

Concept Keys, Inc.  
10165 Regent Row, Benbrook, TX 76126  
817-996-2808 • www.conceptkeys.com

# Through the Keyhole

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## Participant Application Improved By Supervisor Involvement

Responsibility for workforce development efforts is currently totally on the backs of HR Leaders and Trainers. Now, some of that responsibility can be shared with organizational leaders who see their employees up close and personal every single workday!!

The CK System allows HR to provide Supervisors with access to their own employee's improvement activities,

plans, and reports. This key information empowers these leaders to provide immediate, daily support in guiding, motivating, and assisting individual employee improvement. What a difference in motivation, accountability, and the actual application of key information this makes!

Improvement becomes

IMPORTANT!

## Meaningful Leadership Tools Are Rare—and Valuable!

Concept Keys now provides a tool that allows each leader at each level to directly communicate the organizations core values and key performance factors to all their employees in the most understandable and accountable way possible!

The biggest challenge for leaders has been to communicate to each and every employee the most important and valuable elements in each person's work unit. Each unit is different even when using the same core values. And, each leader is different

even within the same department. Now, The CK System Tool provides an easy solution.

Every organization wants its most important and valuable core values to dominate decision-making throughout the entire organization. The CK Leadership Tool allows each leader at each level in each unit to customize those values and examples to reflect specific work unit circumstances and leadership perceptions. Employees are then exposed to this sometimes complex information in

small fundamental chunks over an extended timeframe and provided support by the work unit leader to apply these values right in the work environment.

Leaders advise, guide, educate, and lead productively.

Employees react, apply, and improve productively.

Nothing produces more productive outcomes better than the CK System Tool.



## Authoring Your Own CK Program Just Became Easier!

*This is exciting!* The Easy Author Suite now is applicable to both the PC and the MAC systems. Not only that, but the font reader-impact

elements of **bold**, underline, and *italics* are now fully operative. You can have as many bullets as you want within each Micro-lesson and you can

now generate paragraphs within bullets.

***What works best for our clients is what CK delivers!***

## Director of Business Development and Sales Associate Positions Available!

CK is preparing to launch a major marketing campaign. We have paid the price of waiting and waiting and waiting until our system and products were proven to be more successful and more valuable to the workforce development and education industries than those of our competitors.

Having reached this point, CK feels the need to reach out and spread the word via strategic alliances with professional marketing partners. As that takes place, the need for qualified professionals across the U.S. to become part of our team and move CK to higher and higher levels is evident.

Please do give us a helping hand and pass these full-time and part-time opportunities on to any and all folks in your network that might be at the right stage of professional life to join CK. They can start the process right at the website:

<http://www.conceptkeys.com/careers/index.php>

## Exciting New CK Program Referral Ready

We all benefit when our colleagues identify folks with solutions to our special needs. AND, we all benefit when colleagues refer us as having a solution to help other folk's respond to their special challenges.

Our new author, John Suarez, offers a wide variety of key steps for you to successfully generate a huge

referral system that will allow your value to be realized in a wide variety of contexts. You will be able to select new approaches that are appropriate for your situation.

The more referrals we receive, the more others are "bragging" about our value. It just makes good common sense (and great business

sense) to develop the largest referral network possible to support your ambitions and situation.

This is going to become a best-seller for sure!!

Every leader in every organization should be placed on this program.



## NEW Product Line for Student-Athletes

Coach Paul Schudel wanted to help student-athletes to become more successful in their athletic endeavors while in school and later in life.

He has now edited four of Dr. Powers' professional development CK programs to create a meaningful and immediately useful learning tool for student-

athletes and their team leaders at all educational levels and is titled *The Athlete Success Series*:

- *Athlete Success Means Communicating Clearly*
- *Athlete Success Means Listening Effectively*
- *Athlete Success Means Projecting a Positive Attitude*

- *Athlete Success Means Becoming a Solution-Maker*

When you get a chance, check out the series at

<http://coaches.conceptkeys.com>

PLEASE SPREAD THE WORD  
to any and all coaches you know!

## NEW Free Client Customization Element

Now, clients can customize up to four Food for Thought questions that appear at the bottom of Micro-lessons throughout a CK Program. Each organization and industry has a different

culture with different pressures and requirements. Asking the right questions is important to employees fully understanding the significance and importance

of individual improvement efforts. This, of course, impacts their motivation and ultimate application of the Keys into the work environment.

## DEMO Package—Now Quick and Easy

Previously, our effort to display to interested folks the quality and nature of the CK System consisted of giving them an experience as an active participant that consumed an entire week. The week-long Demo consisted of the following:

- 5 Daily Keys to Success
- 5 Daily Micro-lessons
- 5 Daily Food for Thought Response Areas
- 1 Weekly Quiz
- 1 Weekly Most Important Key Response and Action Plan Area

Now, the DEMO Package is delivered all at the same time. Reviewers can immediately see the value of small chunks without spending an entire week to make that decision.

Early feedback has been very positive.

## More White Papers Available

Dr. Powers and colleagues just keep researching the eLearning community needs for the CK System and conducting studies of quality learning outcomes.

Papers are frequently accepted in competition for presentation at national and international academic conventions.

Please visit the CK website at this URL and review the latest additions.

<http://corporate.conceptkeys.com/ourcompany/whitepapers.php>



Concept Keys, Inc.  
10165 Regent Row  
Benbrook, TX 76126-3009

Phone: 817-996-2808  
Fax: 817-249-7409  
E-mail: [wgp@conceptkeys.com](mailto:wgp@conceptkeys.com)

 **CONCEPT KEYS, INC.**  
UNLOCKING KNOWLEDGE ONE KEY AT A TIME



[www.conceptkeys.com](http://www.conceptkeys.com)

## New CK Website Design & Content

Our new website design and content will be going Live on March 15, 2010!

CK wants to bring the key information to our website visitors in the most meaningful manner to assist with their decision-making process. With the help of comments from our friends and supporters, we have identified improve-

ments in design and content. The revisions have been undertaken with the objective of providing the best possible knowledge and understanding of the CK System and products to all of our visitors.

Please visit our website on March 15<sup>th</sup> and take part in our celebratory contest!

## NEW CK Programs in Progress

It is exciting to have several new programs moving forward to meet the needs of professionals around the world. Here are titles and anticipated available dates:

- *Managing Challenging Q&A Sessions (3/15/10)*—30 Key Program
- *Crisis Communication (4/15/10)*—15 Key Program
- *Winning Influence Tactics (4/15/10)*—50 Key Program

## Concept Keys Expresses a Special *THANK YOU* to All Our Supporters

Becoming successful these days has presented quite a few unanticipated special challenges. Without the help of several hundred very important people, we would not be ready to move forward with optimism and confidence.

Thanks to all of the patient authors (Steve, Margaret, Steve, Cornell, John, Paul), support personnel ( Scott Shelton & Mike Wagner), involved folks (at NASA, SAIC, MEI-Technology, Auburn University, DFW Airport, Boys & Girls Clubs of Fort Worth, BBBS, TCU and UT-Brownsville), all the individuals

who picked us up when we were down (Margaret, Graham, John, Debra, Jeff, Dick, Jim, Mike, Dave, Mark, Wes), all the family members who provided special support (Jackie, Anne, Lois, Scott, and Will), and, of course, each person we have overlooked.

Each and every one has contributed to making CK ready to roll. When the time is right, a better way to express our appreciation will be implemented.

***THANKS, FOLKS!***