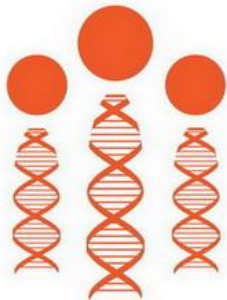




PROFESSIONAL ADVANTAGE



YOUNGADULTcoaching

You. Only Better.



LEADERSHIPcoaching

Unleash Your Potential.



ROUNDTABLEcoaching

**Business Success.
Life Significance.**



Professional Advantage

You. Only Better.

Facilitators, Trainers, Keynote Speakers, Consultants, Coaches

Proposal prepared by Scott Stockton

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Scott Stockton: About

- For more than 20 years, Scott Stockton has been coaching and empowering others to succeed, and has been a catalyst in helping individuals and teams realize their career goals, while also progressing towards their personal, familial, and spiritual aspirations. Scott is the President of Professional Advantage, a coaching and training firm for non-profit and business professionals. He specializes in the empowerment of leaders and coaches through training and the creation of customized coaching tools. Through the use of strategic leadership development activities, Scott seeks to influence and motivate individuals, teams, and cultures through coaching, meetings, facilitation, training, and motivational speaking.
- Scott is a walking testimonial of the power of influence. He has walked the walk, and talks the talk, as evidenced by his life experiences. His mother almost died in a car crash when Scott was merely 10. He rose to the challenge and he took care of her for years. When Scott was a teenager he broke his neck and became a quadriplegic. He was told he would never walk again, he now walks across stages and speaks to audiences around the world. His father was a Navy SEAL, one of the toughest soldiers in the world, and Scott learned from his dad who was an entrepreneur after leaving the Navy. Scott got into drugs and partying in high school, but now he has several Degrees and is fueled with passion to help and serve others. There is no problem he cannot help solve, no obstacle too big. All you have to do is ask.

Why Professional Advantage?

- Think your problems are insurmountable? Is your situation extremely complex? Are you insanely busy? You may be thinking, “no one can help me” - we can! In fact, we have been doing it for more than two decades. We have the unique ability to take the most complex, tangled, seemingly impossible situations, and create holistic approaches that deliver remarkable solutions.
- It does not matter what stage of life you are in or how difficult your current situation appears. We have the giftedness and tools to help guide you through meaningful conversations that will help you answer the tough questions pressing down on your mind and your heart.
- Whether it be physical, spiritual, sexual, emotional, or some other sort of challenge, we are able to look at your situation with a fresh perspective and help you discover the answers in a confidential, meaningful way.
- Do you want to live with purpose? We can empower you to live a more meaningful life than you have ever imagined. We are a catalyst for change that you did not know existed, but may be exactly what you have been searching for.
- It does not matter how challenging or complicated your life seems, we will help you move past all that, into a place of action, a place of power, a place of control. The moment you start talking to Scott you will want to open up and tell him everything, because you know he can handle it. He has handled it and more.



Professional Advantage: Testimonials

- "It was a pleasure working with Professional Advantage and their associates while I was with Azerty. The Level One feedback we received from our employees was nothing less than excellent. Specifically, we appreciated the consultants' expertise, professionalism, as well as their personable and patient style. In addition, we found them to be highly dependable, self-sufficient, and prepared – it was as if they worked with us for years. - Justine Budowski, Supervisor, Training and Development, APP Pharmaceuticals, LLC (formerly Training Manager with Azerty, a Division of United Stationers Supply Company)"
- "Scott did a tremendous job speaking today, one of our long timers said he was the best speaker we've EVER had! That's very high praise with the number of speakers we've had over the years." (Mimi Piciullio - Rotary CISGC - East Aurora, NY)
- "Professional Advantage brings sincerity to the table that I have found to be rare. They value collaboration above the sale. They approach doing business with a spirit of open and honest partnership; I believe this to be the basis for a quality result." (Scott Morris - VP of HR, University at Buffalo)
- "Professional Advantage's coaches have given us unique and in-depth corporate presentations; the content and delivery are always First Class. I recommend their services to companies of any size because of their unique ability to read a room and deliver the right information in the right way. Since they have been working with my Marketing and Sales executives, there has been a significant infusion of energy in our company." (Jack Vukelic – Managing Partner, Try-It Distributing – Lancaster, NY)
- "Working with Professional Advantage has given our organization the training boost it needed. We've engaged them in both technical and soft skill training and they approach both with a high level of understanding and professionalism. Our employees have responded well to the energetic delivery style and I've had positive feedback from all levels." (Susan J Herold - Sr. Vice President, Human Resources - Evans Bank - Hamburg, NY)
- "Professional Advantage's attention to detail and the high level of personalization has resulted in long-term positive effects on employee's success and improvement in the organization's bottom line. They are demanded consistently from the sales team, operations management, and throughout the organization. Evaluations have all shown that he exceeds expectations." - Tammy Capone-Cummings (HR Training Manager - Meritain Health - Amherst, NY)



- “Professional Advantage exemplifies the epitome of professionalism in their coaching, speaking, teaching, and development prowess. Selected as the key-note speaker for the Niagara Rises 2010 Career Fair and Expo, Scott addressed more than 85 key business owners and community leaders. He delivered a strong, supportive, professional message to our Niagara Falls business community. It is my recommendation that you consider Professional Advantage to be a catalyst in impacting your company's marketing delivery needs.” (Georgia A. Brannan - CEO, The Spirit of Niagara Tours)
- “I am thankful to have someone whose opinion and skills I have confidence in. The consulting Professional Advantage has provided for my staff has been invaluable to us as we seek to lead our congregation forward in its mission. Their team has a wealth of experience and knowledge coupled with a heart for people that will greatly benefit any organization. I could not give a higher professional recommendation than what I would give on their behalf.” (Rev. Dr. Keith A. Manry - US Air Force Chaplain; Senior Pastor - Akron First United Methodist Church)
- “Scott proved to be a gifted communicator. On numerous occasions I observed him speaking in front of both small and large groups with a level of skill which I find remarkable. He is highly intelligent, a quick study, and intuitively understood the importance of what I needed, how I needed it, and when I needed it, and he successfully met each challenge. His knowledge is comprehensive and his ability to convey it makes him a gifted developer.” (John P. Durbin - Houghton College - PACE Director)
- “The Professional Advantage members display integrity and compassion in everything they do. They have the ability to easily communicate and interact with a large gathering of people or a gathering of a lone soul in a private conversation. Their team is held in high esteem by those with whom they have built business and personal relationships. They give honest and in-depth critical thought to each and every challenge they are presented with.” (Earl Leatherland – FBI)



Professional Advantage: Partial Client List

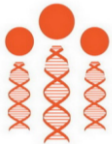
Professional Advantage has serviced clientele in many non profit, government, educational, and for profit institutions. Some of our customers include:

- Akron UMC
- American Society for Quality
- AMKO Service Company
- API Heat Transfer
- ARC
- Asbury Theological Seminary
- Ascension Industries
- Athletes In Action
- Azerty
- Barnabus Foundation
- Belfast UMC
- Big Tree Wesleyan Church
- Boy Scouts
- Buff State College
- Buffalo Place, Inc.
- Buffalo Teachers
- CampusLinc
- Caneadea UMC
- Canisius College
- Catholic Charities
- Chamber of Commerce
- Choma Highschool
- City of Batavia
- Columbus McKinnon
- Cooper Turbo Compression
- Decor Painting Company
- East Aurora Wesleyan Church
- Evans Bank
- Ever-green Architects
- Frontier Science
- Gateway Longview
- Genesee Community College
- Global Partners
- Hindu Cultural Society
- Hodgson Russ LLP
- Hospice
- Houghton College
- HSBC
- ICON Design
- Innovative Placements
- Invisionit LLC
- SGC
- Kaleida Health
- KnowledgeAir
- Leadership Buffalo
- Leadership In Action
- Leadership Wyoming
- Livingston County DOSS
- Lutheran Church Synod
- M&T
- Marshall Data Solutions
- McGard, Inc.
- Merchant's Mutual
- Meritain Health
- New Era Cap
- New Horizons CLC
- New Life International Relief
- NW Frontier Association
- Pathways For Success
- People Inc.
- Phoenix Frontier Inc.
- Praxair, Inc.
- Quality PC Training
- Renovation Church (The Chapel)
- Roswell Park Cancer Institute
- Rotary CISGC (East Aurora)
- RV Rhodes Consulting
- Ryan Dick Real Estate
- Samaritan Pastoral Counseling
- Seneca Nation
- SIM-TEC
- State Troopers (NY)
- The Chapel
- The Colad Group
- TMP Technologies
- Trinity Leadership Inc.
- SGC: University at Buffalo
- UCC Conference
- Uniland
- Wesleyan World Missions
- White Buffalo Kenpo
- WNY PDC
- World Hope International
- Wyoming County Chamber
- Wyoming County Hospital



PROFESSIONAL ADVANTAGE DIVISIONS

1) **YOUNGADULT** coaching



You. Only Better. This division of the company works with Young Adults. We've coached over 4,000 Gen-Y high school and college students in WNY over the last four years. We focus on:

- Self Esteem & Identity Coaching
- Academic Coaching
- Career Coaching

2) **LEADERSHIP** coaching



Unleash Your Potential. This division of the company focuses on OD, Training, Plenary Speaking, Facilitation, and Coaching:

- Executive Coaching
- Life Coaching
- Personal Leadership Coaching
- Career Coaching

3) **ROUNDTABLE** coaching



Business Success. Life Significance. This division of the company focuses on resourcing Christian professionals through Leadership Roundtables:

- **Personal Board of Advisors** - Folks who will shoot straight with you and have a Christian worldview along with business wisdom, experience, and knowledge.
- **Idea Generation** - One great idea can be extremely valuable; tremendous ROI of your time and money.
- **Life Balance** - Experience peace and true life-balance.
- **Faith Integration** - Integrate your faith in daily operations.
- **Integrated Curriculum** - Cutting Edge Business Advice & Curriculum with a biblical worldview (Finances, Hiring, Firing, Leading, Debt collection, Sales/ Marketing, Compensation issues, Promotions, etc).
- **Free Leadership Development Resources** - (through www.truthatwork.org and www.rightnow.org)
- **Web Portal** - Cutting Edge Portal for efficient curriculum delivery, goal setting, accountability, and more.
- **Proven Model** - A highly proven and successful model that yields results.
- **Unique Value Proposition** - Tools to help with your Spiritual, Business, and Personal challenges and growth.

PROFESSIONAL ADVANTAGE PRODUCTS & SERVICES

1) Young Adult: Academic / Career Coaching

2) Non-Profit: Consulting/Coaching

3) Training, Coaching, & Organizational Development

- Change Coaching (xSAIL Methodology)
- Leading a Diverse workforce
- Guide to fair hiring/promotion practices
- Sexual Harassment Prevention
- Workplace Violence prevention
- Dealing with difficult people
- Valuing diversity in a global economy
- 15 factors to avoid being an ugly American
- Leadership (Delegation, Situational Leadership, One Minute Manager, Flexing Behavioral Styles, Leadership Styles, etc)
- Management (Change Management, X – Y Theory, etc)
- Conflict Management / Crucial Confrontations
- Planning (Values - Vision - Mission, Alignment, etc)
- Personality / Behavioral (DiSC, Bar-on, Keirsey Sorter, MBTI, WorkPlace Big 5, SchoolPlace Big 5, Strengths Finder, etc)
- Lean, Six Sigma, Project Management
- Team Building
- Sales / Customer Service / Marketing
- Public Speaking
- Communications / Interpersonal Relationships
- Motivation / Self Awareness / E.I / E.Q.
- Train the Trainer
- Safety / Security
- Book Review Study Session Facilitation

4) Hr Consulting

- HR Onsite Services - Short & Long Term
- HR Audit & Strategic Process Improvement
- Employee Relations Investigation and Resolution
- Employee Handbooks
- New Employee Orientation - On-boarding
- Time, Attendance and Payroll
- Training in Leadership, Communication, Productivity
- Performance Management Systems, Job descriptions, Goal Setting & Measurement
- Talent Acquisition
- Recruiting Temporary, Production, Scientific, Technical & Professional
- Career Coaching & Resume Development



SCOTT STOCKTON'S BIO

Scott has worked extensively within cross cultural settings; he has a deep innate thirst to interact within the beauty, complexity, and challenges, all of which are present within cross cultural team work and communication. Even as a young man in College, Scott was recognized by the College Senate for his work in bringing together diverse persons from many ethnic and racial backgrounds at Houghton College (which at the time was the 3rd most internationally diverse university in New York State).

Scott has done relief work and served on boards (and has also consulted boards) of international relief organizations. He has successfully built bridges and worked with non-English speaking leaders in South America, Europe, and in Africa. He has also done a great deal of leadership development and public speaking internationally, including speaking and leading with the assistance of interpreters to large audiences on many occasions.

Scott Stockton is the President of Professional Advantage, a coaching and training firm specializing in the empowerment of coaches and executive-coaches through training coaches and creating customized coaching tools. Scott holds a Master of Arts in Leadership and uses strategic leadership oriented communication to influence and motivate individuals, teams, and cultures (through meetings, facilitation, training, and public speaking). Scott is a sought after motivational speaker and his client list includes M&T, Kaleida Health, University at Buffalo, MOOG, Houghton College, and many others including fortune 500's such as HSBC and Sodexo.

Scott has overcome personal challenges and obstacles, namely quadriplegia. After learning to walk again, Scott became passionate about social justice issues and has partnered with global relief organizations to bring safe water, education, and job opportunities to developing countries throughout the world. He has ceaseless passion to help unprotected people. Scott has done a great deal of work with colleges and universities including teaching Master's Level Classes and serving on boards and consulting boards for academic and other non-profit organizations.

He holds a B.A. in Humanities and Social Sciences from Houghton College; an M.A. in Leadership from Asbury Lexington; an M.A. in Religious Studies, and various engineering, architectural, mathematics, and computer credits from other universities such as the University at Buffalo and the University of Kentucky. Scott is APA certified in the Workplace Big Five (through the Center for Applied Cognitive Studies) and is also an executive coach certified in the xSAIL change coaching methodology.

When asked about coaching and leadership – Scott says, “I stand on the shoulders of giants who have opened doors for me that I never imagined... and not just vocational opportunity, but emotional, mental, and spiritual maturity as well. I simply want to provide avenues for others to have the same opportunities in life that I’ve had.”



SAMPLE CURRICULUM & COACHING TOOLS

Conflict Management (Scrabble Method)


Managing Conflict

Ways of SEEING Conflict

Exercise - Opening Clenched Fist

What was the desired outcome?

What has been your initial paradigm/behavior towards your partner? Why did you take that approach?



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The Professional Supervisor

Conflict Management Strategies

Conflict management strategies are intervention plans that you adopt intentionally.

Conflict Management Strategies

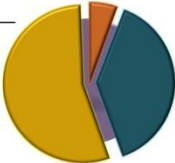
- _____
- _____
- _____
- _____

Keys for Conflict Response

- _____
- _____
- _____
- _____

Communicating Effectively

How can voice, tone, and body language be used in managing conflict?



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Managing Conflict

STRATEGIES FOR RESPONDING TO CONFLICT



Teach and show by example!

Step up to the conflict and take appropriate action!

When is the best time to resolve conflict?

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Public Speaking

Professional Presentation Skills II

Presentations & E.I.

Anxiety Reducers

Kill Cortisol

- Organize
- Visualize
- Practice
- Breathe
- Relax
- Release Tension (morning stretch)
- Move (can't over gesture)
- Eye Contact (one-on-one talk)

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The Professional Series

Presentation Software

Presentation Software (1): Why Use It?

- Comprehension / Recall
- Impact
- Shorten meeting time
- Enhance speaker credibility
- OR: the antithesis

Presentation Software (2): Multimedia Types

- Text
- Pictures
- Graphs
- Sounds
- Video
- Other Apps
- Over Usage

Presentation Software (3): PRESENTER NOTES

- Print Notes Pages
- Dual Monitor
- Regular Manuscript
- Always Have Hard Copy of Slide Thumbnails

Presentation Software (4): MULTIMEDIA USAGE

- Practice in a quiet room before use
- Test the audio equipment
- Avoid obstructing view of visual aid
- When making reference, point it out
- Map Plan

Presentation Software (5): MULTIMEDIA SLIDES

- Don't Slide Advance
- Large Font
- Dark Background
- Limited Information
- Bullets not Essays (6 x 6)
- Slide design continuity

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The Professional Series

Rhetoric Strategies

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Change Management

Motivation > Managing Change


The Professional Supervisor

Leading Through Change

Leadership

Barriers to Change

Bugs on a Pot



Levels of Change



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Motivation > Managing Change

Learning Journal

What did you learn?

How can you use it?

I will Share With: _____

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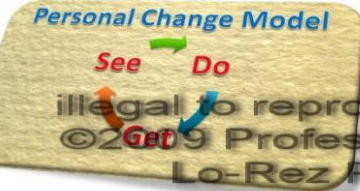
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Motivation > Managing Change

Personal Change Model



Reactions to Change & Leadership Responses



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The Professional Supervisor

The Eight Steps to Successful Change



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Creative Problem Solving (EINSTEIN Method)


Lesson 1: INTRODUCTION

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* E I N S T E I N

The E.I.N.S.T.E.I.N. Problem Solving Method



E

• _____ the Problem

I

Potential Solutions

N

the Focus

S

• _____ the Problem

T

• _____ the Solution

E


• _____ the Result

I

• _____ the Solution

N

• _____ & Celebrate



The significant problems we face cannot be solved at the same level of thinking we were at when we created them.

- Albert Einstein

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Lesson 2: DEFINE THE PROBLEM

Activity: Putting the Puzzle Together
What did you learn?

Diverge:
Review the challenge or opportunity from as many perspectives as possible.

Converge:
Combine and clarify the perspectives into a statement that best identifies the issue you want to work on.

Methods for Evaluating Problems:

- Observation
- Gathering
- Interviews
- Judgement
- Analysis
- Visual Methods
 - Cause and Effect Diagrams
 - Mind Mapping

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* E I N S T E I N

Lesson 2: DEFINE THE PROBLEM

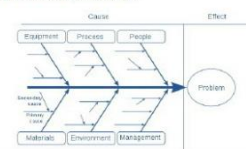
Root Cause Analysis (RCA) Process Description

1. Ask why and identify the causal relationships associated with the defined problem.
2. Identify which causes if removed or changed will prevent recurrence.
3. Identify effective solutions that prevent recurrence, are within your control, meet your goals and objectives and do not cause other problems.

Example RCA Method - Ask 5 Whys
The following example demonstrates the basic process:

1. Why? - The battery is dead. (first why)
2. Why? - The battery is not recharged because...
3. Why? - The alternator belt has broken. (third why)
4. Why? - The alternator belt was well beyond its useful service life and has never been replaced. (fourth why)
5. Why? - I have not been maintaining my car according to the recommended service schedule. (fifth why, root cause)

Cause and Effect Diagram*
A visual representation of the causes of an event or situation.



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Lesson 2: DEFINE THE PROBLEM

How did each of the each of the decision makers define the problem?

- Truck driver -
- Dispatcher -
- Sheriff's deputy -
- Railroad engineer -

How can the roles of the participants affect their ability to evaluate a problem and develop a solution?

How many sources of information did this problem have?

How would you assess the current problem definition? How many levels of the problem have been addressed?

What are the root causes of the problem?


Why is it important to understand the root cause(s) of the problem?

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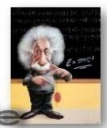
* E I N S T E I N

Lesson 2: INVESTIGATE POTENTIAL SOLUTIONS

Problem Solving Step 2 - Investigate Potential Solutions



imagination is more important than knowledge



Do You Have the Right Enrichments, People, Tools and Processes to Freely Generate Potential Solutions?

Goal of Step 2
Develop as many potential problem solutions as possible.

Methods to Generate Potential Solutions

- Past History
- Experience
- Information Sources (internet, literature search)
- Ask the "Expert" (interview)

- Brainstorming
- Mind Mapping


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Running Effective Board Meetings (CANVAS Model)

Lesson 1: Meetings as a Management Tool

The **C.A.N.V.A.S.** Method of Effective Meetings



C (Clarity & Attendees)
A (People & Logistics)
N (Agenda & Discussion)
V (Time, Pace, & Destination)
A (Expectation & Execution)
S (Alignment, Coordination, Harmony)

Execute
(Navigation & Velocity)

Follow-Up
(Accountability & Synchronization)

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Comparing the basics of Effective Management to Effective Meeting Facilitation:

Substitute the larger concept of "Managing" for "Meeting" in the Effective Meetings method. Your effectiveness as a meeting leader may reflect your team and organization management/leadership effectiveness as well.

If you do Meetings Well... You will Manage Well...

Execute (Navigation & Velocity)

Follow-Up (Accountability & Synchronization)

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Invite Participants and Set Expectations

Consider and Include in Invitation:

- Agenda
- Meeting
- Goals
- Work

Consider and Address:

- Logistics
- Dynamics and Relationships
- Method
- Meeting

Activity: Case Study - Build Agenda / Invite Participants

Jake and his lead designer Tom were discussing their plan to move ahead on the design and installation of the new telephone system, a major component of the Communication Systems Upgrade Project. Jake's team had been assigned the responsibility to write the performance specification and monitor the work of a contractor. Susan Carlson had called Jake to tell him that a contract had been signed with Condor Telephone Services for the new telephone installation system. She stressed the high visibility of the telephone system installation. She was also quick to offer her support in getting the installation vendor off to a good start.

Jake and Tom had just finished a telephone call with Ian Douglas, the Condor project manager to discuss the next steps for starting the contract. They had agreed that a contract kick off meeting would be tentatively scheduled at the Acme banking division office on August 1, 2009.

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Lesson 2: Meetings as a Management Tool

Activity: Learning Log

What did you learn?


Why is it important?

How can you use it?

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Lesson 2 - PLANNING the Meeting

Meetings Step 1 - Clarity



C (Clarity & Attendees)

"The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark."

- Michelangelo

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Energizing and Motivating Employees

Motivation • Managing Change

MOTIVATION

Defining Motivation

Motivation is an emotional state that results from a feeling, need or desire that provokes an action or behavior. There are two forms of motivation.

Intrinsic
A drive from within that prompts or incites an action.

- Commitment
- Loyalty
- Greatness
- Competition
- Desire to feel good about achievements and contributions
- Personal interest
- Need for challenge or excitement

Extrinsic
An outside force or circumstance that leads people to attempt to satisfy their important needs.

- Recognition and Praise
- Money – Salary, bonuses
- Physical rewards – Plaques, certificates
- Promotions
- Job Assignments
- Environment
- Team or organization culture

The Professional Supervisor

Motivation is internal - a psychological itch that needs to be scratched.

Motivation is a two way street. If you have an opportunity to be a leader, your influence can be positive or negative. If people are looking to you for leadership, your attitudes and behavior will influence them in one direction or another.

Your job as a supervisor is to create an environment and opportunities where your staff can motivate themselves.

Personal & Inter-Personal Motivation

Intrinsic	Personal Satisfaction	Inter-Personal Social Interaction
Extrinsic	Personal Rewards	Public Interaction

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Motivation • Managing Change

Two Levels of Focus for Goals

1. Long Term Performance Goals	2. Short Term Execution Goals
--------------------------------	-------------------------------

Goals Confidence Assessment

After goals are developed, ask:

	Confidence Assessment									
	Very Low		Medium		Very High					
How confident are you in this plan?	1	2	3	4	5	6	7	8	9	10
How confident are you in your ability to perform this plan?										
How confident are you in your ability to perform this plan?										
How confident are you in your ability to perform this plan?										

If confidence is not strong, ask:

- What makes you believe that about your chances for success?
- What evidence do you have for that belief?
- What new beliefs or resources would increase your confidence?
- How can you put these beliefs or resources into place?

We must give our critical brains some evidence to believe in our success.

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Elements of Effective Performance Agreements:

--	--	--	--	--

Evaluating Performance

- Useful performance measures:
- Use of time
- Quantity and quality of work
- Results accomplished
- Stakeholder Satisfaction
- Meeting deadlines
- Meeting budgets

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The Professional Supervisor

One Minute Management Defined

One Minute Goals

One Minute Goal Process

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

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Motivation • Managing Change

The One Minute Management Style

The Minute Manager

Essential Elements of Commitment and Good Morale

People who feel good about themselves produce good results.

People who produce good results feel good about themselves.

Feedback on results

Three Secrets of One Minute Management

1"	1"	1"
----	----	----

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The Professional Supervisor

One Minute Management Defined

One Minute Goals

One Minute Goal Process

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

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