

LEADERSHIP TRAINING

GO FROM A TO THE®

with MHEDA & RYAN AVERY

The experience MHEDA members asked for:

In this 16-week course learn from MHEDA and Keynote Speaker, Ryan Avery, how to stand apart from the competition, effectively engage employees and increase sales in this new business world... all while networking within the MHEDA network like never before!

**EVERY WEDNESDAY
@ 12:00PM EST
STARTING
OCT 21, 2020**

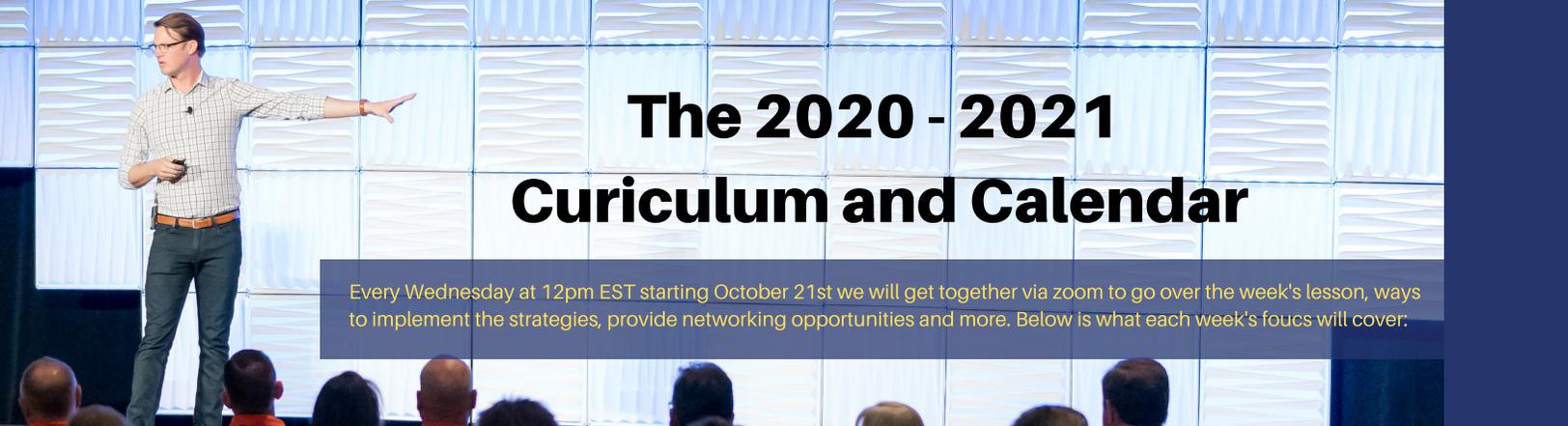
DEVELOP YOUR TEAM:

- Customized and consistent **learning** every Wednesday at 12pm EST starting Oct 21, 2020
 - Weekly **networking** opportunities within MHEDA industry
 - Limited class size for maximum engagement and **development**
 - Virtual setting, 24/7 on-demand access to all recordings and course material for instant **implementation**
 - Tool to train upcoming leaders, provide **growth-opportunities** and develop top talent within your company
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Register Today - www.mheda.org/THE

Questions? Contact, Katie Richards,
Member Engagement Specialist
224.612.3232 - 847.483.5693
krichards@mheda.org



The 2020 - 2021 Curriculum and Calendar

Every Wednesday at 12pm EST starting October 21st we will get together via zoom to go over the week's lesson, ways to implement the strategies, provide networking opportunities and more. Below is what each week's focus will cover:

Get's VS Stays - October 21, 2020 @ 12PM EST

A leader gets ready THE leader stays ready! In today's lesson, learn Ryan Avery's strategies that show you how to stay ready and implement his 4-3-2-1, 20 questions and 10 scenarios.

Convinces VS Connects - October 28, 2020 @ 12PM EST

A leader convinces THE leader connects! In today's lesson, learn Ryan Avery's strategies that show you how to connect with your current and future clients on the deeper level that produce stronger relationships and increased sales.

Retells VS Relives - November 4, 2020 @ 12PM EST

A leader retells their stories THE leader relives their stories. In today's lesson learn what's the difference and why it is so important for leaders to relive their stories. You will also learn Ryan Avery's strategies for keeping any audience engaged with his SMILE and RELIVE strategies. Remember, engagement leads to action.

Says VS Shows - November 11, 2020 @ 12PM EST

A leader says they are thankful THE leaders shows they are thankful. In today's lesson, learn how Ryan Avery shows his clients he is thankful for their business and strategies we can use to keep ourselves well-above the competition.

Takes VS Seeks - November 18, 2020 @ 12PM EST

A leader takes feedback THE leader seeks feedback! In today's lesson, learn Ryan Avery's strategies for giving and receiving feedback so it will be receptive and affective! Implement Level I, II and III feedback starting today and remember to say Y.E.S. when giving feedback.

Talks VS Communicates - December 2, 2020 @ 12PM EST

A leader talks THE leader strategically communicates! In today's lesson, learn Ryan Avery's words to delete and the power it can have over your persuasion when you delete one word from your vocabulary.

Thinks VS Makes - December 9, 2020 @ 12PM EST

A leader thinks it is simple THE leader makes it simple. In today's lesson, learn how Ryan Avery uses his 6/60 Rule and The 25 Rule to make things simple for his clients to digest and remember his messages. Remember, simple is remembered!

Has VS Demonstrates (Part I) - December 16, 2020 @ 12PM EST

A leader has confidence THE leader demonstrates confidence. Today's lesson is part one of learning how to demonstrate the confidence we have. Learn how to define confidence and discover what confidence looks like to you! Remember, confidence creates competence.

Has VS Demonstrates (Part II) - December 30, 2020 @ 12PM EST

A leader has confidence THE leader demonstrates confidence. Today's lesson is part two of learning how to demonstrate the confidence we have. Learn how to use silence and body language to your advantage and why you should never end on Q&A!

Maintain VS Gain (Part I) - January 6, 2021 @ 12PM EST

A leader maintains their lifestyle THE leader gains things in their lifestyle. In today's lesson, learn how Ryan Avery changes up his to-do list to make it THE ultimate to do list for high-achievers and why he follows the Triangles of Success™ to get things done.

Maintain VS Gain (Part II) - January 13, 2021 @ 12PM EST

A leader maintains their lifestyle THE leader gains things in their lifestyle. In part two of this lesson, learn how we can use Ryan Avery's MAP analogy, CCC analogy and PPP analogy (don't, worry the acronyms are worth it) to accelerate our achievements and accomplish more than we ever have.

Prepares VS Practices (Part I) - January 20, 2021 @ 12PM EST

A leader prepares THE leader practices. In today's lesson, learn Ryan Avery's two most important questions to ask before leaving any meeting and why we should all start GCA-ing our clients before we meet with them!

Prepares VS Practices (Part II) - January 27, 2021 @ 12PM EST

A leader prepares THE leader practices. In today's lesson, learn Ryan Avery's four questions for preparing and practicing for your next meeting to boost your success rate in getting people to take action after you are done communicating.

Wings VS Structures, PAR (Part I) - February 3, 2021 @ 12PM EST

A leader wings it THE leader structures it. In today's lesson, learn how Ryan Avery uses the PAR structure to persuade, influence and get people to take action in the simple, effective and motivational way. We can use Ryan Avery's PAR structure in crisis management, team meetings and we as parents can even enjoy using PAR when explaining things to our children.

Wings VS Structures, GODIN (Part II) - February 10, 2021 @ 12PM EST

A leader wings it THE leader structures it. In today's lesson, learn how Ryan Avery uses his GODIN structure for sales, year end meetings and building trust. We can use Ryan Avery's GODIN structure in sales meetings, crisis management situations and to create stronger connection with new/existing customers.

Wings VS Structures, 5Ps (Part III) - February 17, 2021 @ 12PM EST

A leader wings it THE leader structures it. In today's lesson, learn how Ryan Avery uses the effective 5Ps for his marketing materials, sales calls, proposals and team meetings. This is Ryan's most common structure because it works so well in most any situation in getting people to take action!

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What Others Say About Go From A to THE®

"We had our entire team of 200+ employees go through Ryan Avery's A to THE training course after he keynoted our company's annual sales training. We thought Ryan was great on stage and the value he brings in this course is even better! Ryan's course is impactful, his strategies are usable and they really work! For the first time, our staff is genuinely excited to participate in our company training sessions!"

- **Jaime Pennella, Account Manager, Inspira Marketing**

"We are big believers in utilizing Ryan Avery's A to THE strategies every day in our presentations, proposals, and communications. His online course and the strategies he teaches really work, and they are easy to implement and remember. Ryan and his effective strategies have made us better strategic communicators both with each other and with our clients." - **Marcus Wilcox, CEO, Cascade Energy**

When you want the 'real deal' with inspiration and workable strategies to move your company - and lives - forward, work with Ryan Avery. Ryan doesn't solely talk about setting and reaching goals, he is living proof of what can be done (check out his vitae). He gives you real strategies to reach your goals. We brought him to Omaha for a full-day 'A-to-The' workshop. The reviews from employees were 100% positive. We dedicated a 30' wall to our A-to-The values, and we readily put in place what we learned from Ryan because he makes the learning relevant, fun, easy to remember and deploy because of how he presents and engages the team. Highly recommend!" - **Wendy Wiseman, President, ZAISS & CO**

What Is Included:

- Customized and consistent **learning** every Wednesday at 12pm EST starting Oct 21, 2020 from MHEDA and Keynote Speaker, Ryan Avery
- 16 Weekly **networking** opportunities within MHEDA industry with discussions that enhance your knowledge and connections
- Limited class size for maximum engagement and **development** that offers real-time participation and feedback
- Virtual setting, 24/7 on-demand access to all recordings and course material for instant **implementation**
- Tool to train upcoming leaders, provide **growth opportunities** and develop top talent within your company



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\$1,200 USD per person
(class size is limited to 25 people)

BULK ENROLLMENT RATES:

- 5 Team Members: : \$5,700 (5% discount)
- 10 Team Members: \$10,800 (10% discount)
- 15 Team Members: \$15,300 (15% discount)
- 20 Team Members: \$19,200 (20% discount)
- 25 Team Members: \$22,500 (25% discount)