

LEADERSHIP BLUEPRINT™



Building High-Performing Teams and Overcoming Personal Constraints*

Leadership Blueprint Overview

Great Performance Doesn't Happen By Accident - Leaders Make It Happen

Successful leaders know how to create positive relationships and productive cultures that lead to strong results. *Leadership Blueprint* helps organizations cultivate true leadership potential to meet ambitious goals.

In this learning experience, participants quickly discover that relationships are at the core of performance and that real trust and respect are essential to any organization seeking to grow and improve.

At *Leadership Blueprint*, leaders learn and practice specific skills that make clear, candid communication possible. They learn to use these skills in their relationships and to model and apply them on the job.

Participant Outcomes:

Create peer connections that help accomplish common goals.

- Open lines of communication to give and receive feedback effectively.
- Use the *EXCEL Model™* during interpersonal interactions and meetings.
- Build high-performing, self-managing teams.
- Develop specific skills and techniques for conflict resolution.
- Uncover and overcome personal constraints.
- Identify self-limiting behavior patterns and tendencies.
- Receive a *Flippen Profile™* report and individual plan of action.

Approach:

Leadership Blueprint is an immersive, participatory experience, not a theoretical or motivational lecture. Leaders learn and practice skills they will use and model on a daily basis. The *Flippen Profile* provides the basis for an action plan for continued personal and professional development.

Get Started Today: 1-800-316-4311

page 1 of 2



Capturing Kids' Hearts® | 1



"If you have a child's heart . . . you have their mind." - Flip Flippen

Capturing Kids' Hearts 1 Overview

Transforming Classrooms Into High-Achieving Centers Of Learning

Capturing Kids' Hearts 1 has already dramatically elevated the academic and behavioral standards for millions of students in thousands of classrooms.

Teachers face a formidable challenge: they must raise the bar on student performance, all the while competing against social, environmental, and outside pressures as never before. While researchers and district personnel work to determine the most effective curricula, teachers struggle to manage classrooms.

Teachers can't always control what comes into their classrooms, but *Capturing Kids' Hearts 1* shows them how to create high-achieving centers of learning by strengthening students' connectedness to others through enhancing healthy bonds with their teachers and establishing collaborative agreements of acceptable behavior.

Capturing Kids' Hearts 1 is a process that is working in thousands of classrooms across the country to provide the strategy and training for teachers and administrators to achieve success in today's classrooms.

Give us a teacher who's passionate about their subject, a teacher who cares for the welfare and success of their students, and we'll give that teacher the tools they need to engage and challenge students, and raise them to a higher level of performance.

Participant Outcomes:

Our research-based processes improve the five key indicators of school performance: fewer discipline referrals, improved attendance, higher student achievement, lower dropout rates, and higher teacher satisfaction.

The widespread impact of *Capturing Kids' Hearts 1* reads like a wish list for school administrators. Schools that implement our processes report:

- Strengthened student connectedness to others by enhancing healthy bonds with teachers.
- Consistent rules of conduct, with reduced disciplinary escalations and referrals.
- Dramatic reduction in truancy and dropouts.
- Reduced negative behaviors like isolation, violence, early sexuality, and substance use.
- Significant improvement in student academic performance.
- District-wide improvements in test scores.
- Higher rate of job satisfaction among teachers.
- Increased teacher retention and improvement in teacher recruiting.

When school administrators provide ongoing training for teachers in *Capturing Kids' Hearts 1*, the process infuses the entire school with a sense of loyalty and enthusiasm for learning.

Approach:

Capturing Kids' Hearts 1 is an immersive, participatory experience. Teachers, staff, and administrators learn and practice skills they will use and model in their classrooms, schools, and districts, including:

- How to build meaningful, productive relationships with every student and every colleague.
- How to use the *EXCEL Model™* of teaching to create a safe, effective environment for learning.
- How to develop self-managing, high-performing classrooms using team-building skills and a Social Contract.
- High payoff techniques for dealing with conflict, negative behavior, and disrespect issues.

Capturing Kids' Hearts 1 is the beginning of a transformational, multi-year process for teachers and administrators at the campus or district level.

Get Started Today: 800-316-4311

page 1 of 2

TEAM MEMBER PORTRAIT

BRAD MACCOY

Leadership Development Senior Strategist



BIOGRAPHY //

Brad McCoy joined the Flippen Group in 2010 after serving 27 years in education as an athletic director, head football coach, and teacher. While coaching, he developed a passion for cultivating successful athletic programs and growing athletes into great leaders. His teams competed in four state championships and won two state titles.

Despite his notable accomplishments in sports, Brad is mostly driven by the personal success of his athletes: "I want our guys to grow up and develop into fine players on the field, but more importantly, I want them to turn into great husbands, dads, business leaders, church leaders, and men that make this world a better place."

Brad graduated from Abilene Christian University, where he played football from 1979-1983. He and his wife, Debra, have been married since 1984 and have raised three sons who are all high-performers, both on and off the field.

His oldest son, Colt, graduated from the University of Texas where he set national records and is currently a quarterback for the NFL Washington Redskins. Chance, his middle son, graduated from Abilene Christian University where he played receiver. He was a three-time all-state high school receiver and played for state championships in football, basketball, and track. Brad's youngest son, Case, graduated from the University of Texas, where as the quarterback, he served as captain of the football team and was a three-time 1st Team All-Academic All-Big 12.

Having served as a *Teen Leadership*™ teacher and consultant, Brad has been involved with the Flippen Group for over 15 years. He and Debra reside in Abilene, Texas.



KEY FACTS

- 27 years' experience in education as athletic director, head football coach, and teacher.
- Coached teams to four state championships and two state titles.
- Played football for and graduated from Abilene Christian University in 1983.
- Former *Teen Leadership* teacher; has been with the Flippen Group since 2010.