

# LEADERS CAN MAKE OR BREAK YOUR BUSINESS

FUEL will arm them with over 150 of the exact tools and tactics Mike used to drive productivity, performance and bottom-line results.



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

**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:

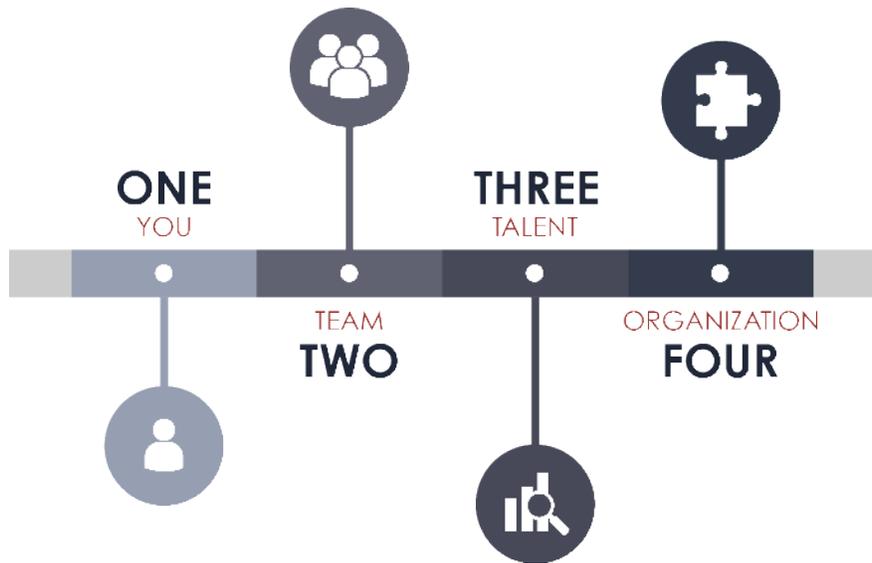
- **Drive** better results and impact bottom line
- **Boost** employee engagement
- **Retain** top talent
- **Expand** leadership skills
- **Deepen** internal and external relationships
- **Bolster** trust, collaboration and innovation



# 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



# COMPONENTS OF FUEL



## FUEL GATEWAY

Cloud-based portal that contains our full arsenal of resources, including personal progress tracking to see how you're doing, interactive presentations, videos, private community discussion boards, notifications to keep your learning top of mind and access to our full library of additional resources to customize your journey and growth.



## TAKE ACTION

Weekly micro-assignments that leaders do on their own. Taking 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.



## 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.



## JOURNEY MATES

Fellow participants going through the Journey with you.



## DISCUSSION BOARD

Every few weeks we'll ask you to post a response to a question on the Discussion Board. This is a great place to share your thoughts and hear what others are experiencing throughout the Journey.



## PULSE CHECK SURVEY

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



## JUMPSTART

Whenever you enter a new MileMarker of the Journey, you will receive a JumpStart. The JumpStart gives you an overview of the MileMarker, outcomes to expect and a glimpse into the topics you will be exploring each week.



# 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



# ITINERARY

## WEEKLY CADENCE



**TAKE ACTION**



**SUPERCHARGE**



**BOOST**

———— TUESDAYS ————

— THURSDAYS —

## ACCESS

You'll retain access to each week's content for the duration of your 6 month FUEL experience.

### MILEMARKER ONE: YOU

- Week 1** - JumpStart & Mike Abrashoff Story, Take Command & Pre-Pulse Check
- Week 2** - Where's Your Head – Fixed or Growth Mindset?
- Week 3** - Commit to Leadership Excellence
- Week 4** - Personal Best
- Week 5** - What Matters Most
- Week 6** - Create Your Living Legacy
- Week 7** - Defining Moments in Your Journey & Post-Pulse Check

### MILEMARKER THREE: TALENT

- Week 8** - JumpStart & Listen Aggressively, Take Command, Pre-Pulse Check
- Week 9** - Just Ask
- Week 10** - Building Trust & Unity
- Week 11** - Creating Shared Purpose
- Week 12** - Taking Ownership
- Week 13** - Lines in the Sand & Post-Pulse Check

### MILEMARKER TWO: TEAM

- Week 14** - JumpStart & Creating a Winning Culture, Take Command, Pre-Pulse Check
- Week 15** - Stay Interviews & Engagement Drivers
- Week 16** - Building a Strong Bench
- Week 17** - Know They Are The Best
- Week 18** - Work Hard Play Hard
- Week 19** - Counsel Continuously
- Week 20** - It's OUR Ship & Post-Pulse Check

### MILEMARKER FOUR: ORGANIZATION

- Week 21** - JumpStart & Defining Innovation, Take Command, Pre-Pulse Check
- Week 22** - Innovation Vantage Point
- Week 23** - Relentless Pursuit of Excellence
- Week 24** - Calculated Risk
- Week 25** - If You Have a Better Idea
- Week 26** - Signature Moment & Post-Pulse Check



# HOW IS FUEL DELIVERED?

FUEL can be accessed two ways. The most popular is through our highly interactive **FUEL Gateway** 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!**

# 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.

