

The Hero's Adventure

The good old days are gone for now. . . but working together, we can bring them back.

There's something within each of us... and within each of your employees...that can turn the current crisis into an opportunity to shape a better future. We can meet this seemingly overwhelming challenge with fortitude, grace and even humor. Best-selling author and renowned self-development guru Rick Barrera will be your guide for this adventure of a lifetime.

Using both serious and lighthearted moments pulled from life and the movies, Rick's stimulating speech will show your people how to tackle the recession head on – and become real-life company heroes in the process. He'll walk them through the mental and emotional shifts that are critical to making the journey from initial denial to ultimate victory.

He'll inspire your employees to find their own hero within...and enable them to face up to and fight the most daunting financial climate America – and the world – has experienced in decades. Your managers and staff will leave recharged and refreshed. They'll be ready to tackle the most demanding tasks to ensure your company wins in the 2009 "trial by fire" economy.

The Adventure Begins

We're all living through one of the scariest times in financial and business history. The crisis is global in proportion. Yet, this too, shall pass and in its wake will be left heroes of every stripe. Will you be one of them? You will if you recognize the steps to becoming a hero and embrace them to become stronger in the face these unprecedented challenges.

Finding Your Courage

The initial response to any crisis? Denial – and a steadfast refusal to let the new reality impact your way of living, working, and thinking. Recognizing this important step can shake your team out of denial and enable them to move quickly to the proactive posture they must take to survive and thrive. To win, they must change in dramatic ways. But how? Only by leaving the safety and comfort of their old ways.

The Plunge

Rick will give your team the confidence to jump in with both feet. And while they may not know for sure where they'll end up, they'll be certain that the old ways must go. They must discover the new truths that will set them free.

All around, there is darkness as they allow themselves to discover how bad things have gotten – and then realize that without swift and intelligent action, circumstances could actually get much worse. Only by going boldly forward in the face of fear can they make it to the light.

A Brave New World

As they continue on this powerful new journey, they will encounter strange people and perplexing cultures – people we would have never met in our old life. They realize they must accept and even embrace new and different ways to win in this new world.

The Wise One

Somewhere along their journey, they will meet their trusted guru or guide – the one person who really understands this new world and will help them to master it. The guide will help them face their shortcomings with courage and discover the blind spots, self-deceptions and old attachments that are holding them back. He will also help them to identify and amplify those attributes that only they possess.

New Strategies

A new day means a new game for everyone. In this important stage, Rick illustrates how to clarify your new vision and strengthen your renewed spirit. Your staff will come to grips with the sacrifices that will be necessary to save themselves, their colleagues and your company. Death, Rebirth, Mastery and Victory
As they die to their old life they are reborn into a new and better one...Their rebirth and mastery of the new world is their key to ultimate victory and a new era of prosperity for your company.