

Southwest Character Council

Building People and Communities of Character in the Tri-State Region

Character First! Implementation Seminar

August 20, 2008 (Wednesday)

Great American Land and Cattle Co.

701 S. Mesa Hills, El Paso, Texas

8:30 AM to 4:30 PM

Southwest Character Council's vision is to seek the transformation of the region with a character program that helps individuals and their families build successful lives. Our mission is to serve the region by coordinating and integrating 49 character qualities into every sphere of society as a foundation to build upon our future.

Achieve True Success Through Character Development

Employees determine the success of your organization, not solely with their knowledge, skills, and abilities. Their productivity and performance stems from their character. A **punctual** employee arrives to work on time. A **diligent** employee invests all of her efforts to complete a task. An **alert** employee is keenly aware of each customer's needs.

Improve Your Workplace- Seminar Topics

Seminar topics include: hiring for character, employee meetings, character recognition, how to build character, character-based correction.

Business owners, government leaders, managers and anyone who supervises people should attend these training sessions.

Benefits

- ~Develops morale and unity
- ~Improves quality of one's work and life
- ~Cultivates customer relationships
- ~Increases profits
- ~Boosts productivity
- ~Lowers workman's comp and turnover
- ~Translates to good behavior in the home

Costs for One Day Training

For a **business person**, the cost is \$245 for the first person: thereafter for each additional attendee the cost is \$185 each.

Call for special pricing for non-profits and government.

Cost to Implement Character First!

After the training, the recommended resources include a **monthly character bulletin** and a short video presentation lasting 6-9 minutes. The videos are \$40 each.

To register for the Implementation Seminar, go to www.swcharactercouncil.org. Southwest Character Council is a 501(c) 3 corporation. Call the office at 915.779.3551 or fax 915.779.3882. To register by mail, send your check with names to Southwest Character Council, 10920 Marconi Lane, El Paso, Texas, 79935. Email us at office@swcharactercouncil.org. Or for more info, visit www.characterfirst.com

Register early, as space is limited.