

Personal Accountability and the QBQ!

This presentation is prepared for those interested in making PERSONAL ACCOUNTABILITY a core organizational value by using the QBQ! training system.

www.QBQ.com

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QBQ!

THE QUESTION BEHIND THE QUESTION™

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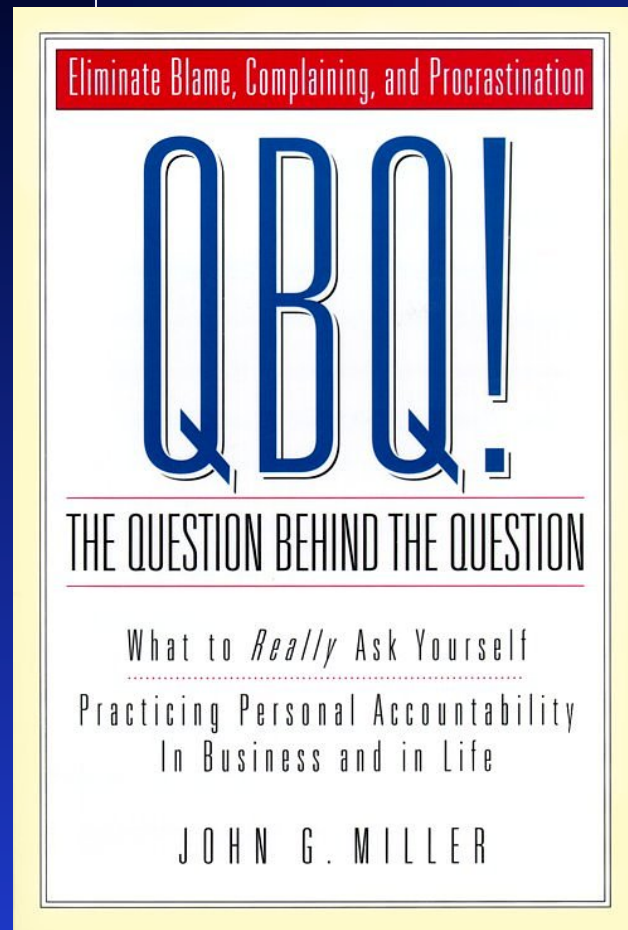
FAQs

- What is QBQ! all about?
- Who is QBQ! for?
- What does QBQ! do for us?
- What is QBQ! training based on?
- What is John Miller's background?
- What is the best way to understand the QBQ! training system content?
- How do I acquire the QBQ! training system?
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- Who would facilitate the QBQ! program?
- How does a facilitator differ from a trainer?
- How do we customize the program?
- What tools does the facilitator receive?
- What tools does the participant receive?
- Can we buy it and own it?

FAQs

- Can we buy or license just pieces of the program?
- Can participant materials be shared or transferred?
- What is the pricing?
- Is there a licensing fee?
- What is the ideal group size to train?
- How does QBQ, Inc. keep track of how many people we train?
- Does our facilitator need to be certified by to conduct the program?
- Does video really work for training?
- Why does it seem training often fails?
- How do we preview the program?
- I have more questions!

What is QBQ! all about?



QBQ! is a tool enabling people to practice **Personal Accountability...**
at work and at home.

Who is QBQ! for?

Everyone. Ask yourself,
“Who in our organization does *not* need personal
accountability?”

Answer? *Nobody.*

QBQ! is for everyone.

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What does QBQ! do for us?

By helping *individuals* think differently, QBQ! enables *organizations* to eliminate Blame, Finger-Pointing, Complaining, Victim Thinking, and Procrastination.

And how costly are those problems?

Immeasurable.

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What is QBQ! training based on?

The QBQ! system is founded on two books by author, John G. Miller: *QBQ! The Question Behind the Question* and *Flipping the Switch*, both published by the Penguin Group. John is also the author of *Outstanding! 47 Ways to Make Your Organization Exceptional*.

What is John Miller's background?

John is the founder of QBQ, Inc., an organizational development firm based in Denver, CO, dedicated to helping organizations become outstanding through greater personal accountability. A 1960 graduate of Cornell University, John has been actively involved in the training and speaking industry since 1986.

What is the best way to understand the QBQ! training system content?

Read the books, *QBQ! The Question Behind the Question* and *Flipping the Switch ... Unleashing the Power of Personal Accountability*.

Then ask: “Do I want to make these ideas a way of life at our organization?” If the answer is *YES!* then the QBQ! training system is the solution.

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How do I acquire the QBQ! training system?

The QBQ! program, a multi-media system, is licensed to your organizations by QBQ, Inc. *It is not purchased.* Clients pay a tuition/fee for each person trained with the program, who then receives a set of participant materials. This is the fairest way to price training as one organization may train 12 people and another will train 1,200. Shouldn't the smaller organization pay less than the larger one? We think so.

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How is the course implemented?

QBQ! content is presented on DVD by John Miller, with contributions by colleague and daughter, Kristin. Broken into 4 segments, the running time of each instructional module is 35 minutes. With facilitation, the program is implemented in 4 two-hour workshops, two half days, or a full day.

The advantages are:

- Each person trained hears a consistent message.
- It is easy to implement.
- Nobody knows the material like John and Kristin.
- You can focus on customizing the sessions through discussion.

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Who would facilitate the QBQ! program?

You, the client, must possess emotional ownership for the development of people. Thus, we recommend an internal person from your staff facilitate the QBQ! course. The QBQ! system is licensed to clients for facilitation by *you* within *your* culture, creating customization, ownership, and long-term results. QBQ! is easy and rewarding to facilitate.

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Note: An external facilitator or facilitator training can be provided.

How does a facilitator differ from a trainer?

Trainers teach, verbally disseminate content, and instruct concepts and ideas.

In the QBQ! system, the QBQ! *DVD* does the teaching.

Facilitators guide, orchestrate, ask questions and organize.

Which is easier?

Facilitation—every time!

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Which is more effective?

Facilitation is easier *and* more effective. When we bring intelligent adults into a room to learn, it's easier for you to let John and Kristin on DVD teach the QBQ! content while you facilitate.

You do not need to be an expert in personal accountability and the QBQ! to facilitate the QBQ! program!

And, adults prefer to learn through discussion, interaction, thinking out loud, exploring, and disagreeing. *Not through lecture!*

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How do we customize the program?

There are many myths surrounding the “customization” of training content. We believe this:

**Problems + Practical content +
Conversation
=
Customization**

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How do we customize the program?

What does that formula mean to us?

Example: In the DVD, John explores the “Circle of Blame.” True customization occurs when the facilitator takes this concept and connects it to the culture with a question as simple as, “John just talked about the Circle of Blame. How would you describe that here and what does it cost us? Let’s break into groups of 3 for discussion.”

Suddenly, the participants are applying great material to *real* issues using their language and examples. *This* is when true customization occurs. The goal is for participants to say, “Thanks, that was practical!”

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What tools does the facilitator receive?

- A 99-page facilitator guide that provides practical ideas for tailoring the content
- The complete QBQ! instructional DVD
- *QBQ! The Question Behind the Question* and *Flipping the Switch* hardcover books
- Two audio CDs (full DVD sound track)
- QBQ! pen, pad, and content pocket card
- A “Be Outstanding!” mouse pad

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What tools does the participant receive?

- A user-friendly, 5”x7” 62-page Participant Guide that matches the DVD content.
- Duplicate soundtrack audio CDs of the DVD content for repetition in the car, at home, etc.
- A QBQ! pad, pen, and wallet card.
- Hardcover books *QBQ!* and *Flipping the Switch*.

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You mentioned licensing the complete system. Can we buy and own it?

No. We do not sell the DVDs and Facilitator Guides, we only license them. When the annual license expires, you may return these items to QBQ, Inc. or renew/extend the license.

The participant materials we have described remain the property of the participants. Any unused participant materials are yours to keep.

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Can we buy or license just pieces of the program such as the Facilitator Guide?

Other than the hardcover books, *QBQ!* and *Flipping the Switch*—no. They are components of the comprehensive QBQ! system and only available through licensing the entire system.

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Can participant materials be shared or transferred?

No. Each person who views the DVD content is required to have a participant kit purchased for them by having a tuition paid for them.

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What is the pricing?

The per person tuition and materials fee is based on volume committed to and paid for upfront. Please work with your QBQ! representative on pricing that meets your needs.

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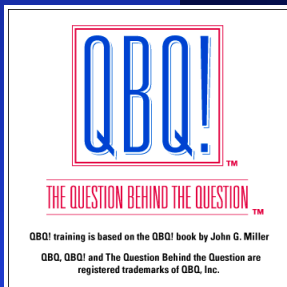
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Is there a licensing fee too?

Yes, a nominal one for each Facilitator Kit (DVD and Facilitator Guide)

Please work with your QBQ! representative on pricing that meets your needs.



What is the ideal group size to train?

We recommend 8-18 people in a class. You can do more depending on room design, number of facilitators, etc. Ask your QBQ! representative to help you design a plan that works for you!

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How does QBQ, Inc. keep track of how many people we train with QBQ!?

We don't. We trust our clients.

Beyond the initial order, clients contact their QBQ! rep to order kits for additional people trained. At that time, QBQ, Inc. ships the product and you are invoiced accordingly.

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Does our facilitator need to be certified by QBQ, Inc. to conduct the program?

No. We have found that with the help of our practical, self-explanatory Facilitator Guide, individuals can lead QBQ! sessions without going through formal facilitation training.

Just license the program, study the facilitator guide, prepare your session plans—and get going!

However ...

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QBQ, Inc. can provide facilitation training sessions for clients at the location of their choice.

Sessions are generally for 6-12 people and typically involve a full-day session either on-site or at a nearby facility.

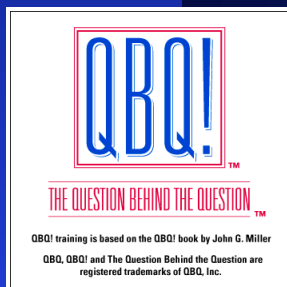
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Does video really work for training?

If you've had a bad experience with DVD-based training, we're not surprised. Actually, DVD instruction is the *most effective* training tool for consistency of message, tailoring of content, and ease of implementation. If you have a negative view of video as a training tool, then it was not used properly, presented irrelevant role-plays and false scenarios unrelated to your job and life, or simply featured an ineffective instructor.



None of this is a problem with QBQ!

Why does it seem training often fails?

- The content is not practical; that is, there is too much theory, and no “how to’s” provided.
- Management does not emotionally own the training.
- It is too *instructor dependent*, thus the quality of each session is different than the last.
- There is no repetition of the primary content.
- Too many tools that end up in people’s car trunks and credenzas are given out .
- It’s led by an outsider who leaves and cannot reinforce the content delivered.

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NONE OF THESE ARE PROBLEMS WITH QBQ!

How can we preview the program?

You can review the training system at our website.

Go to: <http://qbq.com/training.php>

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I have more questions!

We understand. Please complete an inquiry form at QBQ.com at the Training page, email us at info@QBQ.com, or contact the licensed distributor of QBQ! training who introduced you to QBQ!

QBQ, Inc.

303-286-9900

Denver, CO, USA

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