

PERSONAL  
**accountability**  
and the **QBQ!**<sup>®</sup>

If you would like to make  
***Personal Accountability***  
a core value in your organization —  
you've come to the right place!

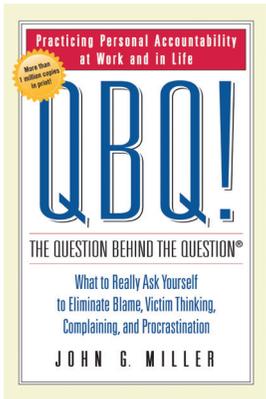
The following FAQs are all about the  
powerful and practical training program:

***Personal Accountability and the QBQ!***

**Read on...**

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## What is “QBQ!” all about?

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

## How do we know if we need QBQ! training?

If you hear dangerous questions like these in your organization, QBQ! training is needed!

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

## Who is the QBQ! training program for?

Everyone! Ask yourself, “Is there any person at any level in our organization who does *not* need personal accountability?”

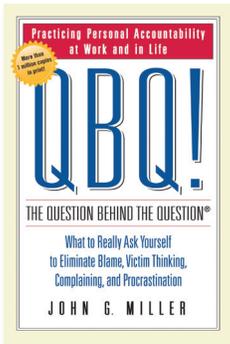
Truly, QBQ! is for *all* people.

## What will QBQ! do for us?

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

When we make PERSONAL ACCOUNTABILITY a core organizational value, we are able to:

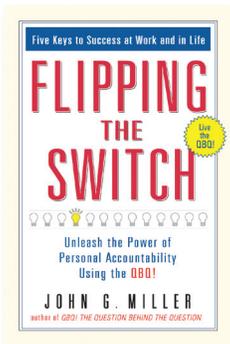
- Solve Problems
- Adapt to Change
- Elevate Staff Engagement
- Enhance Communication
- Build Effective teams
- Boost Morale
- Increase Productivity
- Foster Creativity
- Develop People



## What is the QBQ! training program based on?

The QBQ! program is founded on two books by author, John G. Miller: ***QBQ! The Question Behind the Question*** and ***Flipping the Switch***, both published by Penguin Random House.

John is also the author of ***Outstanding! 47 Ways to Make Your Organization Exceptional***, as well as co-author of ***Parenting the QBQ Way***, with his wife, Karen.

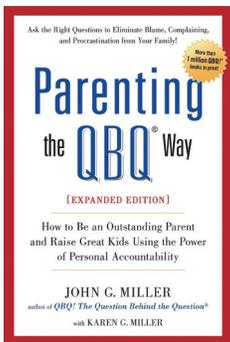
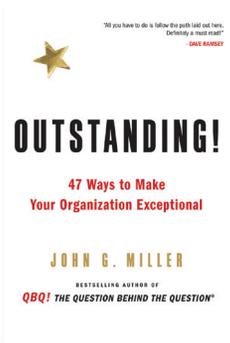


## What is John G. Miller's background?

John is the founder of QBQ, Inc., a training and 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 Karen both grew up in Ithaca, N.Y. and married in 1980. They have seven children and several grandchildren. The Millers live in Denver, Colorado.



**QBQ!**

THE QUESTION BEHIND THE QUESTION™

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

Read these books:

- ***QBQ! The Question Behind the Question***
- ***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, the QBQ! training program *is* the solution.

## How do we acquire the QBQ! training program?

The QBQ! program is a multi-media training system. It is acquired when the facilitator materials are *licensed to your organization*. QBQ! facilitator materials are always owned by QBQ, Inc.

When clients license the facilitator materials, they also purchase participant materials, paying a “tuition” for each person trained with the program (minimum 8 people). Every individual trained receives a set of participant materials, which is theirs to keep. ***Facilitator materials cannot be licensed without participant kits being purchased.***

Charging a per person tuition is the fairest way to price training, as one organization may train 12 people and another will train 1,200.

## How is the QBQ! program implemented?

The QBQ! system is licensed to client organizations for facilitation by you within your culture, creating customization, ownership, and long-term results. QBQ! is easy and rewarding to facilitate. And, yes, we provide tremendous facilitator support by phone and email!

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 DVD instructional segment is 35 minutes. With facilitation, the program is implemented in 4 two-hour workshops, two half days, or a full day. Whatever works best for your organization!

## What is the content of the instructional DVD?

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

- Defining The Question Behind the Question
- 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

## What is the content of the four DVD segments?

### 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

## Who would facilitate the program?

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

\* Formal facilitator training can be provided for a team of client facilitators. Or, if required, an external facilitator can be provided to implement the training program for your participants.

## How does a facilitator differ from a trainer?

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

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

Facilitators, however, guide, orchestrate, and ask questions to create an effective adult-learning environment.

Which is easier?

*Facilitation — every time!*

## **Is facilitation more effective than teaching and instructing?**

Yes. Facilitation is more effective *and* easier. When you bring intelligent adults into a room to learn, it's simpler 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!*

People learn through discussion, interaction, thinking out loud, exploring, and disagreeing. Not through lecture.

## How do we customize the program?

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

$$\textit{Problems + Practical Content + Conversation = Customization}$$

What does that formula mean to you, the client?

Example: In the DVD, John teaches the “Circle of Blame.” True customization occurs when the facilitator takes this concept and connects it to the organization’s culture with a question as simple as, “John just talked about the ‘Circle of Blame.’ What does that look like in our organization and what does it cost us? Let’s break into groups of three for discussion.”

Suddenly, participants are applying great material to their organization’s culture and problems, using their language and examples. *This* is when true customization occurs. Our goal is for your participants to say, “Thanks, that was practical!”

## What tools does the facilitator receive?

- A 99-page Facilitator Guide that provides practical ideas for tailoring the content (**Look inside here**)
- The complete QBQ! instructional DVD (**See DVD preview here**)
- ***QBQ! The Question Behind the Question*** and ***Flipping the Switch*** books
- Two audio CDs (complete DVD sound track to aid in preparation)
- A QBQ! pen, pad, and content pocket card
- ***Outstanding!*** book and “Be Outstanding!” mouse pad

## What tools does the participant receive?

- A user-friendly, 5" x 7" 62-page Participant Guide that matches the DVD content (**Look inside here**)
- Audio CDs of the complete DVD soundtrack for repetition in the car, at home, etc.
- A QBQ! pad, pen, and content pocket card
- ***QBQ!*** and ***Flipping the Switch*** books

Visit this webpage to preview the QBQ! training program:

**[QBQ.com/Training](http://QBQ.com/Training)**

## Can we buy the facilitator materials and own them?

No. We do not **SELL** the DVD and Facilitator Guide. We **LICENSE** them. When the annual license expires, our clients return these items to QBQ, Inc. or renew/extend the license.

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

*QBQ, Inc. does not take returns of participant materials purchased but not used.*

## Can we acquire individual components of the program?

No. They are components of the comprehensive QBQ! program and only available through acquiring the entire program, except for the **QBQ!** and **Flipping the Switch** books which are available wherever books are sold.

**THE FACILITATOR GUIDE AND DVD CANNOT BE ACQUIRED (LICENSED) WITHOUT THE PURCHASE OF PARTICIPANT MATERIALS.**

## **Can participant materials be shared or transferred?**

No. Each person who views the DVD is required to have a Participant Kit purchased for him/her.

## **What is our investment for each person trained?**

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.

## **Is there a licensing fee?**

Yes, a nominal one for each Facilitator Kit (DVD and Facilitator Guide), which is due annually.

Please work with your QBQ! representative on pricing.

## **What is the ideal group size to train?**

We recommend 8 –16 people in a class. More can be trained at one time depending on room design, number of facilitators, A/V equipment available, etc.

Ask your QBQ! representative to help you design a plan that works for you.

## **What is the minimum number of people we can initially license to train?**

8.

## **How does QBQ, Inc. keep track of how many people we train?**

We don't. Our clients do—and order a Participant Kit for each person to be trained.

After the initial order, our clients simply contact their QBQ! representative to order materials for additional people to be trained. At that time, QBQ, Inc. ships the materials and you are invoiced accordingly by your representative.

## **Does our facilitator need to be certified to conduct the program?**

No. We have found that with the help of our practical, user-friendly, 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!

As mentioned earlier, QBQ, Inc. can provide facilitation training for a group of client facilitators at the location of the client's choice. These sessions are generally for 8–12 people and are one full day.

## **Does DVD-based training really work?**

Absolutely! 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 video instructor.

*None of this is a problem with the QBQ! training program.*

## Why do so many other training programs fail?

- The content is not practical; that is, there is too much theory and very few “how to’s” provided.
- Management does not emotionally—or practically—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.
- The take-away materials provided to the participants are impractical or uninteresting, so never utilized.
- The training is presented by a “speaker” who leaves, taking passion and knowledge with him/her—and they certainly cannot reinforce the content delivered once gone!

*None of this is a problem with the QBQ! training program.*

## Is the QBQ! program available for “online” training

No, not at this time—and may never be. True adult-learning occurs during discussion and interaction which are best experienced face-to-face in a classroom setting.

## How do we preview the program?

You can preview the training program at [QBQ.com/Training](http://QBQ.com/Training). Be sure to scroll down and use the “Look Inside” features!

## Does QBQ, Inc. ship facilitator materials to prospects to preview?

We believe there is plenty to experience at [QBQ.com/Training](http://QBQ.com/Training). Any other questions you have will be answered in our direct communication with you!

## How do I submit a “Personal Accountability and the QBQ!” training inquiry?

Please complete an [inquiry form at QBQ.com](#) or contact the licensed distributor of QBQ! training who introduced you to QBQ!

### **QBQ, Inc.**

*Helping Organizations Make Personal Accountability a Core Value*

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