

## PERSONAL **accountability** and the QBQ!®

**This multi-media  
training system  
will add tremendous  
value to your organization!**

### Have you ever heard questions like these?

- “Why do we have to go through all this change?”
- “When will that department do its job right?”
- “When is someone going to train me?”
- “Why don’t they communicate better?”
- “Why can’t we find good people?”
- “Who dropped the ball?”

If so, then the *Personal Accountability and the QBQ!* multi-media training system is the answer for your organization. These dangerous questions are symptoms of three costly traps: Blame, Victim Thinking/Complaining, and Procrastination. ***QBQ! eliminates these problems!***

**Our mission at QBQ, Inc. is to help you . . .  
make personal accountability a core organizational value.**  
The *Personal Accountability and the QBQ!* multi-media training system is *the* tool that will enable you to accomplish this critical and worthy goal.

QBQ! training also helps your organization and people to:

- Foster creativity
- Boost morale
- Build effective teams
- Adapt to change
- Enhance communication
- Increase productivity
- Develop people
- Elevate staff engagement
- Solve problems

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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**. John is also the author of **Outstanding! 47 Ways to Make Your Organization Exceptional** and co-author of **Parenting the QBQ Way**.

John is the founder of QBQ, Inc., an organizational development firm based in Denver, Colorado, dedicated to **Helping Organizations Make Personal Accountability a Core Value**. A 1980 graduate of Cornell University, John has been actively involved in the training and speaking industry since 1986.

John and his wife, Karen, have been married since 1980 and have seven children. The oldest, **Kristin Lindeen**, represents QBQ, Inc. conducting *Personal Accountability and the QBQ!* keynotes and workshops. Kristin holds an M.A. in Curriculum, Instruction, and Corporate Education. She lives in Minnesota with her husband, Erik, and their three children.

## How is QBQ! implemented?

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. Note: An external facilitator can be provided.

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. [Explore our FAQs at QBQ.com/Training](#)

## QBQ! multi-media training system components:

**The Participant** receives a 62-page, user-friendly participant guide, *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.

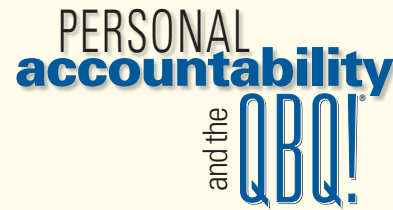
**The Facilitator** receives a 99-page facilitator guide that provides practical ideas for tailoring the content, the complete QBQ! instructional DVD, *QBQ! The Question Behind the Question* and *Flipping the Switch* hardcover books, two audio CDs (full DVD sound track), QBQ! pen, pad, and content pocket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

## How do I learn more?

People at every organizational level have found QBQ! to be life-changing. The methods and principles that comprise the content are practical, proven, and powerful—while the implementation is easy and fun!

Visit [QBQ.com/Training](#) for a video demo and materials description.

Complete the [Training Inquiry Form](#), call us at **303-286-9900**, or visit [QBQ.com](#).



## What is the content of the QBQ! training system?

### Session I: QBQ! A Tool for Leaders at All Levels

- Defining The **Q**uestion **B**ehind the **Q**uestion
- Leadership is Everyone's Responsibility
- The Myths of Accountability
- All Behavior is a Product of Our Thoughts
- How to Make Better Choices
- Eliminating Victim Thinking
- The Benefits of Personal Accountability
- The Power of Fundamentals

### Session II: The High Road of Personal Accountability

- Constructing Better Questions—QBQs
- Defeating Procrastination
- The Costs of Finger-pointing
- How to Bust the Blame
- The Ultimate QBQ!
- The Cornerstone of Leadership
- The Foundation of Teamwork
- Action is a Good Thing

### Session III: Personal Accountability in Action

- Identifying Incorrect Questions—IQs
- Adapting to Change
- Defeating Cynicism
- Owning Personal Development
- Eliminating Entitlement Thinking
- The True Definition of Customer Service
- Building Better Communication
- Achieving the Extra Edge

### Session IV: Making Accountability a Core Value

- What Learning Really Means
- No Excuses Living
- A Picture of Ownership
- The Essence of Creativity
- The Power of Mentoring
- Belief: The Foundation of Success
- The Difference Between a Job and a Career
- What Integrity Is and How to Achieve It

**You can expect great things to happen with QBQ!**