

**Generational issues can determine the
success or failure
of your key initiatives
become
a Certified BridgeBuilder!**

**2006 BridgeBuilder®
Trainer Certification Course**



Can you say **YES** to any of these questions?

- *Is your organization grappling with generation gaps in recruiting, retaining, rewarding, managing or training?*
- *Are you searching for ways to reach clients and customers of every generation?*
- *Have you been charged with developing training that addresses generational issues, but you lack the necessary expertise?*

If you recognize the challenges that generational issues can pose to your key corporate initiatives,

then **YOU** should become a **Certified BridgeBuilder!**

BridgeBuilder certification arms trainers with course designs, proven training techniques and outstanding teaching materials. Add this flexible and engaging program to your training mix!



Customer testimonials

General Mills has recognized the need for this type of program in addressing a variety of business issues. We had a great experience with BridgeBuilder and are using the training ongoing to optimize our competitive advantage.

**Lisa Novotny, V.P. Human Resources, Technology
General Mills, Inc.**

Healthcare is experiencing huge talent recruitment and retention challenges. The BridgeBuilder course was extremely valuable, and implementing the program in our business units will help us stay ahead of the curve.

**Mary Jo Huebner, Sr. Human Resources Recruiter
Allina Hospitals and Clinics**

BridgeBuilder will teach you...

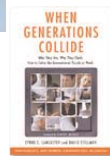
- how to deliver a full- or half-day BridgeBuilder workshop in your organization.
- how to identify and understand differences between the generations in today's workforce, and how generational issues can significantly impact your organization's bottom line.
- how to diagnose trouble spots in the workplace, and how to quantify and communicate their impact.
- how to identify audiences and opportunities for generational training.
- how to bridge generation gaps in your organization, whether they exist in recruiting, retention, communication, rewards or other areas.
- how to benefit from our experiences as consultants to corporate America, government, education, healthcare and the financial industry.

BridgeBuilder will provide...

- two and one-half days of fun, high-energy and enlightening instruction by one of the nation's leading generational experts — she literally wrote the book.
- hands-on attention; new training ideas, tips and techniques; and loads of interaction with other trainers.
- ready-to-use trainer and participant kits complete with generational learning tools.
- a PowerPoint CD to use in your own training courses.

Course Instructor

Lynne C. Lancaster is a generations expert, researcher, writer, and speaker who has conducted training for many of America's best companies. She is co-author with her business partner, David Stillman, of the best seller *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work.*



Lynne has been featured in *TIME* magazine, *The Wall Street Journal*, *The Washington Post*, and numerous trade and specialty publications. She has appeared as a guest on CNN and CNBC, among many other television and radio programs nationwide. Her by-line has appeared in such prestigious business publications as *Nation's Business* and *The Futurist*.

California Training Venue

In California, BridgeBuilder training is held at the **Lodge at Sonoma** in the town of Sonoma and just blocks from the historic downtown plaza. Lodge guest rooms combine comfort with luxury, and meeting rooms have outdoor patios with plenty of fresh air and sunshine.

Bridgeworks has negotiated a reduced rate with the hotel to make rooms affordable during the training session (3 nights). No need to call the Lodge; we will provide them with a rooming list based on registrations. Training ends at noon on Friday, so those wishing to stay longer to enjoy the Sonoma Valley with its parks, wineries, shopping, and award-winning restaurants are encouraged to do so. Regular room rates apply for Friday and Saturday stays. For more information about The Lodge at Sonoma, visit their Web site at www.thelodgeatsonoma.com or phone 888-710-8008.



Our Policy on Products and Materials

BridgeBuilder training uses our exclusive, proprietary materials to enhance learning, create a professional and successful experience, and communicate a consistent message. Certified trainers are required to use the official BridgeBuilder brand training materials whenever they teach our concepts.

As part of certification, BridgeBuilder trainers are obligated to invest a minimum of \$2,500 per year in BridgeBuilder brand training materials. The first year, this \$2,500 fee will be billed at the time of registration for the certification training course and is due prior to the day the course begins. The \$2,500 will serve as a credit toward purchases of BridgeBuilder training materials for the 12-month period starting from the date of certification. Orders during the 12-month period that exceed the \$2,500 minimum will be billed separately. To remain certified, trainers will be billed \$2,500 yearly, on the anniversary of their certification, as a credit toward materials purchased for the next 12-month period. If two or more trainers from the same organization register for a given BridgeBuilder class, the minimum annual investment in BridgeBuilder brand training materials is reduced to \$2,000 per registrant.

Our product manager, Linda McDonald, is available full-time to support the success of every BridgeBuilder trainer—whether you need assistance tailoring a training module, selecting appropriate products and tools, or creating customized materials.

Dates & Locations

January 25-27, 2006

Royal Caribbean Cruise Lines Corporate Headquarters - Miami, FL

March 22-24, 2006

The Lodge at Sonoma - Sonoma, CA

May 17-19, 2006

The Lodge at Sonoma - Sonoma, CA

October-November, 2006

Dates and location to be determined

Registration Information

Maximum enrollment for a BridgeBuilder Trainer Certification Course is 20. Acceptance is based on the date the application and course fee deposit are received.

BridgeBuilder Certification fees:

Individual	\$2,500
Two or more people from the same organization per class	\$2,250
Five or more people from the same organization per class	\$1,950

Course Fee Deposit

A deposit of half the certification course fee is due upon registration to reserve your place. Payment in full is due at least 15 days prior to the program.

Course Fee Includes:

- Tuition
- Materials used in the course, including the book, *When Generations Collide*, Trainer Kit, Participant Kit, and Power Point CD
- *ClashPoints* interactive training/testing tool
- Breakfast and Lunch—3 days

(Course fee does not include airfare, hotel, or transportation to and from airports.)

Cancellation Policy

Cancellations at least **30 days prior to the event**: A full refund less a \$50 handling fee will be made.

Cancellations **within 30 days of the event**: Subject to a 50% cancellation fee. (Substitutions are allowed.) Deposits and fees less a \$250 handling fee may be applied to a future training session within one year of the original event.

YES, I want to become a certified BridgeBuilder!

