

AiA Classic™

ENERGIZING A POSITIVE WORKFORCE TO LEAD TO POSITIVE RESULTS

When you need something that will help motivate your employees to do their best work, what you don't want is a quick-fix workshop that's forgotten by dinner. What you do want is a proven process to effect permanent and lasting change in each and every individual. When it improves the individual, it improves your bottom line.

AIA CLASSIC™: A 50-YEAR-OLD PROCESS USED BY MORE THAN 5 MILLION PEOPLE!

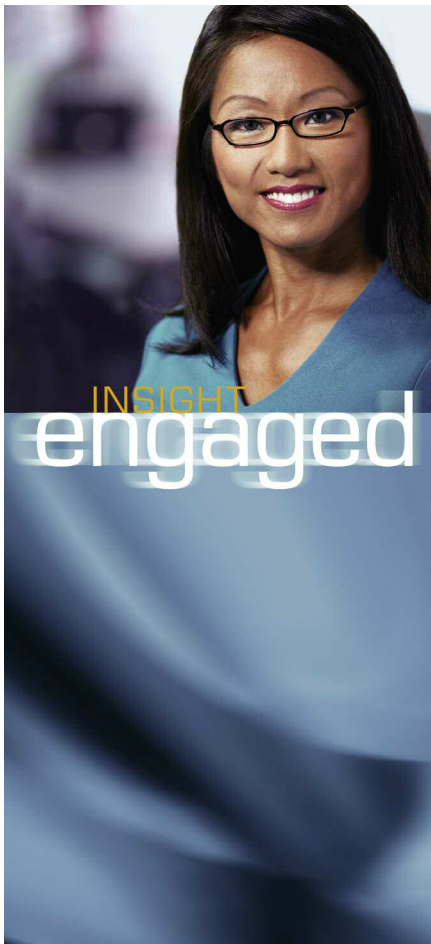
AiA Classic™, formerly called *Adventures in Attitudes®*, is one of the largest and most widely attended learning systems in the world for employees, managers, salespeople, supervisors, and executives. Employee attitude is increasingly cited as the number one performance-related issue of companies, and the top skills defined by employers as being critical in the employee workforce are the following:

- Communication
- Adaptability
- Personal Management
- Group Effectiveness
- Leadership

AiA Classic is uniquely designed to address all of these areas in a lasting and meaningful way.

THE FORMAT

AiA Classic consists of 10 three-hour units or 20 ninety-minute modules, providing a range of scheduling options. The units are flexible and can take place one day a week for three weeks, as 10 or 20 sessions spread out over time, or even on consecutive days. A total of 74 different projects are carried out in small groups of four, with every group member getting a chance to lead. The makeup of the groups changes frequently and in a random fashion. The exercises are designed to practice group leadership, teamwork in problem-solving activities, and negotiation and consensus-building under time constraints. Groups practice synthesizing the content of their discussions and reporting their results either verbally or in writing. In short, participants practice all the skills and strategies employers and organizations need most from today's worker.



AiA Classic™ Applications

- Change Management
- Coaching
- Communication
- Diversity
- Management Development
- Teams
- Time Management

HOW AIA CLASSIC™ BENEFITS PARTICIPANTS

For more than 50 years, participants have raved about the positive effects *AiA Classic*™ has had on their lives. It's a mind-expanding experience that helps motivate people from the inside out.

Each of the 74 projects leads the groups through exercises that cause participants to focus on important questions, such as:

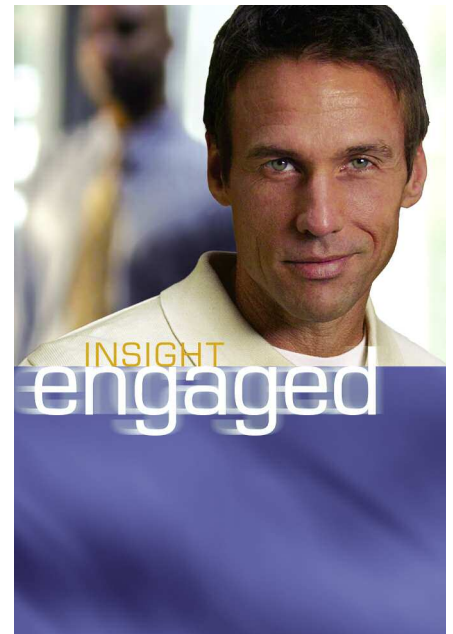
- How do I handle people problems at home and at work?
- How do I solve my problems? Make decisions?
- What is my work and what are my attitudes toward work? Do they need to be changed? How?

The beauty of the process is that participants come to their own conclusions, each in their own individual way. It's inspiring to see how frequently the "ah-ha" moments strike as participants come to the realization that how they perceive and respond to events is their choice. This understanding is the key to establishing personal responsibility and accountability in the midst of change.

Employees commonly express welcome surprise at the outcomes of the sessions and the impact they have on their lives. Many express heartfelt appreciation to their employers. This is not your typical workshop.

WHY IT'S WORTH THE INVESTMENT

Whatever results you are striving for – efficiency, productivity, creativity, revenue – a motivated workforce will get you there. When employees are fully engaged and excited about their contributions, the results you want will follow. *AiA Classic* helps employees approach life and deal with changes in a positive way, which leads to permanent and lasting change in organizations.



ABOUT INSCAPE PUBLISHING

Inscape Publishing, the leading provider of instrument-based learning systems, pioneered the original DiSC learning instrument over three decades ago. Today, we continue to create innovative products and services that engage, inspire, and empower individuals and organizations. Available in 25 languages in more than 50 countries, over one million people each year use Inscape's learning resources to gain insight into their attitudes, behaviors, and potential in the workplace.

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