

November 21st, 2015

Dear Judy,

Thank you for the opportunity to provide additional information about partnering with The Center for Work Ethic Development (CWED) and implementing the **Bring Your 'A' Game to Work** program. The flexibility and adaptability of our curriculum as well as its supporting materials will make it easy to assimilate the content into your existing workshops and build the skills of your students.

The following document includes information about CWED and details about program materials that compose **Bring Your 'A' Game to Work**. Please review them, as well as the sample budget, and let me know if you have any questions or need additional assistance.

Kindly,

Aspen Brooks

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About The Center for Work Ethic Development

The Center for Work Ethic Development is the nation's only institution focused on the research and advancement of work ethic for individuals and organizations. The core of our work is based on a landmark study with 1,500 hiring managers. Through our research we identified and defined seven work ethic behaviors that drive job placement, performance, and retention. With an innovative and experiential suite of tools, we establish lasting change by developing the foundational behaviors and the core values that support them.

About *Bring Your 'A' Game to Work*

Available in youth, adult, and veteran versions, the *Bring Your 'A' Game to Work* curriculum is based on the book, written by Hall of Fame Speaker Eric Chester, and input from educators, employers, and workforce development professionals. Built to be flexible enough to be delivered in organizations of all sizes, the curriculum features more than 40 hours of experiential activities – so that trainers choose the content that best fits their needs. Following completion of the training, participants are eligible to earn the Certificate of Work Ethic through an online assessment.



In order to most effectively teach the seven behaviors, trainers need to go through a train-the-trainer workshop, use the curriculum guides, participant workbooks, and soft-cover textbooks. Additional materials are available for order at The Center for Work Ethic Development (www.workethic.org). Below is a list that briefly describes the key components to the program:

PROGRAM COMPONENTS

CURRICULUM GUIDES (REQUIRED)

The foundation of the training program, the Curriculum Guide is required for trainers to facilitate the *Bring Your 'A' Game to Work* training program. The guide includes a synopsis of the training methodology, overview of how to effectively teach work ethic, and 60 activities to develop the foundational work ethic behaviors. The youth, adult, and veteran versions are customized with unique approaches, language, and activities to target those specific populations.

TRAIN-THE-TRAINER (RECOMMENDED)

To help facilitators of the program effectively deliver the curriculum, we offer a session in the background, methodology, and content of the curriculum. Delivered either as an eight-hour in-person training, or as a truncated one-hour webinar.

PARTICIPANT WORKBOOKS (REQUIRED)

A new participant workbook is necessary for each student in the *Bring Your 'A' Game to Work* program. Participants use the workbook to complete activities, review content, and reflect on their experiences throughout the training. Ensure that participants have their own workbook prior to starting your first class session.

TEXTBOOKS (RECOMMENDED)

To reinforce classroom learning and appeal to your visual learners, we recommend having a copy of the original *Bring Your 'A' Game to Work* textbook for every participant. Each in-class activity has a suggested textbook reading to complete prior to start of the session so that participants can begin with a basic understanding of the concepts for that session. While these textbooks can be kept by the participants at the end of the course, they could also be reused by additional participants.

MULTIMEDIA RESOURCES (RECOMMENDED)

The multimedia resource kit contains several supplemental visual components of the training including a PDF presentation and videos. Each kit is stored and delivered on a convenient thumb drive.

ONLINE CERTIFICATION (RECOMMENDED)

The final piece of the program is for participants to earn their Certificate of Work Ethic Proficiency. Our online assessment requires a 90 percent score in order to pass, and then provides a portable credential participants can use to prove their understanding and mastery of the seven behaviors of work ethic. Benefits include:

Participant Benefits	Facilitator Benefits	Employer Benefits
Provides a transferable certificate for use with multiple employers	Provides evidence of learning and master of work ethic concepts	Prepares employees to be "work ready" on their first day
Opportunity to apply in-person learning to real-world scenarios	Enables tracking of training outcomes and participant progress	Improves candidate quality and decreases employee turnover
Gives participants purpose for completing training	Offers flexibility for off-site participants and reinforces learning after in-person training	Fosters leadership and sets an example for coworkers who haven't been certified

ONLINE PARTICIPANT RESOURCES (INCLUDED WITH PURCHASE OF CERTIFICATION LICENSES)

Each certification license includes online access to comprehensive program review materials and pre-tests to supplement experiential learning activities in the classroom.

Program Pricing Model

The program pricing model is divided in to two sections. This first provides a pricing overview of program materials and includes two options (Bundle or Retail). The second section covers the required Train-the-Trainer sessions.

SECTION 1: PROGRAM MATERIALS

➤ BUNDLE OPTION

The following table outlines the resources needed to implement the *Bring Your 'A' Game to Work* program on a per participant basis. There are three tiers of material bundles which allow you to choose the best option for your programs needs and allotted budget.

Facilitator Materials		Pricing
<i>Bring Your 'A' Game</i> Curriculum Guide		1 Free
		per 25 participants
Participant Materials		Pricing
Bundle Options		(per participant)
Bronze	Workbook Only	\$15.00
Silver	Workbook + Certification	\$20.00
Gold	Workbook + Certification + Textbook	\$30.00

**Does not include shipping costs*

➤ RETAIL OPTION (a-la carte)

Product	Pricing
Curriculum Guide	\$250.00
Workbook	\$6.00
Certifications	\$3.50 - \$10.00 (dependent on volume)
Textbook	\$12.00
Multimedia Resource Kit	\$100.00
Bring Your 'A' Game Posters Pack of 8 posters, including one poster for each of the 7 Work Ethic Behaviors	\$75.00

**Does not include shipping costs*

SECTION 2: TRAIN-THE-TRAINER

➤ Option 1 FREE Live Webinar Training

To give a basic overview of the curriculum to teachers, trainers, and facilitators of *Bring Your 'A' Game to Work*, the Center for Work Ethic Development offers a one-hour Train-the-Trainer webinar. The webinar can either be presented live by one of the experts on the staff of The Center, or asynchronously through a recorded demonstration. The webinar serves as an overview of the theory, methodology, and application of the Curriculum Guide. Specifically, the workshop includes:

- ✓ An introduction to the Work Ethic gap in America and the impact it has on individuals, organizations, and the country
- ✓ The keys to the philosophy and application of the *Bring Your 'A' Game to Work* curriculum
- ✓ Examples of the experiential exercises designed to engage and inspire participants

At the completion of the webinar, trainers can feel confident that they have all of the tools to develop the seven core behaviors of work ethic. Because the core methodology and application are the same across all three versions of *Bring Your 'A' Game to Work*, the webinar will prepare trainers of the youth, adult, and veteran versions.

➤ Option 2 LIVE Train-the-Trainer Workshop

To better prepare teachers, trainers, and facilitators of *Bring Your 'A' Game to Work*, the Center for Work Ethic Development offers a full-day Train-the-Trainer certification. Led by one of the experts on the staff of The Center, this workshop serves as a companion to the Curriculum Guide and includes both instruction and practical application. Specifically, the workshop includes:

- ✓ An Introduction To The Work Ethic Gap and
 - Impacts on individuals, organizations, and our country
- ✓ The Keys to both the Philosophy and the Application of *Bring Your 'A' Game to Work*
- ✓ Detailed Overview of the Central Program Components
 - Curriculum Guide, Participant Workbooks, Textbook, & the *Certificate of Work Ethic Proficiency Certification*
- ✓ Examples of the Experiential Exercises - designed to engage and inspire participants
- ✓ Skills Practice and Coaching
 - Attendees will present at least one of the experiential exercises from the Curriculum Guide
- ✓ Formalize Measurable Program Outcomes
- ✓ Consultation in building an integrated Training Program

At the completion of the workshop, each participant is awarded the Nationally Certified Work Ethic Trainer certification. Because the core methodology and application are the same across all three versions of *Bring Your 'A' Game to Work*, the certification is valid for the youth, adult, and veteran versions.

Customized Proposal for Tri-County Educational Service Center

This proposal lists six different options for you. The first three options are our bundle packages. (The minimum quantity purchase on the bundles is 25 participants, which includes 1 teacher's curriculum guide. Normally the teacher's curriculum guide cost's \$250.) The last three options are our retail pricing (ala carte) options. We can certainly add or take away any item, just let me know.

OPTION 1 // 3500 STUDENTS WITH CERTIFICATIONS

Product	Price	Quantity	Total
<i>Bring Your A Game to Work – Teacher's Curriculum Guide</i>	\$250.00	15	\$3,750.00
<i>Student Workbook</i>	\$6.00	3,500	\$21,000.00
<i>Student Online Certification</i>	\$5.00	3,500	\$17,500.00
Sub-Total			\$42,250.00
20% Volume Discount			(\$8,450.00)
Shipping			\$750.00
Total			\$34,550.00

*** OPTION 2 // 7000 STUDENTS WITH CERTIFICATIONS**

Product	Price	Quantity	Total
<i>Bring Your A Game to Work – Teacher's Curriculum Guide</i>	\$250.00	30	\$7,500.00
<i>Student Workbook</i>	\$6.00	7,000	\$42,000.00
<i>Student Online Certification</i>	\$5.00	7,000	\$35,000.00
Sub-Total			\$84,500.00
20% Volume Discount			(\$16,900.00)
Shipping			\$1,500.00
Total			\$69,100.00

OPTION 3 // 3500 STUDENTS WITHOUT CERTIFICATIONS

Product	Price	Quantity	Total
<i>Bring Your A Game to Work – Teacher's Curriculum Guide</i>	\$250.00	15	\$3,750.00
<i>Student Workbook</i>	\$6.00	3,500	\$21,000.00
Sub-Total			\$24,750.00
20% Volume Discount			(\$4,950.00)
Shipping			\$750.00
Total			\$20,550.00

Live Train-the-Trainer Workshop (full day, 8 hours)			
Resource	Units	Retail	Line Total
Live Train-the-Trainer Workshop	1	\$5,000.00	\$5,000.00
Travel Expenses			\$1,000.00
Total			\$6,000.000

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Live Train-the-Trainer Workshop (half day, 4 hours)			
Resource	Units	Retail	Line Total
Live Train-the-Trainer Workshop	1	\$2,500.00	\$2,500.00
Travel Expenses			\$1,000.00
Total			\$3,500.000

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OPTION 4 // 7000 STUDENTS WITHOUT CERTIFICATIONS

Product	Price	Quantity	Total
<i>Bring Your A Game to Work – Teacher's Curriculum Guide</i>	\$250.00	30	\$7,500.00
<i>Student Workbook</i>	\$6.00	7,000	\$42,000.00
Sub-Total			\$49,500.00
20% Volume Discount			(\$9,900.00)
Shipping			\$1,500.00
Total			\$41,100.00

Recommended Add-On Items	Price	Quantity	Total
<i>Teacher's Multimedia Kit (flash drive)</i>	\$100.00	1	\$100.00
<i>Poster Set (8 posters)</i>	\$75.00	1	\$75.00

PROPOSAL TERMS - The budget and deliverables submitted in this proposal have been fully committed to by The Center for Work Ethic Development through March 31st, 2015.

