

A Sample of BetterCulture's MindSet Leadership Program

We hope you enjoy this sample of the MindSet Leadership Program. This 56-video, on-demand program is available for individual purchase [HERE](#). Organizations interested in purchasing bulk licenses should contact BetterCulture at info@betterculture.com or (402) 630-6500.

For a one-step overview of the entire program, check out this [SAMPLE VIDEO](#). For those interested in exploring the program in greater detail, we have included the entire program curriculum below, along with a few complete lessons. **Please Note:** this is protected content - provided for your use only.

module 1: mission, culture & excellence

- >>> [Video 1: Welcome to the MindSet Leadership Program](#)
- >>> Video 2: Leadership: It's Not Easy
- >>> Video 3: Parenting and Coaching
- >>> Video 4: Introduction to Leadership Principle 1
- >>> Video 5: Mission-Driven Leaders
- >>> [Video 6: Culture](#)
- >>> Video 7: Envision the Culture
- >>> Video 8: Excellence
- >>> Video 9: Satisfied Customers – NOT Enough
- >>> Video 10: Internal Customer Service
- >>> Video 11: Recruitment & Selection

module 2: pride

- >>> [Video 12: Introduction to Leadership Principle 2](#)
- >>> Video 13: Cosmos & Locals
- >>> Video 14: Do You Know Your History?
- >>> Video 15: Fishing for Compliments
- >>> Video 16: Celebrate Success
- >>> Video 17: Training Staff to Market
- >>> Video 18: Recognition: A Couple Techniques
- >>> [Video 19: Be a PR Agent](#)
- >>> Video 20: Second-Hand Compliments
- >>> Video 21: Appreciation – Get Creative

module 3: growth

- >>> Video 22: Introduction to Leadership Principle 3
- >>> Video 23: It's Not About You
- >>> Video 24: The Magic Feedback Ratio
- >>> Video 25: Openness to New Learning
- >>> Video 26: Success: The Simple Solution
- >>> Video 27: Think Up Two
- >>> Video 28: The Value of Mentoring
- >>> Video 29: Linkage
- >>> Video 30: The Single Best Piece of Advice
- >>> [Video 31: SEA of Possibilities](#)

module 4: high standards

- >>> Video 32: Introduction to Leadership Principle 4
- >>> [Video 33: Go Fix It](#)
- >>> Video 34: The DNA of Employee Error
- >>> Video 35: Holding Performance Conferences with Confidence
- >>> Video 36: What are You – Uncaring or Stupid?
- >>> Video 37: What's Wrong with This Picture?
- >>> Video 38: Goodbye to Option B

module 5: decisions

- >>> Video 39: Introduction to Leadership Principle 5
- >>> [Video 40: Listen Up!](#)
- >>> Video 41: Why Do You Ask?
- >>> Video 42: The 360 Rule
- >>> Video 43: What/How/Who: Sit Back Down
- >>> Video 44: Plan It Backwards
- >>> Video 45: Invert the Question
- >>> Video 46: Argue the Other Side

module 6: conflict

- >>> Video 47: Introduction to Leadership Principle 6
- >>> Video 48: Stupid Idea – Let's Have Lunch
- >>> Video 49: You Can Always Ratchet Up Tomorrow
- >>> Video 50: Learn to Apologize
- >>> Video 51: Unspeakables

module 7: Fun

- >>> Video 52: Introduction to Leadership Principle 7
- >>> Video 53: Empower Your Fun People
- >>> Video 54: Sad: No Laughing Matter!
- >>> [Video 55: Why Not Have Some Fun?](#)
- >>> Video 56: What Humans Really Want