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Business Management Success Courses©

*Specifically designed for the **Children's Activity Center industry**, and based on decades of industry-specific Owner and Program Manager work, our progressive online **BUSINESS EDUCATION FOUNDATION Level courses** will give you and your current and future Program Managers the necessary perspectives and tools to grow themselves and your business.*

These systems are proven effective - for businesses in any geographical location, of any age, and with any size customer base or annual revenues.

Increase the Value of your Business with these Professional Development Courses today! The six (6) FOUNDATION Levels include:

- **Level 1 Certification Course**
- **Level 2 Certification Course**
- **Level 3 Certification Leadership Toolkit Course**
- **Level 4 Certification Course**
- **Level 5 Certification Course**
- **Level 6 Certification Advanced Leadership Course**

Please see the Frequently Asked Questions (FAQ) document for complete information. The **FOUNDATION Courses** lead up to the **MASTERY Course series** and the **BUSINESSGrades** 5 Star Industry Rating service.

Get started today!

Experience. Systems. Teamwork. Results.

Connect with 3rd Level Consulting today!

BUSINESS MANAGEMENT SUCCESS COURSES©



PURPOSES, ASSESSMENTS, BENEFITS FAQ's

Q: Can you please describe the different sets of Courses available?

A: **The first called the FOUNDATION Series**, and is a progressive set of six (6) courses designed specifically for new Owners and Program Managers.

Q: Why is the FOUNDATION series of Business Management Success Courses important for Owners?

A: The FOUNDATION Business Management Success Courses are designed to inform, enlighten, stimulate thoughtful internal dialogue, and provide [a consistent path for the business knowledge development of Key Staff](#).

Q: Why is the FOUNDATION series of Business Management Success Courses important for Key Staff and Program Managers?

A: As you progress in levels of responsibility, you will find it easier to do a GREAT JOB if you are aware of the FACTORS that go INTO doing a great job! There is a natural **PROGRESSION** from Assistant or Co-Program Manager to Program Manager to Program Director to General Manager to possible Supervisor or Ownership. In any case, *your career opportunities really open up* when you arm yourself with the Business Systems Knowledge to succeed!

Q: How would you describe the various levels of the FOUNDATION Course Series?

Level 1 Certification Course: A great foundation for training current or prospective Program Managers. Owners of any level should take this course to see exactly what your managers will be learning!

Level 2 Certification Course: Built on the Level 1 Course, this is for intermediate level Program Managers, new Program Directors, new Owners, Owners in the Growth Phase, or those who are considering purchasing or starting a business.

Level 3 Certification Course: First in a series of two levels of Leadership Training Courses. A bridge course for those who have completed the Level 1 and 2 Courses to prepare them for the Level 4 and 5 Courses.

Level 4 Certification Course: The “next step” for experienced Program Directors, General Managers or Expansion Phase Owners.

Level 5 Certification Course: Designed for very experienced Program Directors, General Managers or Owners who are seeking cutting-edge knowledge. It is also for owners who want a “turn-key” operation to build the maximum value into their programs or overall company.

Level 6 Certification Course: Second in a series of two levels of Leadership Training Courses. For those who have completed the Level 4 and 5 Accelerator and Diploma Courses, and who aspire to the top levels of Leadership. Great for those who are preparing their staff for eventual ownership transition. Level 6 also requires completion and submission of a 12-question Culminating Essay.

Q: You refer to the difference between Program Managers and Program Directors - what do you mean?

A: This is actually a VERY important distinction. Different businesses use different terms to describe positions within their organization, but in our course work a **PROGRAM MANAGER** handles the students, curriculum, events, etc. that are ALREADY in place. A **PROGRAM DIRECTOR** has more vision and scope, and is able to benchmark the performance of their program against the best in the country.

Q: How will I go about learning the material in the FOUNDATION Courses?

A: All courses are arranged in Chapters and Lessons. On many pages, there are links to supplementary documents, which may be printed.

Q: How much time do I have to complete each course?

A: **You have up to 1 calendar month of online time for each Level.** There are no minimum time requirements prior to taking the test, but the course does require you to view each learning screen at least once. We recommend a minimum of 2 hours of online time before you take the Assessment Test.

Q: How is my learning assessed?

A: **There are 60 questions on each course test, with 60 minutes to complete it. Passing grade is 75% or higher.** You are not be able to refer to the course information online during the test, so you may wish to print out some of the document links as you go along, or as you review.

Q: Can I re-test easily if I do not pass the first time?

A: YES, no problem. If you are within the allotted 1 calendar month of online time, there is no charge. The test can be reset for you to take again at your convenience. If you go outside the allotted online time, there may be a minimal charge to access the program again. You should print out your Completion Certificate immediately upon passing the test.

Q: Are Certification Levels 2-6 set up in similar fashion?

A: Yes, all Courses are identical in terms of study time, test questions and passing percentage.

Q: Does the information and knowledge in one course build upon the previous course(s)?

A: **YES! The entire series is a progression.** Just as teaching a child to tumble, swim, cheer, dance, perform a martial arts kata or read is a series of progressive steps, these courses provide progressive building blocks to business knowledge.

Q: How quickly can I progress through the Certification Levels?

A: You can go as rapidly as you are able! Although you have a calendar month of online time to complete each level, there is no minimum time except to view each learning screen before the test option appears in each course.

Q: If I am already an experienced Program Manager, Program Director, or Owner, can I skip the first levels?

A: Sorry, no! Fundamentals are critical. It is **VITAL** that you understand what the people whom you "send" through this course will be learning. That way, you will be able to have very constructive discussions with them right from the start!

Q: Does this Certification have valid use in the industry?

A: **YES!** Many Owners and Supervisors are looking for Program Managers, Program Directors, General Managers or even eventual Owners. Your initiative in educating yourself will raise your "stock value" in their eyes. If you are fortunate enough to have progressive owners who have started you on this track, thank your lucky stars (and thank them as well). Future business owners will find that banks and the Small Business Administration (SBA) actively inquire as to what your industry-specific business management knowledge is - these Certification Courses address those requirements!

If you are already an owner, you will find that your own knowledge base will be increased, and by having your Key Managers progress through these courses, you will be literally "on the same page" with respect to business development and terminology. When it does come time to transfer ownership of the business (and every business has this phase eventually), you will have a solid crew to select from.

Q: Who should pay for these FOUNDATION Level Certification Courses?

A: Many businesses offer this to their Key Players free of charge, incorporating the cost into their Professional Development budget. After all, this is a form of internal marketing!

Others have paid 50% of the cost with the prospective or current Manager paying 50%. Upon receipt of their Completion Certificate, the company reimburses them back their original 50%. This way, you know that they are serious enough to put up some of their own money! As with many things in life, if something is "free", often times we do not truly appreciate it.

If you are a Program Manager, Program Director, Office Manager, General Manager or prospective Owner, you may want to pay for this yourself if the current Owner or Supervisor either will not or cannot fund this. Take the opportunity to improve!

Whether you are an Owner or a Program Leader, the best dollars you can spend in business are the ones that encourage and increase Professional Development. If word of mouth is our most effective form of marketing, then professional development is the stimulus that creates the great experiences that your customers will talk about. Professional development is actually a major part of marketing for service businesses!

TECHNICAL NOTE: The courses are authored on software that is maximized for Internet Explorer. Using other browsers may cause some loss of functionality.

Contact Frank@3rdLevelConsulting.com

or for complete information visit

www.3rdLevelConsulting.com



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Business Success Management Systems

Course Certification Details

Level 1

Chapter 1 – Introduction and Overview - Welcome to your Journey!

Chapter 2 – The Scope of our Industry

Chapters 3, 4, 5 – Major Components of our Industry

- Sports Instruction
- Education and Child Care
- Entertainment!

Chapters 6 – Systems Preview - Preview of the “Magic 8” Business Success components

- Lesson 1 - Why SYSTEMS? - The “Magic 8” Components of the System
- Lesson 2 - Overall Management System
- Lesson 3 - Marketing Management System
- Lesson 4 - People Management System
- Lesson 5 – Information (Data) Management System
- Lesson 6 - Financial Management System
- Lesson 7 - Facilities Management System
- Lesson 8 - Risk Management System
- Lesson 9 - Inspiration Systems!

Chapter 7 - How Program MANAGERS fit into the System

Chapter 8 - Personal Organization & Effectiveness

Level 1 Learning Assessment Test

Preview of Level 2 Course

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Business Success Management Systems Course Certification Details

Level 2

Chapter 1 – Review and Outlook

- Congratulations on your Level 1 Certification!
- Lesson 1 - Continuing your Journey
- Lesson 2 - Scope of the Industry, continued
- Lesson 3 – Outline of Level 2 Course

Chapter 2 - Systems, continued

- Lesson 1 - SYSTEMS Interactions
- Lesson 2 – DIRECTING a Program or Office Operation
- Lesson 3 - **Overall Management System**, continued
 - Page 1 – Business Model selection, continued
 - Page 2 – 6 Levels of Business Development
 - Page 3 – Critical Strategic Indicators
- Lesson 4 - **Marketing Management System**, continued
 - Page 1 - Defined Programs - Names and Logos
 - Page 2 - Company Vision, Purposes, Core Beliefs
 - Page 3 - Understanding the Marketing Process
 - Page 4 - Understanding the Customer Needs
 - Page 5 - Tracking the Customer Experience
 - Page 6 - Brand, Commodity, Product
 - Page 7 – Company Literature and Web Site
 - Page 8 – Strategy, Campaigns, Tactics
- Lesson 5 - **People Management System**, continued
 - Page 1 – Documented Human Resources Progression
 - Page 2 – Defined Programs – Managers and Directors
 - Page 3 – Future Organizational Chart
 - Page 4 – Individual Program Goals and Strategic Planning
 - Page 5 – Program Annual Plans
 - Page 6 – True Control
 - Page 7 – Professional Development and Continuing Education
 - Page 8 – Total Compensation
 - Page 9 – Tech Tools

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- Lesson 6 – **Information (Data) Management System**, continued
 - Page 1 - Individual Program Folders incl. Office
 - Page 2 - Staff - Payroll and Private Lessons
 - Page 3 - Master Calendar
 - Page 4 - Company Database
 - Page 5 - Matching Programs in Database - Receivables consistency
 - Page 6 - Program Directors - ease of use
 - Page 7 - Meaningful Reports

- Lesson 7 - **Financial Management System**, continued
 - Page 1 - Defined Programs - Financial Reports
 - Page 2 – Managing by Percentages
 - Page 3 - Profit-sharing equals ACCOUNTABILITY!
 - Page 4 - Pricing Strategies

- Lesson 8 - **Facilities Management System**, continued
 - Page 1 - Defined Programs - Physical Spaces
 - Page 2 - Schedule Maxing
 - Page 3 - "Flex-Spacing" efficiency
 - Page 4 - Master Space Planning Grid
 - Page 5 - Learning Stations Grid
 - Page 6 - Future Space Planning
 - Page 7 – Repairs and Maintenance Services

- Lesson 9 - **Risk Management System**, continued
 - Page 1 –Risk Management presentation
 - Page 2 – Insurance Coverages
 - Page 3 – Equipment and Asset Lists; Inspections
 - Page 4 – Security
 - Page 5 - Emergencies

Chapter 3 – Personal Organization and Effectiveness

- Lesson 1 - Communication is a 4-Way Street!
- Lesson 2 – Personal Organization and Effectiveness Mind Map

Level 2 Learning Assessment Test

Preview of Level 3 Leadership Toolkit Course

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Business Success Management Systems Course Certification Details

Level 3 – Leadership Toolkit

Chapter 1 – Review and Outlook

- Congratulations on your Level 2 Certification!
- Lesson 1 Continuing your Journey
- Lesson 2 – Outline of Level 3 LEADERSHIP TOOLKIT Course

Chapter 2 – Leadership Characteristics

- Lesson 1 – (IA + AA) x A = IHP
- Lesson 2 – Vision, Goals, Targets
- Lesson 3 – 5 Keys to Developing the Leader in YOU
- Lesson 4 - 9 Tips from the Leadership Education Project
- Lesson 5 – 8 Characteristics of *Effective* Leaders
- Lesson 6 – Cornerstone's 12 Principles of Leadership
- Lesson 7 – Fast Company's 12 "Leader of the Future" Traits
- Lesson 8 – Leadership Styles overview

Chapter 3 – Optimal Energy and Performance for Leaders

- Lesson 1 – Managing Mental Energy
- Lesson 2 – Managing Physical Energy
- Lesson 3 – Handling Stress

Chapter 4 - Personal Organization and Effectiveness

- Lesson 1 – 6 Traits of the *Organized* Leader
- Lesson 2 – Working on Yourself – the Laws of Success
- Lesson 3 – The Urgent versus the Important
- Lesson 4 - Handling Information Overload
- Lesson 5 – 10 Ways to Improve *LISTENING* Skills
- Lesson 6 - Tao of Leadership, Part 1

Chapter 5 – Thriving in a Competitive Environment

- Lesson 1 – Perseverance
- Lesson 2 – The Magic of Thinking BIG!
- Lesson 3 - 10 Rules for Running your Business
- Lesson 4 – Negotiation Skills, Part 1
- Lesson 5 – The 11 Laws of Change

Leadership Toolkit Level 3 Learning Assessment Test

Preview of Level 4 Course

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Business Success Management Systems

Course Certification Details

Level 4

Chapter 1 – Review and Outlook

- Congratulations on your Level 3 Leadership Toolkit Certification!
- Lesson 1 – Continuing the Journey - Growing as a Manager, Director, Leader in the system
- Lesson 2 - Communication is a 5-Way Street! (You, the children, the staff, the parents, the community)
- Lesson 3 – Outline of the Level 4 Course

Chapter 2 - Management System

- Lesson 1 - Business Systems
 - Page 1 – Business Model Implementation
 - Page 2 – Top Reasons That Businesses Fail
- Lesson 2 - Business Strategies
 - Page 1 - 4 Phases of Business Life Span
 - Page 2 - 6 Stages of Strategic Business Development

Chapter 3 - Marketing Management System

- Lesson 1 – Marketing Overview
 - Page 1 – Marketing Principles
 - Page 2 – Brand, Commodity, Product – all examples
 - Page 3 – Target Markets
 - Page 4 – Marketing Plans, Part 1
- Lesson 2 – Internal Marketing
 - Page 1 – How To Put Your W.O.M. Into Overdrive!
 - Page 2 - Newsletters
 - Page 3 - Surveys
 - Page 4 - Referrals
- Lesson 3 – External Marketing
 - Page 1 – Strategy, Campaigns and Tactics
 - Page 2 – 8 Great Ad Tips
 - Page 3 – Outside Sales Plan

Chapter 4 - People Management System

- Lesson 1 – Hiring and Orientation
 - Page 1 – Staff Recruiting
 - Page 2 – Employment Application
 - Page 3 - Orientation Checklist
 - Page 4 - Background Checks
 - Page 5 – Work Samples
- Lesson 2 – Employment Handbook – Overall Company
- Lesson 3 – Position Descriptions or Contracts

- Page 1 – Position Description Objectives and Outcomes
- Page 2 – Written Sample
- Page 3 – Mind Map Sample
- Lesson 4 – Evaluations
 - Page 1 – About Evaluations
 - Page 2 – Evaluations – Program Directors
 - Page 3 – Evaluations – Employees
- Lesson 5 – Total Compensation - Bonuses, Profit-Sharing, Benefits
 - Page 1 - Compensation Levels
 - Page 2 - Compensation and Profit-Sharing Guidelines (Part 2)
 - Page 3 - Personal Productivity
- Lesson 6 – Payroll
 - Monitoring Payroll and Private Lessons
- Lesson 7 – Professional Development and Continuing Education
 - Page 1 - Professional Development Survey
 - Page 2 - Staff Education System
- Lesson 8 – Staff Meetings and Teamwork
 - Page 1 - System of Meetings
 - Page 2 - Wheel of Fortune Meeting
- Lesson 9 – Exits, Warnings, Dismissal
 - Page 1 - Written Warnings System
 - Page 2 - 9 Dismissal Tips

Chapter 5 – Information (Data) Management System

- Lesson 1 – Company Information Files
 - Page 1 – Defined Programs
 - Page 2 - Office Manager Position
 - Page 3 – Customer Service, Part 1
- Lesson 2 – Database
 - Page 1 – Database Considerations
 - Page 2 – Meaningful Reports

Chapter 6 - Financial Management System

- Lesson 1 – Expense Analysis – Overall Business
- Lesson 2 – Expense Analysis - Individual Programs
- Lesson 3 - Pricing Strategies presentation
- Lesson 4 – Billing and Collections

Chapter 7 - Facilities Management System

- Lesson 1 - Physical Space Allocation summary
- Lesson 2 – Space Productivity considerations
- Lesson 3 – Space Maintenance - Manager Position
- Lesson 4 – Repairs and Maintenance Master Provider List

Chapter 8 - Risk Management System

- Lesson 1 - All Programs - Document Everything – 10 Ways To Stay Out of Court!
- Lesson 2 – Facility Security – sample Report
- Lesson 3 – Emergency Plan – specific Program example

Level 4 Learning Assessment Test

Preview of Level 5 Course

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Business Success Management Systems Course Certification Details

Level 5

Chapter 1

- Congratulations on your Level 4 Certification!
- Lesson 1 - Continuing your Journey!
- Lesson 2 - Communication is a 6-Way Street!
- Lesson 3 – Outline of the Level 5 Course

Chapter 2 - Overall Management System

- Lesson 1 - Business Systems
 - Page 1 – Business Manager Position
 - Page 2 – Creating and Synchronizing Business Systems
 - Page 3 – Self Rating Business Systems Survey
- Lesson 2 - Business Form and Organization
 - Corporate Forms and Effects
 - Your Business Professionals Team
- Lesson 3 - Business Strategies and Leadership
 - Page 1 – Keeping Business Simple
 - Page 2 - Business Ethics
 - Page 3 - 7 Phases of a Career
- Lesson 4 - Building Business Value
 - Page 1 – Building Long Term Business Value
 - Page 2 – Advisory Boards

Chapter 3 - Marketing Management System

- Lesson 1 – Marketing Overview
 - Page 1 – Marketing Manager Position
 - Page 2 – Marketing Advantages of Small Companies
 - Page 3 – Competitive Intelligence Charting
- Lesson 2 – Internal Marketing
 - Page 1 – Internal Marketing Presentation
 - Page 2 – Surveys, continued
- Lesson 3 – External Marketing
 - Page 1 – External Marketing Presentation
 - Page 2 – Donations
 - Page 3 – Public Relations and Community Involvement
- Lesson 4 - Intellectual Property
- Lesson 5 – Web Site

Chapter 4 - People Management System

- Lesson 1 – Hiring and Orientation
 - Page 1 – Human Resources Manager Position
 - Page 2 – Hiring Good People!
 - Page 3 – Group Interviewing
- Lesson 2 – Employment Handbook – Individual Programs/Departments
- Lesson 3 – Position Descriptions or Contracts
 - Page 1 – Employment Contracts
 - Page 2 – Independent Contractors
- Lesson 4 – Evaluations
 - Page 1 – Ongoing Evaluations
 - Page 2 - 360 Degree Reviews
 - Page 3 – Rave Reviews!
- Lesson 5 – Total Compensation - Bonuses, Profit-Sharing, Benefits
 - Page 1 – Profit-Sharing Progressive Programs
 - Page 2 – Internal Staff Program Discounts
 - Page 3 – Recognition Programs
- Lesson 6 – Payroll
 - In House versus Payroll Service
- Lesson 7 – Professional Development and Continuing Education
 - Passionate Performance
 - Owner Education System
- Lesson 8 – Staff Meetings and Teamwork
 - Social Events and Retreats
 - Teamwork Development Guidelines
- Lesson 9 – Exits, Warnings, Dismissal
 - Employee Complaint Form
 - Legal Dismissal Reasons
 - Exit Interviews

Chapter 5 – Information (Data) Management System

- Lesson 1 – Enhanced Customer Service
- Lesson 2 - Office Duties and Procedures
- Lesson 3 - Telecommunications
- Lesson 4 – Billing & Collections
- Lesson 5 – Getting Additional Value from your Computers

Chapter 6 - Financial Management System

- Lesson 1 – Financial Manager Position
- Lesson 2 – Simplified Chart of Accounts
- Lesson 3 - Financial Statements and Financial Ratios
- Lesson 4 – Financial Software Matching Departments
- Lesson 5 - Defined Programs and Financial Reports

Chapter 7 - Facilities Management System

- Lesson 1 – Facility Energy Audit
- Lesson 2 – Leasing and Subleasing Guidelines
- Lesson 3 – Future Space Planning

Chapter 8 - Risk Management System

- Lesson 1 - Risk Management Audit
- Lesson 2 - Insurance Coverages
- Lesson 3 - Security Systems – continued
- Lesson 4 - Emergencies – major situations
- Lesson 5 – Business Contingency Planning

Chapter 9 - Ownership

- Lesson 1 - Growing into Ownership
- Lesson 2 - Owning the Business
- Lesson 3 - Succession Planning

Level 5 Learning Assessment Test

Preview of Level 6 Advanced Leadership Course



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Business Success Management Systems Course Certification Details

Level 6 – Advanced Leadership

Chapter 1 – Review and Outlook

- Congratulations on your Level 5 Certification!
- Lesson 1- Continuing your Journey
- Lesson 2 – Outline of Level 6 Advanced Leadership Course

Chapter 2 – Leadership Characteristics

- Lesson 1 – Living Without Limits
- Lesson 2 – Leading at the Speed of Growth
- Lesson 3 – Topgrading
- Lesson 4 – Leadership Integrity
- Lesson 5 – Building High Performance Teams
 - Outline of the Team Building Phases
 - Creative Domains and Group Genius!
 - Your Business Professionals Team

Chapter 3 – Optimal Energy and Performance for Leaders

- Lesson 1 – Managing Emotional Energy
- Lesson 2 – Managing Spiritual Energy

Chapter 4 - Personal Organization and Effectiveness

- Lesson 1 – Managing Through Business Intelligence
- Lesson 2 – Formula for Duplicating Yourself
- Lesson 3 – Tao of Leadership, Part 2
- Lesson 4 – All about POWER

Chapter 5 – Thriving in a Competitive Environment

- Lesson 1 – Surveying the Landscape – Identifying Trends
- Lesson 2 – Negotiating Skills, Part 2
- Lesson 3 - The 10 Commandments of Hypergrowth
- Lesson 4 – Preparing Employees for Change
- Lesson 5 – The 7 Levels of Thought Change
- Lesson 6 – 14 Strategies for Generating an Edge
- Lesson 7 – The 10 Commandments of Chess
- Lesson 8 – 20 Smart Moves in Tough Times
- Lesson 9 - Baldrige National Quality Award Criteria
- Lesson 10 – What Will Matter

Advanced Leadership Level 6 Learning Assessment Test

Advanced Leadership Level 6 Culminating Essay

CONGRATULATIONS on completing the Business Management Success Courses!

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