



“Ready to be like Mike?”

FUEL for your LeaderSHIP Journey™ will take you there.

Take the lessons from USS Benfold back to your teams and organizations

Get unprecedented access to over **150 of the EXACT tools and tactics** Mike used to turn USS Benfold from worst to first

You're busy, so we'll deliver a TAKE ACTION, a practical tool or tip each week right to your inbox

Your job - **read it, watch it, do it** - it's that easy

We don't stop there - **we give your leaders thought-provoking questions** to partner on your development - use them to also fire up conversations with your team & peers

Want to learn more about FUEL? Check out our Welcome to FUEL video.
<https://www.apgleadership.com/fuel/>

Benefits

FUEL will supercharge your leaders' performance helping them to:

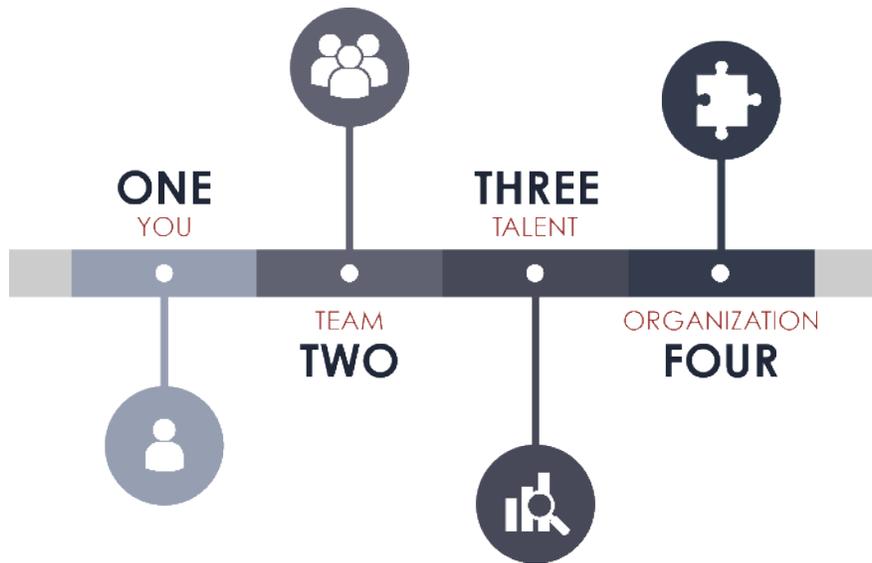
- **Drive** better results and impact bottom line
- **Boost** employee engagement
- **Retain** top talent
- **Expand** leadership skills
- **Deepen** internal and external relationships
- **Bolster** trust, collaboration and innovation



GET READY

TO ENJOY A MASSIVE BOOST IN RESULTS

Using the proven results from Captain Mike Abrashoff's phenomenal success as our framework, we've created a LeaderSHIP Roadmap™. It will guide your leaders along the same pathway Mike used to drive the engagement, ownership and performance of his crew.



MILEMARKER ONE - YOU

Leaders look inward to explore how their unique style and approach impacts how they communicate, influence and build trust with people.

MILEMARKER THREE - TALENT

Leaders unleash the talent of their people through a series of powerful conversations, potent feedback strategies and development opportunities.

MILEMARKER TWO - TEAM

Leaders create an environment where a diverse group of people can come together and be heard, driving purpose, unity and results.

MILEMARKER FOUR - ORGANIZATION

Leaders tap into their innovative side to tackle their toughest challenges, helping their organization stay ahead of the competition.



THE ENGINE BEHIND FUEL

Fire up your LeaderSHIP!™

This Journey is powered by FUEL, our **F**ast, **U**nparalleled, **E**xecutable, **L**eadership micro-assignments that are delivered right to your inbox. It's spread over six months to allow your leaders to embed new behaviors where they matter most – with their people.

WE DON'T STOP THERE. As your leaders are working hard to develop, they'll need support, so we give their leaders assignments too. Each participant's leader will receive a summary for each MileMarker. It contains thought provoking questions to review each micro-assignment. This will help them share ideas, drive priorities and enhance their relationship.

AND WE KEEP GOING. Leaders can supercharge each week's micro-assignment with additional resources to expand their practice or take a deeper dive into that week's topic. They can also dove-tail these resources to align with their development plan or areas for growth.

FUEL takes place in real-time, on the job and is a thoughtfully designed mix of:

- Self paced learning assignments to take action every week
- Videos, surveys, assessments and articles
- Interactive quizzes and activities

**TOO BUSY
DON'T WORRY
WE HAVE A
SOLUTION**

Busy leaders stand to benefit tremendously from this experience.

- Spreads learning over time so leaders can practice and master new skills to drive their performance
- Allows leaders in diverse locations to connect to build rapport, peer networks and engagement
- Gives leaders the flexibility to learn and practice in their own time and own environment
- Accommodates leaders' busy schedules, reducing or eliminating the need to travel to traditional, classroom-based sessions



HOW IT WORKS

READY TO GET FIRED UP?

Sign up today as an individual, or better yet, as a team!

Receive your welcome to FUEL for your LeaderSHIP Journey™ video and FUEL portal guide

Begin receiving your weekly Take Actions, Boosts and access to our SuperCharge library

That's it - let your Journey begin!

DELIVERED WEEKLY

Take Action

Weekly micro-assignments that leaders do on their own, takes no more than 15 - 30 minutes per week to complete

Boost

A mid-week challenge to push leaders a little more in that week's Take Action to stretch their leadership reach

SuperCharge

Additional resources to expand a leader's chance to practice or take a deeper dive into that week's topic

THREADED THROUGHOUT MILEMARKERS

Pulse Checks

These pre and post assessments will help you capture your leader's ROI throughout the Journey

Take Command

A recap of each MileMarker and thought-provoking questions the participants' leader uses to reinforce key learnings; can be used in one-on-ones or at team meetings



HOW IS FUEL DELIVERED?

FUEL can be accessed two ways. The most popular is through our highly interactive **FUEL Portal** which offers:



Fewer headaches

Accessing FUEL is really easy. We built our system to increase your satisfaction and fun from online learning and training.



Always available on the Cloud

No need to install, upgrade or backup anything. FUEL is Cloud powered so you can access it any time – anywhere.



Amazing Features

Explore what our full arsenal of resources has to offer – personal progress tracking to see how you're doing, interactive presentations, videos, private community chat rooms, notifications to keep your learning top of mind and access to our full library of additional resources to customize your journey and growth.



Reports that make sense

Simple and comprehensible analytics about everything that happens inside your FUEL Journey to measure your leader's progress and organization's ROI.

Looking to manage the Journey on your own?
FUEL can also be licensed to your organization.
Call us for more information today!



POWER UP YOUR JOURNEY

Expand FUEL's impact with these snap-ons:

It's Your Ship Book

Autographed copy of Captain Mike Abrashoff's Wall Street Journal Best Seller, *It's Your Ship*

Journey Mates

Want to bust down silos and create a culture of unity? We'll pair up your people in teams of three and send them monthly Take Actions specifically designed to bring them together to create relationships that drive accountability and success beyond the program.

FUEL your Insights – TriMetrix HD assessment, personalized report & debrief

Using our powerful suite of assessments we help leaders pinpoint their strengths, as well as uncover the areas that may be holding them back. Our assessments focus on their behavioral, motivational and thinking style. Each assessment is accompanied with an intensive one-on-one debrief and action planning to drive transformation and success.

FUEL 360 – survey, personalized report & debrief

FUEL 360 gives leaders a unique opportunity to see how well they are living the principles and practices of the Journey. Each FUEL 360 survey is accompanied with an intensive one-on-one debrief and action planning to drive transformation and success.

Accelerate Webinars*

Looking to explore a particular approach or process Mike used to drive engagement, ownership and performance on USS Benfold – then these sessions are for you. Our highly interactive 90-minute virtual sessions can be customized to address your team or organization's unique challenges. Accelerate sessions are kept to a maximum of 20 individuals to encourage real-time dialogue.

Customize Your Organization's Journey

Want to embed our Journey and all its tools into what you already have in place? We'll partner with you to customize the Journey to fit your organization's language and challenges, marry it to your competencies, leadership framework and even your work-day cadence.

FUEL for your LEADERSHIP JOURNEY™

IMPACT & TESTIMONIALS



HOW DOES FUEL IMPACT ORGANIZATIONS FACING CHANGE?

“With the assistance of FUEL, we increased our leadership capabilities and interpersonal abilities to move forward with confidence in a time of massive industry and organizational change. As leaders, we rose to the occasion, not pointing at what we couldn’t do, but instead focused on what we could do.” - CEO, Oil & Gas Industry



HOW DOES FUEL IMPACT LONG TERM RESULTS?

“The Journey exceeded our expectations. Each assignment was purposely driven and had an immediate impact on our outcomes, and is still influencing us today (*one year after FUEL*). The curriculum is clear and concise, useful, and repeatable.” - CEO, Reclamation Services Organization

HOW DOES FUEL IMPACT RELATIONSHIPS & COMMUNICATION?

“Using the Take Command tool was a game changer - my leader and I began to have deeper and more critical conversations. We’re talking like we’ve never talked before.” - FUEL Participant

HOW DOES FUEL IMPACT DAILY INTERACTIONS?

“What I love about the Journey is also what I hate about the Journey--you remind me what great leadership is supposed to look like every day.” - FUEL Participant

HOW DOES FUEL IMPACT RESISTANT LEADERS?

“I was skeptical at first that a virtual program would change my behavior. I knew my leadership traits were a bit lopsided and in need of smoothing out. FUEL showed me that it is possible to change the way I interact with my direct reports, as well as with my peers and superiors. I am working hard to understand the needs of my direct reports along with their desires and goals. I want to empower them to reach their fullest potential. This is the reason I strive to be better.” - FUEL Participant

HOW DOES FUEL IMPACT PERFORMANCE & EXECUTION?

“Having the best process, technology and equipment will only get you so far if you don’t have the RIGHT people leading within your supply chain organization. FUEL for your LeaderSHIP Journey brings the tools and tactics your leaders need to boost performance and engagement - ultimately the best way to improve execution.” - President, Supply Chain Major Home Improvement Retailer



We were founded on the success story of USS Benfold, an Aegis Class Destroyer, as chronicled in Captain Abrashoff's best selling business book, It's Your Ship.

We are here to help you protect your most powerful asset – your people.

