

**DEB
ARNOLD,ink.**

Winning recognition for learning leaders

**Lift Your Team Higher on the
2021 Training Top 125 Award**
with the Silver Level RANK BOOSTER Coaching Package

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THE SILVER LEVEL COACHING PACKAGE: PROVEN SUCCESS

This value-priced package can help lift your team's performance on the T125, with a powerful combination of information, tools and interactions to help you optimize your score and boost your rank:

- A.** A 90-minute video call coaching session, tailored to your company, strategically scheduled at the outset of your submission (recording provided)
- B.** Three questions submitted via email, sent any time, together or separately, giving your team expert support throughout the application process (usually answered within max 1 business day*)
- C.** A trove of key proprietary resources created especially for the Training Top 125 award, available nowhere else, including sample responses and advice from top-winning companies

The effectiveness of my silver coaching packages is reflected by Rank Booster clients who have moved up 30 or more spots in one year, risen to the **top 10** and hit the **top 20**, including as **first-time applicants**.

Let's partner to get YOU the recognition you deserve.

ABOUT YOUR COACH

Passionate about helping clients:



- Gain an outsider's perspective on their work
- Tell their clearest, richest, most compelling stories
- Uncover their inner L&D rock star
- **Win well-deserved awards and other industry recognition**

Track record of 135+ client wins:

- **CLO LearningElite: two #1, two #2, two #3 wins**
- **ATD BEST: #1, #2 wins**
- **Learning! 100: #1 win**
- **Training Top 125: SIX #1, three #2, two #3 wins, 10 Best Practice Awards, 9 Outstanding Initiative Awards**

RANK BOOSTER RESOURCES

These resources have helped dozens of companies improve their T125 rank.

Here's the information and insights you need, on demand.

ESSENTIAL READS

(NEW!)

Pack-a-Punch Quick Read:
Silver Coaching Package 101

Resource list, timeline, coaching session deep dive and FAQ. Great reference for team members. (PPT)

(NEW CONTENT!)

Smart Applicant's Survival Guide (PDF)

Put your efforts in context and get insights about this year's application and scoring changes (PDF)

Pack-a-Punch Quick Read:
11 Commandments of the T125

Follow these smart rules to optimize your score (PDF)

ESSENTIAL TOOLS

(NEW FEATURES!)

Smart Applicant's Sanity-Saving Workbook

The critical info and advice you need to succeed, all in a user-friendly Word version of the application, with guidance and scoring criteria throughout. Internal links make navigating a breeze. Sample responses make it easier than ever to FOCUS ON WINNING. (DOC)

(NEW FEATURES!)

Score-o-Matic Trouble Finder SUPER-DELUXE

This client favorite color-codes past scores and helps you forecast results, now with quantitative and qualitative calculators for all questions. Send Deb your 2019 and 2020 scores and get a completed Score-o-Matic before your coaching session. (XLS)

RANK BOOSTER TIMELINE

GENERAL TIMELINE

Coaching Session: Jul 31 (suggested latest)

Send 1st (+ 2nd) question: suggest mid-Aug

Send 2nd (+ 3rd) question: Late Aug – early Sep

Sep 14 (deadline) or
Sep 21 (extension)

Milestones	<p>Receive Deb's coaching package materials and GET READY TO WIN!</p>	<p>Pre-Session 1: Send Deb 2020 app, feedback report (72 hrs prior), get Score-o-Matic (48 hrs prior), review it (24 hrs prior)</p>	<p>COACHING SESSION (90 min)</p> <ul style="list-style-type: none"> • 2020 application and score feedback • Coaching package resource review • 2021 planning, incl. BP/ONTI discussion • Q&A 	<p>Email Deb your questions (separately, all at once, whatever/whenever is most helpful)</p> <p>Possible topics include:</p> <ul style="list-style-type: none"> ✓ Clarify scoring guidelines or anything about the application ✓ Ask about one of your specific, measurable business goals ✓ Request specific input on a short draft text; e.g., send level IV results for a best practice and ask whether the metrics are compelling, or to validate what's described in your best practice reinforcement section ✓ Any other question that comes to mind <p>Contact me any time with "freebie" questions about your package resources.</p>	<p>Submit your amazing application! WOOT!</p>



Set context and expectations and prepare (mentally and otherwise!)

*NOTE: The timeline in the "Silver Coaching Package 101" resource includes top winner best practices to adopt **between** milestones to optimize score and success.*

BOOST YOUR RANK

Description	Fee
Training Top 125 Silver Level High Impact Coaching Package - Feedback on prior year's submission, 90-minute coaching session, 3 emailed questions to be answered at any time, all proprietary resources as listed	\$5,995
Silver level incentive bonus - based on your final placement and % rank improvement, with special incentives for top 10, top 5 or #1 wins and for clients that make significant movement up the ranking.	See below

Here's how the incentive bonus works:

- A. If your rank improves: Bonus A = \$2,500 multiplied by your % rank gain over previous year
Here's the math: $\$2,500 \times ((2021 \text{ rank} - 2020 \text{ rank}) / 2020 \text{ rank}) \times -1$
- B. If you improve 50+ spots High Jump bonus (50-74 spots \$1,000; 75+ spots \$2,000)
- C. If you rank in the top 10: Top 10 \$1,500, Top 5 \$2,500, #1 \$3,500

Note: B-D apply even if rank does not improve, given the achievement of retaining a top position.

Here are some examples, based on actual coaching client successes:

2020 Rank	2021 Rank	% Gain	Bonus A		High Jump Bonus		Top 10 Bonus	Top 5 Bonus	#1 Bonus	Total Bonus
17	9	47%	\$1,176				\$1,500			\$2,676
41	3	93%	\$2,317					\$2,500		\$4,817
3	1	67%	\$1,667						\$3,500	\$5,167
65	11	83%	\$2,077	+	\$1,000	+				\$3,077
38	24	37%	\$ 921	+		+				\$ 921

Note: Highest possible bonus (new or ranked #125 in 2020 and ranked #1 in 2021) is $\$2,480 + \$2,000 + \$3,500 = \$7,980$. Hard to imagine any company unhappy about paying that bonus!

P.S. If both your 2021 rank AND your qualitative score are worse than last year (it's possible to have a higher score but not improve your rank), and you feel it was because of my coaching, I will refund you \$1,500.

"Deb Arnold was a great coach in helping our company achieve the status of #2 and then #1 training company in the world... She was caring and supportive and a cheerleader! Her resource guides, workbooks, and tips all proved invaluable and worth the coaching fee alone. On top of it all, Deb was great fun to work with and we enjoy sharing our achievement with her."

—Mona Covey, Learning Manager, Keller Williams Realty (#1-2017 and 2015; #2-2016 and 2014)

"Deb has a unique way of addressing the application that makes it easy to read and understand by the judges and to place the applicant in the best possible light. She is flexible, highly professional, dependable, and encouraging throughout... I am confident she can help any organization improve dramatically regardless of the competition or initiative. Your investment in Deb Arnold's assistance will pay dividends."

—Ken Barber, Director of Learning & Development, Shell Oil - Jiffy Lube International (ret.) (#1-2016 and 2014; #2-2015)

REFERENCES AVAILABLE UPON REQUEST.

MAKING AWARD WORK MORE REWARDING

This year, Deb Arnold, Ink. will donate a portion of proceeds from Training Top 125 packages to [Feeding America](#), the nation's largest domestic hunger-relief organization. This network of 200 food banks is addressing COVID-19 needs including children not receiving free school breakfast and/or lunch. Feeding America also works to make the biggest impact on people with the greatest need, working to ensure that this pandemic does not perpetuate inequity or deepen the burdens often borne disproportionately by communities of color and low-income people.

With so many critically important causes top of mind right now, Feeding America can meet an important intersection of urgent needs, helping to alleviate suffering and injustice and to lift up fellow Americans.

Thank you for your time and interest.

I would love to put my winning experience to work for you.

For immediate download, order your silver level Rank Booster Package at:

<http://debarnoldink.com/t125success2021/>

For questions or other payment methods, contact Deb: deb@debarnoldink.com

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