

Life Business™ Program For Organizations and Individuals

Effective leadership through greater personal focus-- you have a strategy for your organization, now get one for your own life!

With over 3500 participants on two continents, clients and sponsoring organizations include: Royal Dutch Shell, Imperial Chemical Industries, Procter and Gamble, Dupont, IBM, GlaxoSmithKline, UNC Hospitals, Wachovia Bank, federal and state government agencies, non-profits and small businesses.

Visit WWW.lifebusiness.com

"Affirms the messages of the heart, packaged in the language of the marketplace."

- Peter Block, Author of *Stewardship, Flawless Consulting, and the Empowered Manager*

The Program - Developing Personal Focus:

The Life Business™ Program

- focuses on the application of the annual business planning cycle to the challenges facing individuals, couples and families. During the program you create an "annual report," "market report," "strategic plan," and "business plan" to guide your life for the next ten years and, in the process, learn about the interrelationship of assessment, strategy, and financial planning at a deep personal level.
- was developed in Europe in the 1980's and has been experienced by thousands of participants in such organizations as ICI, Royal Dutch Shell, British Petroleum, and Procter and Gamble. US participants have come from Wachovia Bank, IBM, and GlaxoSmithKline as well as universities, hospitals, state and local government, the professions, and non-profits.
- is especially valuable if you are considering a significant life and/or career transition.
- helps you assess your life as a whole and set long term priorities, directions and financial plans.
- is a tested process of reflection, learning and planning. The program helps create more empowered, focused, value-driven, and entrepreneurial leaders.

"We were seeking a comprehensive and engaging way of thinking through and acting on our future plans. Now, some nine years later, we find that the Life

Business™ framework continues to give us a fresh and valuable way of ensuring that our decisions reflect our personal values and goals."

- Sol and Diane Pelavin, President/CEO and Senior Vice President for Education respectively, American Institutes for Research

Who should attend:

Organizational leaders who really want to focus their lives and set priorities

Individuals facing or anticipating significant personal and/or job transitions.

Persons working as business coaches or financial advisors who want to take a "whole life" approach to their practice

"Eckblad and Kiel's Life Business™ plan is an enormous help in setting - and planning how to achieve - your life's goals. As a graduate of their seminar, I speak from experience."

- Charles Jeffress. Chief Operating Officer, U.S. Chemicals Safety Board

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Special Features and Benefits:

- ❖ Uses business language and a business metaphor that most people readily understand
- ❖ Offered in small intensive 3-day coaching groups, and larger half-day and 1-day overview sessions
- ❖ Employs both creative and analytic exercises to appeal to a variety of learning styles
- ❖ You create a personal strategic plan and build an on-going strategic planning capacity
- ❖ You gain a deep understanding of the relationship between assessment, strategy, change, and commitment
- ❖ Promotes value-driven organizational membership and leadership
- ❖ You have an opportunity to re-evaluate and recalibrate your work-life balance
- ❖ Teaches you financial literacy along with strategic awareness
- ❖ Participants should volunteer for the program and confidentiality must be assured.

"If Your Life Were a Business is a deeply reflective AND practical guide. It has a significant ROI for you and all the stakeholders in your life!"

- Charlotte Roberts, co-author with Peter Senge, of The Fifth Discipline Field Book, and Co-author of The Dance of Change.

What Makes Life Business™ A Uniquely Valuable Training and Development Experience:

- It is primarily reflective and self-directed and not primarily interactive or didactic.
- It works through changing values, purposes, goals, and directions, not by focusing on specific emotions or behavior.
- It is related directly to your life.
- Its impact grows, rather than diminishes, over time.
- Its methods and approaches can be applied to a variety of work and life situations.

The Life Business metaphor is transformative. Thinking "cash flow" rather than "wealth creation" has changed our family's approach to our life, our money and our giving.

-Peter Tavernise, Executive Director, Cisco Systems Foundation

About the Instructor

David Kiel, Dr. P. H., is an organizational and leadership consultant based in Chapel Hill, NC. His clients have included fortune 500 organizations, major government organizations, small businesses and non-profits. In this program, David helps participants use the strategic planning techniques they have taught in organizations for over 30 years to review their own lives, assess their situation, plan ahead strategically, and rethink their assumptions about financial planning.