



**Empower your people
with results-driven training.**

Effective.

Relevant.

Interactive.



FEEL THE FEAR TRAINING

FEEL THE FEAR... AND DO IT ANYWAY®



Overview

Feel the Fear Training is a corporate training system based on the landmark change management work *Feel the Fear and Do It Anyway®* by Susan Jeffers, Ph.D., consistently rated as one of the top ten books for business decision-making.

The material challenges traditional fear-based approaches in the workplace and replaces this with a 21st century culture of openness, collaboration, meaning and positivity.

By directly addressing the core underlying causes of issues at work, our training allows employees to become both more productive and more fulfilled.

A New Model

Re-engineering the traditionally competitive and divisive workplace culture to one of open communication is imperative for the 21st century global economic climate. The new model allows employees to be proactive, connected, and caring about colleagues and the community. Self-discovery, self-awareness and learning from each other leads to increased morale, enthusiasm and commitment. Feel the Fear Training helps to eliminate the “What’s in it for me?” culture, replacing these attitudes with a collaborative and supportive model.

Experience shows that this results in increased productivity, improving the financial returns of companies, the educational outcomes in schools, the charitable initiatives of not-for-profits, and more. We help our clients to evaluate ROI by looking at data, including both quantitative elements like output, productivity and efficiency, quality of work, staff retention, production costs, and absenteeism as well as more qualitative results like work habits and office climate, employee initiative and capacity, teamwork and collaboration, drive for professional development and advancement, customer satisfaction, and community and investor image.

Trainers

Feel the Fear Training is led by a global network of highly qualified and dedicated trainers personally approved by Susan Jeffers to spread the wisdom and guidance from the landmark work *Feel the Fear and Do It Anyway®* and its sequels. Find a trainer in your area today at feelthefeartraining.com.

TRAINER CONTACT INFO

Mark Shelmerdine, CEO Susan Jeffers, LLC
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Process

Our three-part customized approach ensures that our training meets the needs and outcomes of each organization. Additionally, Feel the Fear's stand-alone approach makes it simple to integrate into any organization's overall training strategy.

Evaluation

Collaborating with our client, we will evaluate the issues and challenges that our training will address, ensuring desired results. Our training is tailored to motivate and inspire the participants to deliver increased value for our client.

Design and Delivery

We believe in learning through group interaction facilitated by trainer-led instruction. Grounded in the personal and interactive nature of Susan Jeffers' teaching, our training engages every participant and encourages a sense of community.

Assessment

We are committed to continuing assessment, designing customized follow-up sessions and analyses and evaluating ROI for clients. We offer ongoing assessment courses to ensure the culture change derived from our training continues for the long term.

Industries

CORPORATIONS

Whether your company is facing industry pressures, internal changes, declining performance, poor communication, leadership issues, low employee morale, or outside competition, our training is designed to help you meet these challenges and become more effective.

GOVERNMENT AGENCIES

We offer an ideal solution to the challenges of tightening budgets, escalating demands for services, and the difficulty of finding and retaining good personnel. Our solutions are well-suited to addressing challenges in human resources, client service, and change management.

EDUCATION

Whether your team needs help with leadership development, employee morale, collaborative planning, managing accountability, team-building, or more effective instruction, Feel the Fear is here to help with the unique challenges of primary, secondary, and higher education. Feel the Fear also offers a unique training opportunity for students in middle and high school. Bringing the Feel the Fear training into a school can help address issues of bullying and harassment, as well as personal and character development.

HEALTHCARE

Feel the Fear Training results in improved employee performance, better patient relationships, increased management effectiveness, and more productive and motivated staff at all levels—all while ensuring clients achieve outcomes and targets set by government authorities.

NOT FOR PROFIT

We provide solutions for team development and staff retention, helping your organization improve communication and unlock staff and volunteer potential. Our training helps develop creative environments to find the best solutions and develop effective programmes, to inspire new fundraising initiatives, and to generate sustainable income streams.



Testimonials

“Put simply, Feel the Fear Corporate Leadership Development Programmes work for our brand, for our people and for our business. Feel the Fear’s approach engenders a sense of ownership that comes out in work and personal life, delivering business benefits that I have never seen from any other form of training.”

Nick Thompson, Director of Consumer Services & Publishing, Kingston Communications

“Feel the Fear Corporate Training Programmes are the training courses of the future. We needed something to help build team cohesiveness and help our staff build their self- confidence to become more creative. Within days I noticed a difference in my team, from their attitude to each other, commitment to ensuring that the salon achieved their objectives and the positivity that rubbed off on customers. This is a course that actually delivers. Feel the fear and see your business become more profitable!”

Sue Wright, Director, Unique Hair

“I really enjoyed the session as did everyone else. It was interesting to see how some were moved out of their comfort zone and how issues were brought back into focus for them. The great thing about the Feel the Fear strategies is that they helped give everyone the skills to deal with their problems.”

Martin Stead, Facilities Manager, Sewells

Much-loved author and leading self-help authority Susan Jeffers, Ph.D. first captured the world’s heart over twenty five years ago with her acclaimed book *Feel the Fear and Do It Anyway®*. Susan is best known for her teachings on overcoming fear, healing relationships, and moving forward in life with a sense of confidence and love. Her work has been translated into over 37 languages with multiple bestsellers and total sales in the millions. A renowned workshop leader and celebrated speaker, Susan has taught Feel the Fear courses and workshops in many countries around the world to small groups and audiences of thousands. The overwhelming demand for workshops prompted her to start licensing qualified trainers to teach workshops in order to touch as many lives as possible. Remaining consistent with the concepts of her work, each trainer is committed professionally to teaching her work in a life-affirming, spiritual and joyous manner in accordance with her trademark attitude to life.



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To Learn More:
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