

# PROSPECTUS OF SPEAKERS AND WORKSHOPS



customized training for  
state legislators



**WESTRAIN** is a membership benefit offered to Western state legislatures. Legislative leaders pick the training topic that will benefit their legislators or legislative staff the most. CSG West provides and covers the expense of an expert trainer who will tailor an educational program that best meets the needs of legislative members and/or staff.

### **TRAININGS ARE OFFERED IN THE FOLLOWING AREAS ►**

- » **COMMUNICATIONS TRAINING** | Communications or media expert helps legislators and/or legislative staff become more effective at dealing with the media and public speaking.
- » **TIME AND PRIORITY MANAGEMENT** | Productivity experts helps legislators and/or legislative staff manage the competing demands for their time and attention.
- » **STRESS MANAGEMENT** | Learn strategies to cope more easily with workloads, and expectations that cause stress and burnout.
- » **NEGOTIATION, CONSENSUS BUILDING, CONFLICT RESOLUTION** | Negotiation techniques for legislators on how to reach common ground, make a deal, and build consensus.
- » **ETHICS** | Going beyond rules and laws to act ethically and avoid the appearance of conflict of interest.
- » **CIVIL DISCOURSE AND TRUST** | Explore strategies to improve public discourse, build trust, and lead to constructive debate and policy solutions.

### **PROGRAM CRITERIA**

- » The training must be open to bipartisan participation.
- » Host state assists CSG West in selecting a date and time that maximizes attendance.
- » Host state leaders or their designees assist CSG West in promoting the event.
- » Training request approved by legislative leadership

## LEADERSHIP FOR LEGISLATORS ▶



FranklinCovey trainer **JEFF CARNEY** will adapt time-honored principles from the “7 Habits of Highly Effective People” to the practical needs of state legislators who want to become better leaders. After pre-consultations with lawmakers, Carney will offer either half-day or full-day training on such things as being pro-active, putting first things first, goal-setting and taking time out to refresh emotional, physical and spiritual health. Carney also delivers sessions on the foundations of great leadership such as building trust, clarifying your team’s purpose and taking action to achieve your vision.

Carney’s client list includes retail, transportation, biotechnology, healthcare, real estate, gas and oil companies as well as defense and various government and nonprofit agencies.

Carney has been an award-winning Franklin Covey trainer and manager for more than 25 years. He is the recipient of Franklin Covey’s highest award—The Summit Award—for excellence. Carney holds a BA from Brigham Young University and an MBA from the University of Utah. He is based in the Denver area.

The 7 Habits of Highly Effective People will help legislators to:

- » Take initiative and responsibility
- » Develop a clear mission statement for themselves and their teams
- » Balance key priorities and distinguish between true priorities and mere urgencies
- » To think win-win and not just win-lose
- » Greatly improve interpersonal communication at home and at work
- » Leverage creative collaboration on both sides of the aisle
- » Apply principles for achieving a balanced life.

## NEGOTIATIONS AND CONSENSUS BUILDING ▶



**DAVE LANDIS** is a master consensus builder who served almost 30 years as a Nebraska state senator, attorney, award-winning instructor and skilled public negotiator.

He has brokered legislative agreements between labor and management, utilities and ratepayers and other seemingly intractable foes. Termed out of the Nebraska Legislature in 2006, Landis now teaches lawyers and public administrators at the University of Nebraska College of Law and the Department of Public Administration.

Currently, he is the Director of the Lincoln, Nebraska Urban Development Department. Landis also has served as a consultant and trainer for programs at Harvard, MIT, Cornell, Pepperdine and the University of Illinois. Outside the legislative/mediation arena, Landis is well known for his portrayal of U.S. Senator George Norris, the father of the unicameral legislature and champion of nonpartisanship.

In this training, legislators will learn the techniques needed to become a skilled negotiator and consensus builder. Some key takeaways from this session include the following:

- » Identify recurring steps in deal making
- » Tools for finding joint gain
- » Finding ways to settle without giving up or giving in
- » Five tools problem solvers use for finding good bargains
- » Creative problem solving processes

## CREATING A CULTURE OF EXCELLENCE, ETHICS AND CIVILITY ►



**SCOTT RAECKER** serves as director of The Robert D. and Billie Ray Center at Drake University—formerly known as Character Counts In Iowa—a position he has held since the work of the center was founded by former Gov. Robert D. Ray as a lasting legacy to the Iowa sesquicentennial in 1997.

The Robert D. and Billie Ray Center was created by Drake University to serve as a local, regional, national and global resource for applied research and programming in the areas of leadership, ethics and civility. The Ray Center is a national partner of

the Josephson Institute of Ethics, where Raecker has previously served as both chairman of the board and CEO, as well as the Institute for Excellence & Ethics. From the preschool environment to the corporate boardroom, The Ray Center is coordinating efforts to create a positive environment of civility, principled decision-making and ethical leadership in our daily lives.

Raecker's commitment to positively impact the lives of others was also reflected in his 14 years of public service as a member of the Iowa House of Representatives from 1999 through 2012. In the Iowa Legislature, he served in numerous leadership roles including chair of the House Appropriations Committee, chair of the Ethics Committee and chair of the Midwest Council of Government's Legislative Leadership Institute.

Raecker is a graduate of Grinnell College where he received a bachelor's degree in political science and religious studies. He is also certified as a character development specialist and corporate ethics trainer through the Josephson Institute of Ethics and has recently been featured as a keynote speaker on ethics and civility to state legislatures across the United States.

Topical focus areas include:

- » Making surface to substance connections
- » Culture shaping
- » Excellence with integrity
- » Organizational effectiveness
- » Communications and negotiation essentials

## MEDIA RELATIONS & ETHICS ▶



**ADAM SCHRAGER** runs the investigative unit at WISC-TV in Madison, Wisconsin. In his 25-year reporting career, two decades of which was spent covering politics in Wisconsin and Colorado, he has won numerous accolades including nearly 30 Emmy awards. His final day reporting at the Colorado State Capitol led to a standing ovation from lawmakers. He's still unclear as to whether they were applauding because they were sad or happy to see him leave.

Schrager's first book was *The Principled Politician*, a biography of former Colorado Gov. Ralph Carr whose stand on behalf of Japanese Americans after Pearl Harbor

cost him his political career. His second book, *The Blueprint: How the Democrats Won Colorado (and Why Republicans Everywhere Should Care)* articulated the behind-the-scenes influence coordinated donors were having on elections. His third book, *The Sixteenth Rail: The Evidence, The Scientist and The Lindbergh Kidnapping*, was named by NPR's Science Friday as one of the best books of 2013. His most recent work, *Tall Paul: The Businessman-Politician Who Helped Transform Arizona*, is a biography of former Arizona Governor and U.S. Sen. Paul Fannin.

Schrager has conducted media training seminars for CSG West for more than a decade, and has delivered keynote speeches on ethics and the late Colorado Gov. Carr for CSG West and the CSG Midwest's Bowhay Institute for Legislative Leadership Development. He taught journalism at the University of Denver and Marquette University for a number of years.

Media training will cover:

- » What makes news?
- » Getting TV, newspaper or online coverage
- » Best and worst ways to publicize legislation
- » Skills for communicating with reporters
- » An interactive experience surrounding proposed legislation in which attendees will create a media plan and take questions from "reporters"

Ethics training will cover:

- » The story of Gov. Ralph Carr and what to learn from a "principled politician"
- » Other examples of ethical leadership in politics
- » How to hold one's integrity through a process that can threaten it
- » An interactive experience surrounding ethical challenges in politics

## PUBLIC SPEAKING | COMMUNICATIONS | MEDIA ▶



**DEB SOFIELD** is president of Executive Presentation Coaching Co. based in Greenville, S.C. She trains men and women in public speaking and message development in the U.S. and internationally. A former advertising agency owner, press secretary, campaign manager, speech writer and elected official herself, Sofield has advised members of Congress, secretaries of state, state legislators and other elected officials. She received very high ratings for public speaking training delivered at CSG West meetings.

Sofield is a member of the National Speakers Association and has won numerous awards in the public speaking arena. She was president of the board of directors of the Women's Campaign School at Yale University and is a visiting professor, teaching public speaking at Harvard University's, John F. Kennedy School of Government.

Sofield's workshops mirror her book *Speak without Fear*. She offers practical tips on body language, personal appearance, charisma and the rules of the road for public speaking, as well as guidelines on messaging and handling Q and A sessions from both friendly and unfriendly audiences.

Whether you're making a presentation before your constituents or conducting a TV interview, you'll learn tips of the trade on everything from gathering material for your remarks and speaking confidently to dressing for success. Deb even shows you how to deal with hostile questions and technical difficulties.

Training sessions will include a focus in the following:

- » What makes a great speech?
- » First impressions
- » How to control nervousness
- » Knowing your audience
- » Soft landings
- » Transitions
- » Q & A rules for success

## TIME & STRESS MANAGEMENT | MENTAL TOUGHNESS | CONFLICT RESOLUTION ►



**KEVIN STACEY** is the owner of the Boston-area firm TrainRight, Inc. He holds an MBA and is a productivity expert who teaches people how to eliminate self-created problems and distractions that impede success. Stacey is the author of “Mental Toughness” and a contributor to “Don’t Sweat the Small Stuff Stories.”

His client list includes IBM, The New York Times, Ford Motor Company, the American Federation of State, County and Municipal Employees, federal administrative judges, the U.S. Postal Service, the U.S. Department of the Treasury and the National Guard in numerous states.

Since 1999, Stacey has trained more than 50,000 people in 47 states and four nations. Stacey’s programs provide concrete information and practical solutions for workplace problems. He focuses on developing the cognitive skills of focus, concentration, creative problem solving, and critical and positive thinking.

- » **KEY TIME MANAGEMENT SESSION TAKEAWAYS:** maximize productivity in the legislative arena by setting and completing priorities; developing realistic action plans; minimizing interruptions; identifying time wasters; delegating effectively; using technology to help you rather than hurt you; increasing your ability to focus, and instilling a greater sense of control and satisfaction.
- » **KEY STRESS MANAGEMENT AND MENTAL TOUGHNESS SESSION TAKEAWAYS:** increase effectiveness by focusing more on what you can control; assume personal responsibility for the things and situations you don’t like; minimize feeling frustrated and overwhelmed; learn how to melt “mental snowballs” and the habit of blowing things out of proportion and making them worse than they really are; express gratitude for what you have instead of disappointment over what is perceived to be lacking; and cope more easily with workloads, expectations and the daily dramas that cause stress and burnout.
- » **KEY CONFLICT RESOLUTION AND COMMUNICATION SKILLS SESSION TAKEAWAYS:** strengthen personal relationships in the legislative arena by appreciating the differences in others, and not frustrate yourself by expecting everyone to be the way you think they should be; be persuasive, convincing and sell your point of view in a non-threatening way; understand the “escalation scale” and prevent disagreements from deteriorating; and reduce workplace negativity and improve morale.

# WHAT PEOPLE ARE SAYING...

**“THIS WORKSHOP SHOULD BE MANDATORY FOR ALL STAFF AND MANAGERS.”**

“Thank you for the enthusiasm you presented in your material. Very grateful for the tools that you put in our tool chest.”

“I have sat through many ‘leadership’ courses. This was the best by far.”

“(The speaker) is engaging, inspirational and drives the points home in an entertaining manner.”

**“(THE TRAINER) HAD GREAT ENTHUSIASM AND REALLY SEEMED TO EMBODY WHAT HE WAS TALKING ABOUT.”**

**“It was highly valuable to have a former legislator speak. So often there is a disconnect with those who have never worked in the legislature.”**

**“IT WAS FANTASTIC! VERY INFORMATIVE AND COMPLETELY SPOT ON. HE ADDRESSED MANY OF THE NEEDS OF OUR ORGANIZATION.”**

**“Excellent presentation, very moving and impactful. I will practice what I learned today.”**



CSG West is a nonpartisan, nonprofit organization that fosters and facilitates regional cooperation, and strengthens western state legislatures. CSG West advocates multistate partnerships and solutions, exchanges capitol ideas, builds leadership and promotes a regional vision built on common interests that transcend state and international borders.

For more information about **WESTRAIN**, please contact Erica Miller at (916) 553-4423 or [emiller@csg.org](mailto:emiller@csg.org), or visit the CSG West website at [www.csgwest.org](http://www.csgwest.org)