

## ABOUT NORTH ROCK LEADERSHIP

We believe that sustained growth is a realistic goal for individuals and organizations in the midst of their work. We believe that better results require different thinking and approaches to work. We engage individuals and organizations with business development and mindfulness training platforms that are grounded in emerging developments in neuroscience, cognitive psychology and emotional intelligence. We package our training curriculum in both individual and corporate engagement platforms. Through workshops, coaching services, we help people grow and transform their work by transforming the way they think. We are based in Washington, DC and Western Maine.

**Let's get started!**  
**301-535-2537**

---

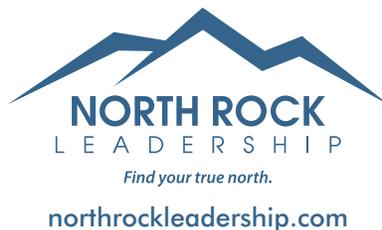
## CERTIFICATIONS

---

**MentorCoach**<sup>®</sup>  
Certified Professional

**DiSC** CERTIFIED  
TRAINER

Accredited Facilitator  
THE FIVE BEHAVIORS  
OF A COHESIVE TEAM



GROUP COMMUNICATION MADE EASY

## NORTH ROCK LEADERSHIP PRODUCTIVITY AND WELLNESS WORKSHOPS



*Learn scientific methods to improve your group's wellness and performance—and sustain the results.*



# A DIFFERENT KIND OF WORKSHOP

North Rock Leadership workshops are bite-sized programs aimed at providing actionable skills and best practices based on our professional experiences, current research, and the science of the mind to authentically and sustainably improve your performance inside and outside of work. Not a one-and-done type program.

## 1. OWN YOUR TIME — DON'T LET TIME OWN YOU

Everyone struggles with time management. Time management is both an art and a science. Poor time management leads to missed goals, stress, poor quality work and most importantly an imbalance between work and life. Pervasive technology has also created additional interruptions that pull us off task. Through research, interviews with executives and my experiences during 30 years in the corporate world I have distilled down 10 achievable best time management practices. Workshop includes; Prioritization skills, routine development, delegation strategies and other time management silks designed to free up time to pursue what is important and meaningful to you.

## 2. CULTIVATING GOOD HABITS — PRUNING BAD ONES

Good habits can make us and bad habits can break us. Developing good habits is hard—keeping them is even harder. Studies show that success with one habit breeds success in others. This workshop provides and overview of how our brains form habits and the neurochemistry behind them. Good habits are powerful tools in transforming our lives at work and outside of work. This workshop includes; how habits are formed, common mistakes in breaking habits, how to create authentic inside out motivation, how to design your environment to make success easier and a 40-day plan for developing a new good habit.

## 3. UNDERSTANDING AND MANAGING YOUR LIZARD BRAIN

The human brain consists of many parts. Some parts are for survival, while others for advanced thinking that no other creatures possess. Understanding and being able to detect how these works together is a key into avoid getting derailed by irrational feelings and behaviors. This understanding will lead to more self-awareness, productivity, communication and wellness. This workshop includes: Authentic motivation, The 3 pillars that actually drive action, Meet your Lizard Brain: How the Lizard Brain is simultaneously supporting and stunting your business and SIX strategies for stilling the lizard and turning change into a competitive advantage.



## 4. INTRODUCTION TO EMOTIONAL INTELLIGENCE 2.0

Emotional intelligence (EI) or emotional quotient (EQ) is the capacity of individuals to recognize their own, and other people's emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and platform from Travis Bradberry, and Jean Greaves that teach the disciplines of: Self-awareness, Self-management, Social awareness and Relationship management.

Let North Rock Leadership create the perfect workshop or seminar to achieve the intention and results you desire for your group from 5 to 200 people and half-day to multiple days.



## ABOUT JOE



**Joe Shaffner** is a professional development consultant based in the Washington, DC area and Western Maine. He has more than 30 years experience in building and leading successful teams in fast-paced businesses around the world. He spent 30 years in software development and sales organizations during that time, he coached hundreds of successful individuals and teams using tools such as Emotional Intelligence (EQ), DiSC, VIA Strengths, Steven Covey Principles, Situational Leadership and the Five Behaviors model.

Joe earned his B.S. in business and economics from University of Maine and an M.B.A. from George Washington University. He is a certified Everything DISC and Five Behaviors facilitator, and he is a current participant in an International Coaching Federation certification program. He enjoys playing the guitar and many outdoor sports. He lives with his wife and two sons in Silver Spring, Maryland and the mountains of Western Maine from time to time.