

The background is a high-angle aerial photograph of a vast, rugged mountain range. The peaks are layered, creating a sense of depth. A large, semi-transparent light blue circle is positioned on the left side, partially overlapping the text area. A thin, solid black vertical line is located to the left of the circle, extending from the top of the text area down towards the bottom of the frame.

STAVER

ON  DEMAND

COURSE GUIDE

LEADERSHIP ISN'T FOR COWARDS

The companion course to Mike Staver's book by the same name Leadership Isn't for Cowards is a no-nonsense guide to driving performance while still maintaining a great place to work. The course offers straightforward steps to leading courageously and practical tips for driving performance.

The seven-part video series will help you create a culture and a mindset that encourages and demands excellence! Follow these steps to bring out the best in your employees and lead your company to significant success.

01 YOU ARE MESSING WITH PEOPLE'S LIVES

You will be challenged to understand the depth and breadth of leadership and to see how doing so can transform the way you lead.

- Do You Know What You Are Doing?
- Core Values
- Culture

02 ACCEPT YOUR CIRCUMSTANCE

Your ability to clearly and wisely accept the circumstances that you are faced with every day will help you solve problems and improve the way you and your team function.

- Acceptance
- Honesty
- What about them?

03 TAKE ACTION

Helps you clearly see where you can make adjustments to increase your action orientation.

- Momentum
- Analysis
- Are You Ready?
- Be Present



04 TAKE RESPONSIBILITY

Learn how action without responsibility can have a negative impact and what you can do about it.

- Responsibility or Blame
- Positive Responsibility
- The Irony of Responsibility
- Pinch Points

05 ACKNOWLEDGE PROGRESS

Explore how important it is to pay attention to progress your followers are making so that you can give meaningful recognition.

- Progress
- Goals
- Harsh
- Gusher
- The Three Things
- The Eight Keys

06 COMMIT TO NEW HABITS

In this course, you will learn the most important leadership habits and how to use them effectively.

- Why Habits Matter
- Accountability
- Habits

07 KINDLE

You will learn and apply the principles necessary to give new life and vitality to your leadership and how that will immediately improve.

- What's it Going to Take?
- What Now?
- Final Thoughts



QUINTESSENCE LEADERSHIP

You have three primary responsibilities as a leader: build a compelling and healthy culture, coach your people, and scale your business. Quintessence Leadership, Mike Staver's brand NEW addition to Staver OnDemand, teaches you how to do just that. With 21 video chapters and an accompanying workbook, Quintessence is all research-based, tested, and proven - designed to help you focus on things that will transform your leadership and your organization.

01 INTRO

1. Why Quintessence Leadership?

02 DESIGNING YOUR CULTURE

1. What Is It?
2. The Best Place to Start
3. The Traits of a Culture Builder
4. In the Beginning, There Was Culture
5. How Environment Impacts Culture
6. Why Should a Person Follow You
7. Values and How They Impact Culture
8. Putting the Pieces Together

03 COACHING YOUR PEOPLE

1. Why It Matters
2. Knowing What You Believe
3. How to Resist the Comfort Trap
4. How Flying is Like Coaching
5. How Coaching Can Help You Manage Performance
6. Questions and Why They Matter
7. How to Use Guided Discovery
8. Understanding the Anatomy of a Coaching Session

04 GROWING YOUR BUSINESS

1. What's Growth Got to Do With It?
2. Clear or Erratic?
3. The Three Keys
4. Get Your Story Straight
5. Where to Focus
6. Execution
7. Dealing with Obstacles to Growth

HOW TO CREATE A HIGH PERFORMANCE CULTURE

Creating a High Performance Culture is both an art and a science. It involves both intangible internal processes and quantifiable external processes. In this 12 part video series Mike teaches you how to leverage both to fully prepare and inspire you to create High Performance in yourself and your organization.

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|-------------------|-----------------|
| 1. Purpose | 7. Clarity |
| 2. Relationships | 8. Conflict |
| 3. Accountability | 9. Trust |
| 4. Focus | 10. Risk |
| 5. Balance | 11. Gratitude |
| 6. Engagement | 12. Celebration |

BONUS MATERIAL

TALENT FOR KEEPS

In this 8 part video series Mike will teach you to identify the opportunities to improve talent acquisition and retention, recognize how to help people be happy at work, learn the five elements that make up high-performance teams and much more.

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| 1. Introduction | 5. Talent Management:
The Old Way vs. The New Way |
| 2. Leadership Opportunities | 6. How to Run a High-Performance Team |
| 3. Productivity vs. Happiness | 7. How to Acquire the Right Talent |
| 4. Three Critical Elements of
Happiness | 8. Conclusion |

HIGH GAIN ACTIVITY

In this video, Mike will share with you an exercise that will clearly help you identify your high gain activity – that one activity, that if you did it ALL the time would have the most profitable and productive impact on your business.

STAVER CLASSICS



MONDAYS WITH MIKE

A collection of short videos where Mike answers questions received from clients, fans, friends, and social media followers.

LEADERSHIP ISN'T FOR COWARDS

(2 free chapters) Read the first two chapters of Mike's book and learn how Leadership Isn't for Cowards offers straightforward steps to leading courageously and practical tips for driving performance. With courageous leadership, you'll create a culture and a mindset that encourages and demands excellence!

TIPS IN TEN

To be an effective leader you must be courageous in the way you lead. This 10 part audio series gives you practical advice on courageous leadership with Mike's signature humor and straightforward no-nonsense style - all the information you need per topic in just 10 minutes!

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| 1. Creating an outstanding customer experience | 6. Gut vs. Guilt |
| 2. Creating employee engagement | 7. How to be more productive and less busy |
| 3. Do you understand people | 8. Mindset vs skillsets |
| 4. How transparent are you | 9. The key to creating culture |
| 5. Leadership Isn't for Cowards | 10. The power of questions |

TIPS IN TWENTY

This 8 part audio series gives practical, specific information in an entertaining and humorous style to help you resolve eight common workplace challenges - all the information you need per topic in just 20 minutes! Information you can put to work for you today.

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| 1. Achieving Success | 5. Outstanding Communications |
| 2. Resolving Conflict | 6. Defusing Anger in Others |
| 3. Staying Calm Under Pressure | 7. How to Identify and correct employee performance problems |
| 4. Fundamentals of Leadership | 8. Communicating with the opposite sex |



EIGHT INDICATORS YOU'RE LEADING FROM FEAR

You might be shocked to find just how much of a stranglehold the "F" word has on your employees, your organization, and your entire life. It's time to unmask the many faces of fear and drag it into the daylight where you can vanquish it once and for all. This article will teach you how.

DO YOU KNOW HOW TO SHUT UP?

Do You Know How to Shut Up is a compilation of practical, no-nonsense suggestions and, in some cases, directives on the subjects Mike is asked about most often asked about. Audio Book read by the author.



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