

Noise Reduction System™

THE PROBLEM:

How much time do you spend doing what you do best and enjoy most? Most First-In-Command's (FIC) say they spend less than 20% of their time doing what they do best and enjoy most. This is harmful to you both personally and professionally.

"I became an entrepreneur because I wanted to have freedom in my life. I wanted financial freedom and time freedom. Now that I own the business, I have neither. I don't own this business — this business owns me!"

This transition from owning to being owned is very typical of many chief executive officers, presidents, business leaders, and entrepreneurs. They get into business with dreams of great freedom but end up with a lot of things running through their heads day and night. This is what many of those CEOs or first-in-commands call "noise."

A FIRST IN COMMMAND THAT HAS A LOT OF NOISE MIGHT:

- Feel anxiety and doubt about the business
- Receive a lot of feedback that his or her new ideas are driving the company crazy
- Have low trust that things will be accomplished
- Be the only person who brings value to outside relationships
- Feel the need to do everything himself or herself
- Feel as if he or she is the only one in the business losing sleep
- Check up on every detail of the business because he or she doesn't know what is going on
- Be so busy doing everything but not have time to do what he or she does best
- Follow up on things multiple times until the items are completed

Noise turns into lost productivity, frustration, turn-over, health problems and decreased income.

THE SOLUTION:

Noise Reduction System™

NRS™ Overview:

- NRS™ will be 10 monthly, 2 hour sessions
- Each session will have a video information and training session from Larry Linne
- Each session will use NRS™ tools in order to translate the work done into reality back at your company
- Homework will be assigned each month in order to drive practical application for you and to start making change happen
- Sessions will be interactive and will offer the participants the opportunity to learn from everyone's experience.
- Attendance is critical. You will gain the most value from being at every session.
- Tools, homework and facilitator feedback will ensure that the FIC is always in the loop.

The Noise Reduction System™ has been developed to help business owners (FIC) and their key partner (SIC), translate the concepts from the book "Make the Noise Go Away™" into everyday reality.

Completion of the program will result in the creation of an effective Noise Reduction Team that will deliver Freedom to Grow for the FIC and Freedom to Act for the SIC.

NRS™ Concepts:

The "concepts" addressed in the class are as follows:

1. Psychology of a CEO
2. What a First in Command Needs
3. FIC / SIC MySkills
4. Problem Solving
5. Innovation Gap
6. Keeping Priorities
7. Interpreting/Repeat the FIC Message
8. Values
9. Losing sleep and showing you care
10. Make the company look good
11. Spending Time With Clients
12. Have To / Should Do / Want To
13. Keys to SIC Success
14. Lead Versus Do
15. Bringing New Ideas
16. Results
17. Organizational Skills
18. Culture Management
19. Ownership Value
20. Tuition 101



During the 10 month program the SIC will gain clarity and impact the business by delivering Results for the FIC that allows them to spend 80% of their time doing what they do best and enjoy the most. This will reduce the NOISE for the business owner and drive RESULTS for the company.

Human Capital LLC will conduct the Noise Reduction System™ Training beginning on October 19, 2010 with classes held monthly on the 3rd Tuesday of each month. Classes will be held at First Citizens Bank 818 Bestgate Road Annapolis from 8:00 am until 10:00 am. Space will be limited for these training sessions.

The first and last session will be attended by both the First-In-Command (FIC) and the Second-In-Command (SIC). Sessions 2-9 will be attended by Second-In-Command (SIC) only. Work books for each session will be provided at the beginning of each session and will be added to previous materials as you build your Noise Reduction System™ Book.

Noise Reduction System™ 10 Month Training Session: \$3,000.00 per (SIC)

MATERIALS INCLUDED

- 10 Videos / Larry Linne Lead Concepts
- 10 Classes - Participant Guides (SIC)
- 2 Classes - Participant Guides (FIC)
- 27 Tools for SIC Development
- Make the Noise Go Away Book for SIC



REGISTRATION

Reserve your spot in the Human Capital LLC Noise Reduction System™ Training Session that begins October 19, 2010.

Company Name: _____

First-In-Command: _____

Email: _____

Second-In-Command: _____

Email: _____

Address: _____

Number of SIC's Attending: _____ @ \$3,000 each Total: _____

Credit Card: Visa/MC _____ Exp. Date: _____

Signature: _____

Human Capital, LLC was founded by Dean D'Camera and Tina Corner to coach businesses to empower people assets. Dean D'Camera is also the founder of D'Camera Group and the Work Comp Coach. Tina Corner is the President of The Alternative Board - Baltimore Washington Corridor.

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I hereby authorize Human Capital, LLC to charge the above listed credit card in the amount stated in the total section. I acknowledge that the charge will appear on my statement as payment to D'Camera Group, LLC.