

The Hero's Adventure

It ain't easy being Joe and Mary American anymore. Everywhere they turn, they're hit with a relentless stream of seemingly unending bad news. Once towering institutions are crumbling. Safe havens disappearing. Established business and community icons coming to abrupt ends. Everything Joe and Mary believed was true about American business and their own jobs is under attack.

The good old days are gone.

But there's something within Joe and Mary – and just about all of your employees – that can turn this crisis around. That can enable them to meet this seemingly overwhelming challenge with fortitude, grace and even humor. Best-selling author and renowned marketing guru Rick Barrera is your guide.

Using serious and some lighthearted moments pulled from life and the movies, Rick's stimulating workshop shows your people how to tackle the recession head on – and become real-life company heroes. He'll walk them through the mental and emotional processes necessary to make the journey from initial denial to ultimate victory.

He'll inspire your employees to find their own hero within. To face up and fight the most daunting financial climate America – and the world – has experienced in decades. Your managers and staff will leave recharged and refreshed. They'll be ready to tackle the most demanding tasks to ensure your company takes market share and wins in the 2009 "trial by fire" economy.

The Journey

No need for trumped up claims here. We're all living through one of the scariest times in financial and business history. The crisis is global in proportion. Yet, this too, shall pass and in its wake will be left heroes of every stripe. Will you be one of them? You will if you recognize the steps to becoming a hero and embrace them to become stronger in the face these unprecedented challenges.

Finding Your Courage

The initial response to any crisis? Denial – and a steadfast refusal to let the new reality impact your way of living, working, and thinking. The Hero's Adventure motivates your staff to refuse to yield to outside, negative forces. Recognizing this important step can shake you out of denial and enable you to move quickly to the proactive posture you must take to survive and thrive.

Accepting the Challenge

Eventually, everyone accepts the inevitable: that that the crisis will impact them one way or another and to win, they must change in dramatic ways. But how?

The Adventure

The first step is always the hardest – leaving the safety and comfort of our old ways. Rick revs up your staff's confidence and jumps in with both feet. And while we don't know where we'll end up, we're confident the old ways must go. We set out to discover new truths that will set us free.

The Plunge

All around, there's darkness as we discover how bad things have gotten – and realize they could actually get much, much worse. Only by going boldly forward in the face of fear can we make it to the light.

A Brave New World

As we continue on this powerful new journey, we encounter strange people and perplexing cultures – people we would have never met in our old life. We realize we must accept and even embrace their ways to win in this new world.

The Wise One

Somewhere along our journey, we meet our trusted guru or guide – the one person who really understands this new world. This key person helps us face our shortcomings with courage and discover the blind spots, self-deception and old attachments that are holding us back.

New Strategies

A new day means a new game for everyone in business. In this important stage, Rick illustrates how to clarify your new vision and strengthen your renewed spirit. Your staff will come to grips with the self-sacrifices necessary to save themselves, their colleagues and your company.

Rebirth and Mastery

The end of an old life. The beginning of a new one. Your company's rebirth and your staff's mastery of the new world is your key to ultimate victory.