to help others achieve success in these same areas?

- What are some things we all can do to get the most benefit from what this book has to offer?



The Leadership Secrets of SANTA CLAUS™ Audio CD

The 2-disc audio version of the book that started it all – narrated by Santa Claus, himself! Listen along as Santa guides you through his eight leadership “secrets” as only he can do.

Potential Applications:

- Offer the “book on CD” to participants as an alternative to the hardcover book – or consider providing them *both*.
- Add impact to your training by playing portions of the CD (during the sessions) that correspond to specific material you’re covering. Play the CD as people enter the room – and during breaks – for “atmosphere.” Pretend you have Santa on the phone to explain concepts presented in the book. Get creative ... the possibilities are endless!
- When your training ends, give each participant an Audio CD. Tell everyone to listen to it, periodically, as a reminder of the important concepts and behaviors they need to apply as leaders.

The Leadership Secrets of SANTA CLAUS™ Audio CD
\$19.95 each.

Call **1.888.822.9255** or visit **www.santassecrets.com**



Santa's Leadership Secrets™ **Animated Video** (DVD and VHS formats)

Think Santa's job is easy? Think again! From motivation and communication issues, to reindeer recruitment and red wagon production problems, Santa's got a REALLY tough job.

Discover how Santa meets these never-ending leadership challenges by taking this magical, 12-minute journey to the North Pole. Learn how he – and his team of elves and reindeer – get big things done in their workshop ... all year long!

Potential Applications:

- Use it as a program opener to set the tone. Start your program by dimming the lights and showing the video. Then, turn the lights on, welcome participants, and suggest that what they saw is a preview of the subject matter you'll be covering in the program.

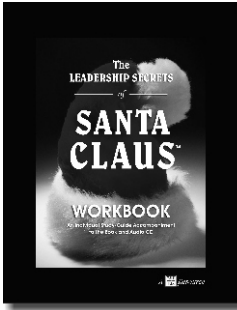
Note: The video can also be used as a powerful "session starter" for leadership conferences and staff meetings.

- Show it during your sessions to reinforce key training concepts and give participants an audio-visual break from regular classroom activities. Prior to viewing, develop a set of discussion questions to identify the key learning and linkages with material covered. You'll find a few questions on the next page to get you started.
- Use it as a program closer to summarize important concepts covered during training and send participants on their way with a memorable and motivational message.

Santa's Leadership Secrets™ (Video)

DISCUSSION QUESTIONS

- In the video, Santa tells us that leadership is about “walking the talk.” What’s your reaction to that? What does the phrase “walking the talk” mean to you?
- Santa also tells us that leaders must “do the right thing.” What does that entail? What specific behaviors would you expect to see from leaders who “do the right thing” in our organization? How common are those behaviors?
- What was the *red wagon* story about? How relevant is it for our organization? What was the key learning for you?
- According to Santa, what are the keys to building “a wonderful workshop”? How applicable are those concepts to our workplace? To what degree do we practice them now? What can we do to make *our* workshop even better?
- What does Santa mean when he tells us to “share the milk and cookies”? How important is it? How do you suppose employees would rate us on that? What are some things we all can do to improve our performance in that arena?
- The video ends with the words “everyone wants to believe.” What is Santa referring to? Do you agree? What’s the connection to leadership? What’s the significance of those words for YOU?



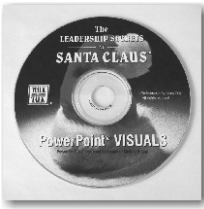
The Leadership Secrets of SANTA CLAUS™ Workbook

Help leaders at all levels understand and apply the philosophies and techniques presented in *The Leadership Secrets of SANTA CLAUS™*. Loaded with interactive exercises, self-assessments, and action-planning guides, this 28-page workbook is the ideal companion piece to the “Leadership Secrets” book. More importantly, it’s the perfect core resource around which to build your leadership development training.

Potential Applications:

- Use the workbook as the primary participant handout and learning guide for your leadership development training. Adjust the individual exercises for table-group application. Support the lessons and key learning by assembling a tailored slide presentation from the large stock library provided in the **PowerPoint Visuals CD** (see page 9).
- Divide the workbook contents into training modules – covering 1-2 “secrets” per module. Conduct the training in a series of shorter sessions, or as agenda items for regularly scheduled staff meetings. Begin each session with a quick review of what was covered in the previous module.
- Take a self-paced approach to training by giving your leaders a copy of the workbook along with *The Leadership Secrets of SANTA CLAUS™ Book* (see page 3). Encourage leaders to read the entire book first – and then go through it a second time as they complete the workbook sections.

The Leadership Secrets of SANTA CLAUS™ Workbook
Available in packs of 12 for \$99.95 per pack.
Call **1.888.822.9255** or visit **www.santasecrets.com**



The Leadership Secrets of SANTA CLAUS™ PowerPoint® Visuals CD

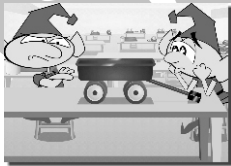
Enhance your training programs, meetings, and other events with these full-color PowerPoint® Visuals. Build tailored presentations to accompany your session content by selecting and combining slides from the three categories shown below. And, add your own custom visuals to ensure maximum relevance and applicability for your audience.

By purchasing the complete tool kit, you have permission to reproduce and combine these visuals for exclusive use within your organization.

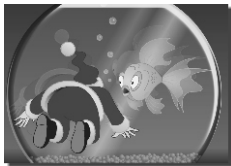
In this jam-packed CD, you'll find:



Forty-three “Leadership Secrets” training slides that directly link with, and support, the content provided in **The Leadership Secrets of SANTA CLAUS™ Book** (see page 3) and **Workbook** (see page 8). Use these as you teach and discuss each of the eight key leadership strategies (“secrets”).



Over one-hundred still frames from the Santa's Leadership Secrets™ **Video** (see page 6). Use these animations to add variety and impact to your presentations and training exercises, to reinforce the messages of the video, or to merely provide a colorful and relevant “atmosphere” to your meeting room during breaks and group-type activities.



Thirty-seven additional animation-style cells – including some of “Santa's Clauses” (quotes from the back of the hardcover book) – to support your training activities and provide you with even more creative options for designing and assembling your unique leadership development initiatives.

“Santa’s Goodies” Gifts/Tangible Reinforcers

Santa’s sack is filled with “goodies” to enhance your training activities. And your tool kit includes a sample of each! Stock up on these Santa-themed tangibles and use them as:

- Instructional props and training exercise components.
- Rewards for training activity participation and achievement.
- “Graduation gifts” for program completion.
- Post-training reminders and learning reinforcers.
- *and much more!*

Be creative as you identify additional uses for these clever support products. They’ll help make your activities special ... and truly memorable!



The Leadership Secrets of SANTA CLAUS **Mem-Cards™**
Twenty-eight pocket-sized cards containing all the best ideas from the “Leadership Secrets” book – in a handy bifold wallet. Give each participant a set as a powerful reminder of your key training lessons.

Sold in packs of 12 for \$89.95 per pack



Santa Note Cards

As Santa says, “Share the milk and cookies!” Encourage leaders to send a compliment, an encouragement, or just a simple *Thank You* with these fold-open cards and accompanying envelopes.

Sold in packs of 12 for \$17.95 per pack



Santa Pens

Reinforce the Santa theme and leadership messages by giving each participant one of these pens to use during training exercises and activities – and to keep as a fun and effective memory-jogger back on the job.

Sold in packs of 12 for \$16.95 per pack



Santa Coffee Mugs

Perfect for coffee, tea, or even milk ... with cookies! And, they're excellent desktop containers for pencils and pens. Use them to add a special touch to your training events. They make wonderful gifts for everyone in your workshop!

Sold in packs of 12 for \$99.95 per pack



Santa Mouse Pads

Reinforce Santa's eight leadership "secrets" 365 days a year! These are perfect tools to remind everyone that "getting big things done all year long" isn't about magic ... it's about LEADERSHIP!

Sold in packs of 12 for \$69.95 per pack



Santa De-Stress Balls

Start your sessions with a fun icebreaker, use them as exercise props, or just reward participants with these squeezable Santas. Each time they're squeezed, your training will be remembered.

Sold in packs of 12 for \$39.95 per pack



"BELIEVE" Lapel Pins (and Bookmarks)

Use these to recognize participants during sessions – and as reminders of the overall messages of the Santa book and video. Encourage attendees to wear them as a sign that they've completed training ... and that *they* believe!

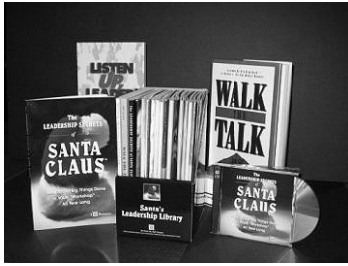
Sold in packs of 12 for \$39.95 per pack



Santa Hats

Reinforce the Santa theme by using these in learning exercises and skits. And consider placing one on the head of each participant at "graduation." These plush red hats make excellent bookshelf reminders of your training.

Sold in packs of 12 for \$99.95 per pack



Santa's Leadership Library Book Collection (packaged separately)

This collection of 16 books picks up where Santa left off – providing in-depth concepts and strategies that support the material presented in *The Leadership Secrets of SANTA CLAUS™*.

The library includes such popular titles as: *Ethics4Everyone*; *180 Ways To Walk The Recognition Talk*; *The Manager's Coaching Handbook*; *Listen Up, Leader!*; *Walk Awhile In MY Shoes*; *Nuts'nBolts Leadership*; *The Manager's Communication Handbook*; and much more!

Potential Applications:

- Use the various titles for content research as you design and assemble your leadership development training. Add applicable concepts and strategies from the books to your Santa sessions ... and to other programs you may conduct.
- Purchase several sets and make the individual handbooks available to leaders who want (or need) additional guidance in bringing Santa's important leadership "secrets" to life.
- Use the libraries as gifts to acknowledge outstanding trainee participation during your sessions, or to recognize role-model leadership performance back on the job.
- Give a Santa's Leadership Library to each member of your leadership team – especially newly hired and promoted leaders.

Santa's Leadership Library
\$179.95 each.

Call **1.888.822.9255** or visit **www.santassecrets.com**