



FEEL THE **FEAR**
...AND DO IT ANYWAY®
TRAINING SYSTEM

EMPOWER YOUR PEOPLE

WITH

RESULTS-DRIVEN TRAINING

GROWTH #ENGAGEMENT #PROFITABILITY #CULTURE
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THE FEEL THE FEAR TRAINING SYSTEM

WHY DOES IT WORK?

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

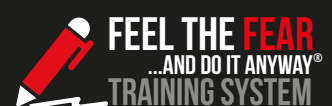
The material challenges traditional fear-based approaches in the workplace and replaces this with a 21st century culture of openness, collaboration, meaning and positivity. By directly addressing the core underlying causes of issues at work, our training allows employees to become both more productive and more fulfilled.

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, committed, and caring about colleagues and the community. Self-discovery, self-awareness and being respectful with each other equals 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. When everyone is behaving from a position of courage and reduced fear, then productivity and efficiency take over. The material supports each individual to accept change rather than resisting it. Experience shows that embracing change results in increased productivity, improves the financial results of the company and empowers each individual to commit to the goals of the organisation.

We help our clients to think about 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.

Feel the Fear Training is led by a global network of highly qualified and dedicated instructors personally approved to spread the wisdom and guidance from the landmark work *Feel the Fear and Do It Anyway*® and its sequels.



WHAT IS THE PROCESS OF THE FEEL THE FEAR TRAINING SYSTEM?

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

1 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. We will have clear outcomes set at the start of the training.

2 DESIGN AND DELIVERY

We believe in learning through group interaction facilitated by instructor-led training. Grounded in the personal and interactive nature of Susan Jeffers' teaching, our training engages every participant and encourages a sense of teamwork. Each individual will complete an action plan at the end of their session that can be used in their performance reviews.

3. ASSESSMENT

We are committed to continuing assessment, designing customised follow-up sessions and evaluating ROI for our clients. We also offer ongoing support to ensure that the culture change derived from Feel the Fear Training continues for the long term.



WHO CAN GAIN BENEFIT FROM USING THE FEEL THE FEAR TRAINING SYSTEM?

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.

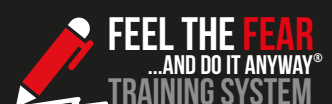
HEALTHCARE

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.

The material is also excellent for those who are struggling with mental health challenges. In the UK we have statistical outcomes which shows the Feel the Fear Training System reduces mental health distress and supports the individuals long-term recovery.

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.



WHAT DO PEOPLE SAY ABOUT THE FEEL THE FEAR TRAINING SYSTEM?

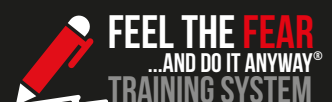
"Put simply, The Feel the Fear Training System works for our brand, for our people and for our business. Feel the Fear's approach engenders a sense of ownership that comes out in work and personal life, delivering business benefits that I have never seen from any other form of training."

"Feel the Fear Corporate Training Programme is the training course 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 business 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!"

"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 the challenges they are facing"

NEXT STEPS

If you would like to meet with a qualified instructor and have a free consultation on how the the Feel the Fear Training System can improve efficiency and team morale in your organisation, please visit feelthefeartraining.com to find an instructor near you.



THE ORIGINAL AUTHOR OF THE FEEL THE FEAR TRAINING SYSTEM

Much-loved author and leading self-help authority Susan Jeffers, Ph.D. first captured the world's attention over thirty years ago with her acclaimed book *Feel the Fear and Do It Anyway*®. This material is grounded in scientific research of understanding human behaviour. Being able to help individuals move past their inner fears allows them to be creative, innovative and not fearful of making decisions – this is why this material is the perfect training to help your employees take responsibility to achieve their key objectives.

Susan is best known for her teachings on overcoming fear, improving communication and moving forward in life with a sense of total confidence. 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. She changed lives both in the personal and corporate arenas. 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.