

ACHIEVEMENT ASSOCIATES, INC.

PRESENTS



A UNIQUE SEMINAR/WORKSHOP EXPERIENCE

7, 8, AND 9 FEBRUARY 2019
THE OMNI HILTON HEAD OCEANFRONT RESORT
HILTON HEAD ISLAND, SOUTH CAROLINA
The 123rd Meeting Of CATALYST

CATALYST: THE ORGANIZATION

CATALYST is an organization whose very select membership is limited to Presidents and CEO's, of independent human resource and organizational development firms. Each of these firms have built a superior, long term, record in the development of individuals teams and entire organizations.

CATALYST was formed in 1979. with a mission to "Further the state of the art in the training and development field." The **Seminar/Workshop** was first conducted in 1981.

CATALYST member firms have served over 3,200 organizations, both nationally and internationally, organizations of great diversity structure, mission and size,.

Achievement Associates, Inc. is a CATALYST charter member and co-founder.

CATALYST: THE SEMINAR/WORKSHOP

The CATALYST **Seminar/Workshop**, both its concept and content, was developed by the members of CATALYST with strong initial input from selected clients and later with ongoing input from many participants. The February **Seminar/Workshop** will be the **123rd CATALYST** event.

CATALYST is always evolving with the goal of always being better. We work to practice and model the behaviors for sustained success that we suggest for our clients.

Objectives include:

- Powerful personal development for all guests through improved self awareness, reflection, renewed motivation, skills development, goals clarification, and goal setting.
- Improved managerial and leadership effectiveness.
- Individual and organizational strategy and goals clarification . . . goal setting, problem identification, and problem solving.
- A review and update on the state of the art in the training and development of human resources for individuals, teams, and organizations . . . what works, and what does not.

The **Seminar/Workshop** also offers an opportunity for guests to provide valuable updated feedback on critical human resource and organizational development needs to the members of CATALYST. Participating clients help us improve the workshop and our ability to help them.

CATALYST GUESTS

Guests include a maximum of ten CEO's, business owners, key executives and decision makers as well as employees selected by their organizations as a part of human resource and organizational developmental strategies.

Participation is only by specific invitation from a member of CATALYST.

ORGANIZATIONS REPRESENTED

Closely held companies, public companies, not for profit entities, government agencies and entities, and associations have all been represented at **CATALYST**. The members of **CATALYST** strongly influence guest selection and participant mix.

SEMINAR/WORKSHOP LEADERSHIP

Seminar/Workshop leadership is by the members of **CATALYST**. There is also very important and extensive participation and involvement by guests.

CATALYST members are:

- Mr. Michael Gidlewski, President/CEO, Achievement Unlimited, West Chester, Pennsylvania
- Mr. Len Given, President, Quest Team, San Jose, California***
- Mr. Bruce Mazzare, President, Management Development Systems, Waco, Texas***
- Mrs. Lisa TeSlaa, President, Precision Leadership Group, Hull, Iowa
- Mr. Mike Weaver, President, Achievement Associates, Inc., Yardley, Pennsylvania***

*****Note:** Co Founder and Charter Member of **CATALYST**

Mr. Gidlewski and Mr. Weaver will serve as “Tour Guides” for the February 2019 **CATALYST Seminar/Workshop**.

FORMAT/CONTENT

The **CATALYST Seminar/Workshop** is conducted over a full, three day, period. One third of the format is devoted to concepts, content, and models, one third to action oriented workshop activities, and one third to open forum problem identification and problem solving activities with an emphasis on strong guest involvement. The theme and the focus is always on the conversion of theory and the discussion of ideas into specific goals and actions. An agenda is enclosed.

Invited guests will be asked to complete selected learning and feedback instruments and a brief questionnaire as a requirement prior to attending. This is essential to guaranteeing that the Seminar/Workshop is both time efficient and effectively tailored to the needs of the specific participant attending attending.

Primary PreWork is completed by the participating guest. Additional, more limited, PreWork will be completed by a Co-Worker selected by the participant.

The PreWork Package is delivered to guests via E-Mail three weeks prior the Seminar/Workshop and must be returned to the Catalyst member inviting the guest 10 days prior to the event.

CATALYST PLUS

Spouses and significant others accompanying **CATALYST** guests are invited to participate in selected personal development sessions during each day of **CATALYST**. They also receive the complete **CATALYST Manual/Workbook**.

LOCATION The Omni Hilton Head Oceanfront Resort. Hilton Head Island, SC

DATES Thursday, Friday, and Saturday 7, 8 and 9 February 2019.

FEE \$3,450 for each **CATALYST** guest. Add \$600 for **CATALYST PLUS**
(This fee covers only materials and direct **CATALYST** costs.)

Fee includes the Seminar/Workshop, the comprehensive **CATALYST Manual/Workbook**, extensive support materials for use both during and after the workshop, analysis of all assessments, extensive personal and organizational feedback, continental breakfast and lunch for each day of the three days, an evening social event, and the Graduation Dinner.

*To assure our reduced group room rate for guests, hotel reservations will be made by **CATALYST** members. Dress for all sessions is “resort casual.”*



SOME IMPORTANT QUESTIONS AND SOME CATALYST FACTS YOU SHOULD KNOW

QUESTIONS FOR YOU . . .

- **Do you know the two primary reasons that some people are successful and achieve while others fail to use their potential?**
 - **After attending CATALYST, you will know.**

- **Do you have a clear understanding of your values and how they impact the goals you set and the decisions you make?**
 - **By participating in CATALYST, you will have this understanding.**

- **Do you have a developed self awareness of your behavioral style and how it impacts your effectiveness in relating to and working with others?**
 - **At CATALYST, you will sharpen this awareness.**

- **Do you have a specific, written, time lined, plan of action for yourself? Are your goals and your priorities clear across all areas of your life?**
 - **As a part of CATALYST, you will learn how to develop this plan and make a significant beginning.**

- **How is your management of your time, your life, your priorities? Efficient or inefficient?**
 - **Through CATALYST, you will understand the four major reasons we do not manage our time and our lives well, and what to do about it.**

- **Do you know that the inherent tendency of all organizations, over time, is to decline in performance and eventually fail?**
 - **At CATALYST you will find out why and what to do about it?**

- **Do you know that, when it comes to developing people in our organizations, there is an enormous tangible and intangible cost associated with doing nothing?**
 - **After participating in CATALYST, you will know there is a very high “cost of the status quo.”**

AND MORE QUESTIONS . . .

- **Do you know that there is a body of research involving 16,000 managers and an additional 48,000 coworkers and that this research shows conclusively that there are consistently different behaviors associated with leaders of “high,” “average,” and “low” achievement? And, do you know that the “high achievement” leadership behaviors can be learned?**
 - **As a part of CATALYST you will learn about this research and evaluate your own values, communication style, and overall leadership style against the model of “The Achieving Manager,” And, you will develop an Action Plan for improving your leadership effectiveness.**
- **Does your organization have an ongoing methodology for periodically building a vision of an “intended” and “desired” future and then selecting, implementing, and managing the operational initiatives necessary to make this future vision a reality?**
 - **After attending CATALYST, you will know this methodology, understand its critical importance, and even develop your own concise “Strategic Transformation Plan” for your organization, functional area of responsibility, or position.**
- **Do you have a fully functional and operational Plan Of Action, a goals program, for your organization?**
 - **At the end of the three day CATALYST experience you will have the foundation of a goals program.**
- **Do you understand the importance and power of Key Performance Indicators (KPI’s) and the “Dashboard” concept embraced by top CEO’s?**
 - **During your participation in CATALYST, you will learn the concept and begin to develop your own set of KPI’s.**
- **Do you and those in your organization understand the importance of using a well developed and proven methodology for team problem solving and decision making? Do you have such a methodology, do you use it, and do you know when a team approach should be used?**
 - **At CATALYST, you will learn the methodology and put it into practice with other participants. You will work with others on solving “real world” problems facing participants. Perhaps your problem.**

SOME CATALYST FACTS YOU SHOULD KNOW . . .

- **CATALYST involves three major components and associated purposes.**
 - **Your personal growth, development, and effectiveness.**
 - **Development of the effectiveness of your leadership style**
 - **Improved understanding of strategic issues and more clarity regarding your personal goals and strategies.**
- **All of the questions, answers, topics, content, and output discussed in the “Questions” of the prior two pages will actually be a part of the three day CATALYST experience . . . in an integrated process, in three days.**
- **You will receive and retain an extensive CATALYST materials reference source for future use.**
- **CATALYST is built on a foundation of conceptual models and associated language. Common language is the beginning of all understanding. If other members of your organization have attended CATALYST, they are already using the models and the language. So will you.**
- **The content and design of CATALYST has been continually refined over the workshop’s long history, primarily as a result of feedback from hundreds of participants.**
- **CATALYST PLUS is a unique workshop conducted in parallel with CATALYST and is designed exclusively for the personal development of spouses and significant others accompanying CATALYST participants. Participants in the two workshops share selected relevant content.**
- **Attendance is only by specific invitation by a CATALYST member firm. This assures a highly motivated participant group with a strong learning orientation and a willingness to share. This selectivity is a primary reason that CATALYST has been so successful.**
- **Although the distribution of CATALYST participants is strongly weighted toward CEO’s, business owners and higher level decision makers, the participant mix has become more diversified over the years. This broad perspective is an advantage to all participants. Organizations participating include private and public companies, not for profit organizations, associations, and government.**
- **The CATALYST seminar/workshop has been conducted for over 30 years with nearly 1,000 participants from across the United States and abroad.**
- **CATALYST member firms have served over 3,000 client organizations, nationally and internationally.**
- **CATALYST, more than anything else, is a unique and powerful experience of personal and professional discovery and growth.**

We of CATALYST look forward to your participation and to your contribution to your fellow participants.



OVER THE 38 YEAR HISTORY OF CATALYST . . . SOME THOUGHTS FROM PARTICIPANTS

“My objective was to learn from the masters. They are and I did. And, I enjoyed the experience.”
CEO, Business Services Firm

“ Powerful! Just be open minded and be prepared to act!”
Director, Marketing Communications,
Global Manufacturer

“After exposure to many Corporate workshops/ seminars, this was a refreshing, practical, and timeless approach to leadership and people development.”
North American Marketing Manager,
Global 500 Oil Company

“Reinforced my belief in clear strategy and good planning and will make me better at it.”
Chairman, Global Manufacturer

“Massive, usable, take aways”
CEO, Business Services

“Great models and foundation philosophy concepts but, more importantly, great tools for developing myself and others.”
Media Manager, Financial Services

“Valuable tools for problem solving in real life.”
Sales Manager, Distributor

“ Well researched, well organized . . . driving to a powerful set of conclusions.”
Director Of Marketing Communications,
Advertising And Promotion Firm

“Clarity and focus on what behaviors we need to focus on to become High Achieving Managers.”
President, Consulting Organization

“Thought provoking. Forced me to consider, what real strategy, planning, and goal setting could do for our business.”
President, Distribution Company

“Excellent content and presentation. Thank you for a terrific experience!”
Sergeant, City Police Department

“Detailed and in-depth look at who you are, where you are, why you are there, where you want to go, and what to do about it.”
President, Consulting Firm

“The way in which Catalyst ties theory to real world applications is simply unmatched.”
Vice President Manufacturing,
Global Manufacturer

“In three days. From complete strangers to people that have grown not only to know, like, and trust each other, but to also contribute to each other’s growth. Simply amazing!”
President, Training And Development Firm

“The reality of research based, data based, information on management and leadership made me really understand my weaknesses. That is a good thing, a necessary ingredient for improvement.”
City Manager

“The problem solving and decision making workshop was great!”
Owner/Operator, Agribusiness

“If you are fortunate enough to be invited to Catalyst, do not pass it up.”
Purchasing Manager, Chemical Distributor

Firewalking, entertainment, and emphasis on short term impact . . . it is not. Validated substance and long term effect it is. And the process is enjoyable.
President, Consulting Firm

“Eye opening and very humbling, but that is the beginning of growth.”
Sales Manager, Manufacturer

“Concrete and measurable data, not abstraction, in helping me to improve the effectiveness of my leadership.”
Senior Designer, Graphics Art Firm

“Great program for leadership development.”
Vice President Operations, Banking

“Powerful models. The Model For Growth and the Strategic Transformation model just about say it all and provide a great track to run on.”

CEO, International Trading Firm

“Made me truly engage in real thought in developing my business model.”

Account Executive, Logistics Company

“Impressive and skilled integration of concepts and models. Personality Driven Leadership Style as an example.”

Financial Services Manager, Brokerage Firm

“More than sound philosophy and principles. Great tools for implementation of change as well.”

Owner, Travel Agency

Excellent exposure to powerful concepts in making yourself and your organization more effective in achieving its goals.”

Managing Partner, Investment Firm

“A vast amount of valuable information in a concentrated time period.”

President, Insurance Agency

“Great Experience for personal and professional growth and for team progress.”

Plant Manager, Chemicals

“A ton of reference materials and thank you for the Catalyst CD Library. Great for reinforcement.”

Customer Service Manager, Processor

“The PreWork was demanding, but very thought provoking. After experiencing its use during Catalyst, I now appreciate its value.”

President, Builders Supply Company

“What a great experience!”

Account Executive, Chemicals

“Thought provoking and powerful insights. A reminder of how to do things right.”

Chairman Of A Vistage Group

“Giving participants insight into both their behavior and their values, what motivates them, is a unique and powerful way to help people gain personal insight and target areas for improvement”

Vice President Human Resources, Manufacturer

“Understanding and applying the results of the Achieving Manager research is invaluable if your goal is to improve your leadership effectiveness.”

President, HVAC Manufacturer

“Very enlightening and very engaging.”

Vice President Engineering, Manufacturing

“Has helped me identify problems and find solutions in my company.”

Director Of Training, Food Manufacturer

“What deserves to live, lives. Catalyst - 30 years.”

President, Recruiting And Staffing Firm

“Content, presentation, and relevance were all great. Come with an open mind and you will grow personally and in your management role.”

Purchasing Manager, Distribution Company

“Soup-To-Nuts on what really matters in people development.”

CEO Organizational Development Firm

“Started with limited or unclear expectations. Left, highly recommending Catalyst to anyone who is invited.”

Sales Manager, Distribution

“Can be a life changing experience, if you choose it

Catalyst Participants Have Responded To The Two Following Questions With The Results Indicated

What is your level of commitment to put into action, selected concepts, methods, and techniques which you have learned or reinforced as a result of the Catalyst experience?

Very High 63% High 28% Moderate/Uncertain 9% Below Average 0 Low 0

Are you interested in participating in other Catalyst Seminars/Workshops Or Have Others Participate?

Yes 92% Possibly/Not Sure 8% No 0

Feb 2018



TOUR GUIDE PROFILES

FEBRUARY 2019 CATALYST SEMINAR/WORKSHOP

Michael Gidlewski



Michael Gidlewski is President and CEO of **Achievement Unlimited**, based in West Chester, Pennsylvania.

Prior to founding Achievement Unlimited in 1996, Michael learned about business and the qualities that produce successful people and companies by working his way up from an entry level position over a diversified thirty six year career.

From the beginning, Mr. Gidlewski enjoyed outstanding entrepreneurial success. He began in the family sporting goods business where he learned to help manage and grow a multimillion dollar retail company. He then went on to wholesale distribution and direct sales where he remained a top producer for ten consecutive years eventually becoming Executive Vice President Of Sales for a publicly traded company. Michael learned, first hand, about the concepts and leadership dynamics that enable companies to grow and prosper by developing their single most valuable asset . . . their employees.

With his extensive early experience in sales and leadership and now in his role as CEO of Achievement Unlimited, Michael has an impressive track record in helping to build organizations by unlocking the potential of people to consistently produce peak performers throughout his client organizations.

Clients know Michael best for his energy, positive attitude, commitment and singleness of purpose, both as a performance improvement catalyst and professional speaker

Mr. Gidlewski has developed and presented hundreds of workshops and training seminars to all sectors of the business community across the country. Through his workshops, processes, and coaching, he helps clients increase personal and team productivity and improve leadership effectiveness. His results driven programs have proven enormously successful in enhancing both profitability and personal satisfaction for his clients.

Michael has been honored for his commitment to excellence and for his volunteer work. He is a Lifetime Member of The International Society for Performance Improvement and is the author of, "Are You Staying on Course," "Working Smarter, Not Harder," and "Four Disciplines Necessary To Make Any Organization World Class." Michael is a frequent guest on local, regional and national radio programs.

Mr. Gidlewski is a Senior Partner of Leadership Management, Inc. (LMI) and a certified and highly experienced facilitator of LMI programs and processes. LMI, founded, in 1960, is a pioneer and leader in the development of people and organizations, has a presence in 70 countries and offers programs and processes in over 25 languages.

CATALYST TOUR GUIDE PROFILES
FEBRUARY 2019

Michael is also a Value Added Associate of Target Training International (TTI), a world leader in personal and organizational assessments.

Achievement Unlimited is a Member Firm of CATALYST.

William C. (Mike) Weaver



Mike Weaver is President of **Achievement Associates, Inc. (AAI)**. AAI, founded in 1972 in Saint Louis, is now based in Yardley, Pennsylvania (the Philadelphia-New York City corridor) AAI has affiliates in Saint Louis and the Carolinas. **AAI is a Member Firm and a Co-Founder of CATALYST.**

AAI is a human resource and organizational development firm dedicated to improving the performance of individuals, teams, and entire organizations. AAI services include management and leadership development and team building, sales force training and development, line employee development programs, customer service training, customized workshops, executive coaching, and targeted organizational development consulting services.

AAI is the developer of the unique *Strategic Transformation Process*™, an integration of Strategic Foundations, Leadership Culture Development, and People Productivity. The sole purpose of the process is to guarantee sustainable organizational success over time. **Achievement Profiles**, a Division of AAI, provides extensive personality profiling and related employee selection and positioning services aimed at matching people to positions for improved performance.

AAI was built primarily on a base of small to mid size privately held companies. But in its long history, the client list has grown to over 500 and includes organizations of all types. Private companies, public companies, not for profits, associations, and government are included and the client list now includes many Fortune 500 as well as Global 500 organizations. Over 85% of clients take repeated advantage of AAI services.

AAI is, by design, a small firm bringing together professionals selected for their unique combination of academic achievement, proven “real world” experience and competence, and their commitment to helping others achieve.

Mr. Weaver served as a United States Air Force officer in both aircraft operations and aircraft maintenance. Following his military career, he was a Helicopter Flight Test Project Engineer for two major aerospace companies. Just prior to founding AAI, Mike served as a Systems Project Engineer and Program Manager for the high technology division of a diversified Fortune 500 corporation. He was also responsible for New Business Development for the Systems Engineering Department of the division. Mike’s systems engineering, marketing, and management experience has spanned aircraft test and operations, rocket design, missile and radar systems, top secret international counterinsurgency systems, and communication and transaction systems for the future.

CATALYST TOUR GUIDE PROFILES
FEBRUARY 2019

Mike holds degrees in both Engineering and Business at the Masters level, is a Registered Professional Engineer and a graduate of the Industrial College Of The Armed Forces. He is a member of the Association For Talent Development (ATD), the Society Of Human Resource Managers (SHRM), the American Institute Of Aeronautics And Astronautics (AIAA), and the American Helicopter Society (AHS)..

Mr. Weaver is a Senior Partner of Leadership Management, Inc. (LMI), a member of the LMI Leadership Council, and a highly experienced facilitator of LMI programs and processes. LMI, founded in 1960, is a pioneer and leader in the development of people and organizations, has a presence in 70 countries and offers programs and processes in over 25 languages.

Mike is also a Value Added Associate of Target Training International (TTI), a world leader in personal and organizational assessments. He is a Certified Professional Behavior Analyst (CPBA), a Certified Professional Motivation Analyst (CPMA), and is also TriMetrix Certified.

Mr. Weaver is also a Senior Partner of Candidate Resources, Inc. (CRI). CRI specializes in personality profiling for employee selection and positioning and in the development of employee selection systems. Mike is acknowledged by CRI for his skill in interpretation and application of "The Achiever", CRI's unequalled personality profiling instrument.

Mr. Weaver has been elected to Beta Gamma Sigma, the graduate business school honorary, and has served as a Visiting Professor and is recognized in "Who's Who In The World", "Who's Who In America", "Who's Who In Finance And Business".

Mike is the author of "Winning Selling", a nationally marketed sales training and sales force development program and is at work on "Strategic Transformation: The Fusion Of Vision And Leadership Culture".

Mr. Weaver is a Co-Founder and Charter Member of Catalyst.



FOR 38 YEARS

THE CATALYST WORKSHOP

A TRULY UNIQUE LIFE EXPERIENCE

INTEGRATED PROCESS DESIGN

THE UNIQUENESS OF CATALYST



FOR 38 YEARS

THE CATALYST WORKSHOP

A TRULY UNIQUE LIFE EXPERIENCE

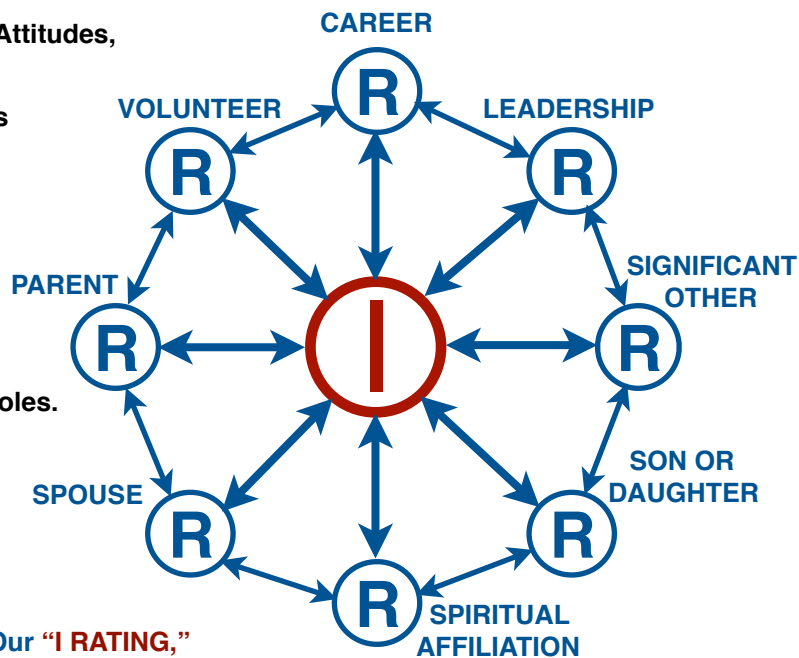
DEVELOPMENT DRIVES TRAINING

THE UNIQUENESS OF CATALYST

IDENTITY ROLE THEORY

A CATALYST FOUNDATION MODEL ABOUT PEOPLE

- The **“I”** = The **IDENTITY** And Represents Each Person’s Uniqueness. Included Are Personality Characteristics, Attitudes, Values, Beliefs, Self Awareness, And Other Factors.
- We All Have Internally Developed **“I RATINGS,”** Perhaps On A 1 (Lo) To 10 (Hi) Scale). This Is How We See Ourselves. It Is Our Self Image, Our Self Concept.
- **“I SIGHT”** Means Self Awareness And It Is The Foundation Of All Personal Growth.
- The **“R”** = Our **ROLES OR AREAS OF RESPONSIBILITY** In Life. A Few Are Very Important To Us, Many Are Less Important. Roles Interact With The **“I”** And With Other Roles.
- When Where There Is **“I/R CONSISTENCY”** (Compatibility And Mutual Reinforcement Between Our **IDENTITY** And The **ROLE**), Both The Role And Our Identity Benefit. With **“I/R INCONSISTENCY,”** Both Role Performance And Our Identity Are Diminished.
- Our Success In Any Role, And In Life, Depends On: A) Our **“I RATING,”** B) Specific Skills Required By Our Roles, and C) Our Energy Level.



DEVELOPMENT VS TRAINING

DEVELOPMENT IS THE FOUNDATION THAT MAKES TRAINING PAY OFF

From 37 Years Of CATALYST Experience With Over 3,200 Client Organizations, We Know.

- 1) **TRAINING** Is Focused On Specific Skills Development, Tools And Techniques, And **“How To?”** **TRAINING** Is **ROLE** Related.
- 2) **DEVELOPMENT** Is Focused On Self Image, Attitudes, Motivation, Goals, And The Growth Of The Individual. **DEVELOPMENT** Is Aimed At The **IDENTITY**.
- 3) **DEVELOPMENT** Of People, A Critical Component Of The Leader’s Job, Is Far More Difficult That **TRAINING**, Requiring Greater Commitment And Skill And Much Greater Patience.
- 4) Billions Of Dollars Are Spent Annually On Training And Development In The United States, Not Including Formal Degree Education Programs. Up To 85% Of These Dollars Are Spent On **TRAINING**, As Little As 15% On **DEVELOPMENT**. This Is A Classic Case Of Waste Since It Is **DEVELOPMENT** That Makes Training Pay Off, **“DEVELOPMENT EMPOWERS TRAINING.”** We Are Seeing Far Too Many People Who Are **“Overtrained And Under Motivated”**, We Mistake **“IQ”** For **“I Will.”**

CATALYST INCLUDES ELEMENTS OF TRAINING BUT, MORE THAN ANYTHING ELSE, CATALYST IS ABOUT DEVELOPMENT OF THE INDIVIDUAL . . .

YOUR DEVELOPMENT AS A PARTICIPANT!



AGENDA/SCHEDULE

SUGGESTED CATALYST PLUS SESSIONS CAT+

DAY ONE (THURSDAY 7 FEBRUARY 2019)

7:00 - 8:00 AM	CONTINENTAL BREAKFAST CAT+
8:00 - 9:00	INTRODUCTION
9:00 - 10:15	CONCEPTS IN ACHIEVEMENT CAT+
10:15 - 10:30	BREAK
10:30 - 11:00	PEOPLE POWER AND THE COST OF THE STATUS QUO CAT+
11:00 - 12:30	PERSONALITY, BEHAVIOR, AND VALUES CAT+
12:30 - 1:15 PM	LUNCH
1:15 - 2:45	PERSONAL GOAL SETTING WORKSHOP CAT+
2:45 - 3:00.	BREAK
3:00 - 5:15	LEADERSHIP AND THE ACHIEVING LEADER MODEL
5:15 - 5:30	REFLECTIONS
6:30 - 9:30	GETTING ACQUAINTED MIXER CAT+

DAY TWO (FRIDAY 8 FEBRUARY 2019)

7:00 - 8:00 AM	CONTINENTAL BREAKFAST CAT+
8:00 - 10:30	BECOMING THE ACHIEVING LEADER
10:30 - 10:45	BREAK
10:45 - 12:30	PERSONAL GOAL SETTING & TIME/LIFE MANAGEMENT CAT+
12:30 - 1:15 PM	LUNCH
1:30 - 2:45	STRATEGIC TRANSFORMATION, STRATEGY CONCEPTS, AND THE STRATEGIC FOUNDATIONS PROCESS
2:45 - 3:00	BREAK
3:00 - 4:30	BUILDING YOUR PROFESSIONAL STRATEGIC PLAN - PART I
4:30 - 5:15	CATALYST QUESTIONNAIRE RESULTS AND CHALLENGES AND SOLUTIONS ASSIGNMENTS
5:15 - 5:30	REFLECTIONS
7:00 - ???	DINNER AT "ALEXANDERS"

DAY THREE (SATURDAY 9 FEBRUARY 2019)

7:00 - 8:00 AM	CONTINENTAL BREAKFAST CAT+
8:00 - 9:30	BUILDING YOUR PROFESSIONAL STRATEGIC PLAN - PART II
9:30 - 9:45	BREAK
9:45 - 12:30	CHALLENGES AND SOLUTIONS WORKSHOP
12:30 - 1:15 PM	LUNCH
1:15 - 3:30	REFLECTIONS, REVIEW, AND PREVIEW CAT+

THE RESORT, RESERVATIONS, AND DIRECTIONS

A room will be reserved for CATALYST guests at the **Hilton Oceanfront Resort** on **Hilton Head Island, South Carolina** checking in on Wednesday, 6 February 2019 and checking out on Sunday, 10 February 2018. We strongly suggest leaving on Sunday. If you must leave on Saturday or want to check in a few days earlier or stay for a longer period, please advise the **Catalyst** member that invited you and we will make the arrangements. ***It is important that we make registration arrangements since this entitles your organization to our significant group discount on room rates***



The CATALYST **Seminar/Workshop** schedule includes full days on Thursday and Friday, 6 and 7 February and ends on Saturday, 8 February at 3:30 PM. The Catalyst Plus schedule includes selected and suggested sessions on all three days. Schedules/agendas are included with this package. CATALYST includes continental breakfast and lunch on Thursday, Friday, and Saturday. There will be a mixer for all CATALYST guests on Thursday evening and participants will be our guests for dinner on Friday evening. Dress for CATALYST is resort casual. Please be comfortable.

Air travel to Hilton Head Island is available either directly to the island or through the Savannah, Georgia airport (now called Savannah/Hilton Head Airport). At this time, only one carrier, American, flies directly to the island. All of these American flights are through Charlotte, North Carolina. If you fly into the island, rental cars are available at the Hilton Head airport and a cab ride to the hotel is only about 20 minutes

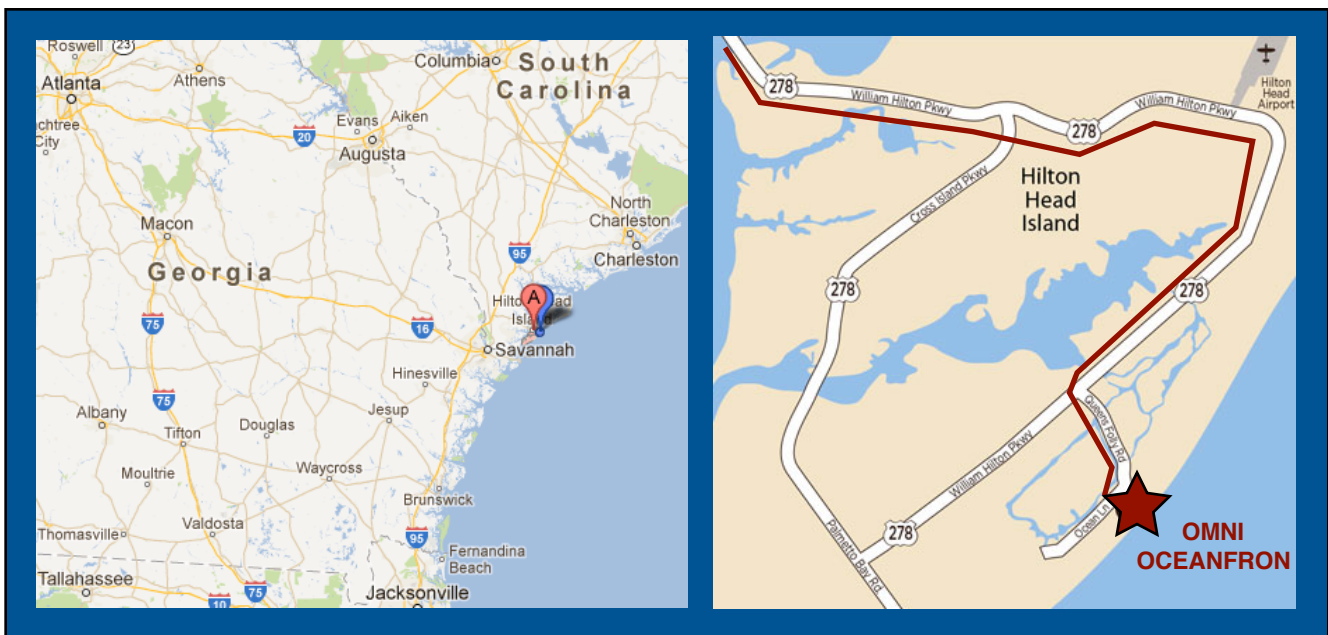
Savannah/Hilton Head airport is served by a host of carriers including American, Delta, and United and flights can be arranged from most major cities.



Limousine shuttle service from Savannah/Hilton Head Airport to Hilton Head Island is available. A and will take you to the hotel .Rental cars from all major car rental firms and most second tier firms are also available. We suggest a rental car if you would like to see some of Hilton Head’s diversity and beauty during your brief (or an extended) visit. The driving time to the island from Savannah/Hilton Head Airport is about 45 minutes.

Once on the island from Savannah/Hilton Head Airport, you will be on the main island road, Route 278, the William Hilton Parkway. You are headed in the right (Southeast) direction on Route 278 and you will reach an intersection and traffic light giving you a choice between “278 Business” or the “Cross Island Expressway”. **Follow 278 Business. Do not take the Cross Island Expressway.**

Follow 278 to a major traffic light at the **Palmetto Dunes Resort**. There are Mile Markers along Route 278 with the numbers increasing as you head Southeast. The traffic light at the **Palmetto Dunes Resort** entrance is between Mile Markers 8 and 9. The entrance to the resort is a left turn off 278 and puts you on Queens Folly Road (not sure what Queen or which folly). Stay on Queens Folly (you are headed toward the ocean). You will pass through a guard gate and eventually come to the **Omni Hilton Head Oceanfront Resort**. You will pass the Marriott Hotel on your left as you proceed to the **Omni**. **At the guard gate let them know you have a reservation at the Omni.**



WE LOOK FORWARD TO YOU BECOMING A PART OF THE UNIQUE CATALYST EXPERIENCE!