

# WHY BUY

## Seeing Red Cars

Thank you for your interest in *Seeing Red Cars*.

You could be getting more of what you want.

In this training program, viewers will learn that we get more of whatever we focus on. Many of us have a tendency to focus on what we don't want, instead of what we do. Join Laura Goodrich in this fast paced program as she discusses how to stop focusing on what we don't want and instead, place our efforts on what we do!

### Seeing Red Cars Discusses:

Communication. Leadership.

Teamwork. Positive Attitude. Determination.

Motivation. Inspiration. Confidence.

### Three Steps to Help:

1. Make a commitment.

2. Monitor yourself.

3. Practice.

**Online Support Materials.** Simply log in as often as you want to download the easy to use training materials. No training experience necessary.

**Facilitated Training Activities.** *Seeing Red Cars* offers six guided group training activities. This will help viewers apply what they learned in the program.

**Quick Paced & Memorable.** A lot of great information and suggestions packed into an upbeat, ten minute program.

**Variety of Uses.** This program is successful for use in training sessions or as a stand alone program. Appropriate for all audiences.

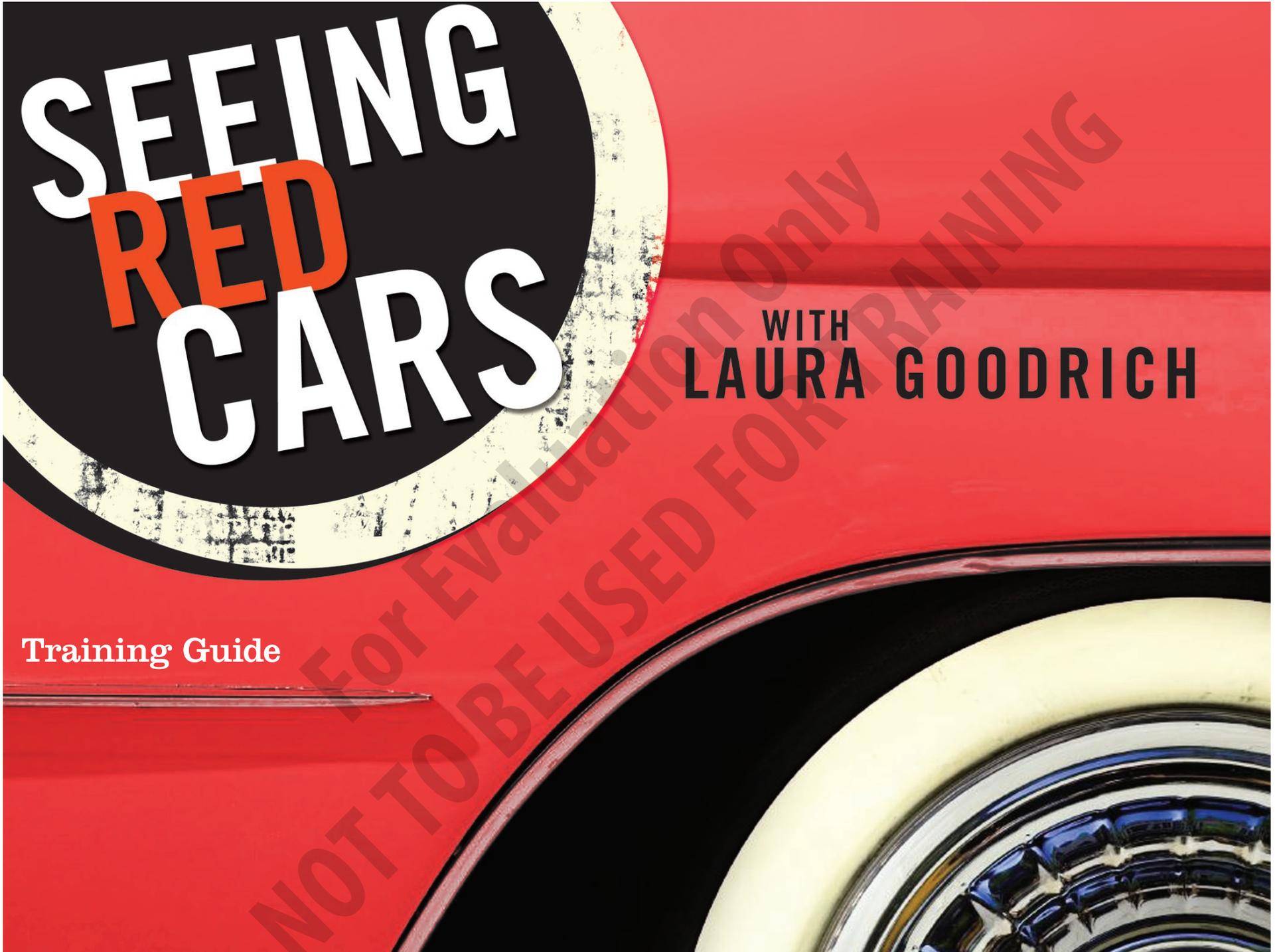
**Value.** Everyone can relate to the examples used in *Seeing Red Cars*. Viewers will remember this and will want to consider how the program relates to their lives and their organizations.

# SEEING RED CARS

WITH  
LAURA GOODRICH

Training Guide

For Evaluation Only  
NOT TO BE USED FOR TRAINING



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# Welcome to Seeing Red Cars



## **About the Program**

Thank you for your interest in *Seeing Red Cars*. This training program discusses an important philosophy: We Get More of Whatever We Focus On.

*Seeing Red Cars* is applicable for all audiences and helps organizations create success and a positive work environment. Whether you are incorporating *Seeing Red Cars* into an existing training session or are using it as a stand alone program, *Seeing Red Cars* encourages viewers to focus on what they do want instead of what they don't.

*Seeing Red Cars* is easy to use. The program includes a complete set of support materials available on the CD-ROM and online at [www.seeingredcars.com](http://www.seeingredcars.com).

## **About the Guide**

This training guide will help you successfully lead your group through a discussion about *Seeing Red Cars* and how it is relevant to your organization.

## About Laura Goodrich



Laura Goodrich is an internationally recognized expert in the field of workplace dynamics and relationships. She has twenty five years professional experience; thirteen of which she has spent as a corporate trainer, coach, consultant, and speaker. Laura's business stories and experiences from all over the globe have earned her the reputation as someone who can assist others in creating positive business relationships in even the most challenging workplace dynamics.

Laura's expertise is in coaching executives, business leaders, teams, and organizations through periods of change and transition. She has a degree in Training and Organizational Development from the University of Minnesota, is a member of the International Coach Federation, and has received coaching training from both the Corporate Coach University and the Coaches Training Institute.

Speaking to audiences across the country, Laura is recognized as a powerful and riveting speaker. Her knowledge of workplace dynamics, along with her genuine style, upbeat personality, and ability to communicate and connect with audiences, makes her presentations practical, motivational, and truly memorable.

Laura is co-owner of an integrated content company called On Impact Productions which specializes in authoring and producing videos, documentaries, television content, and multimedia content delivered over time to create sustained change and learning of important leadership concepts, as well as speaking, coaching, and consulting that is dedicated to having a powerful, positive impact on the lives and life skills of those people with which she works.

# How to Train with Seeing Red Cars



The training guide examines the concepts presented in *Seeing Red Cars* and provides facilitators with multiple opportunities to utilize and revisit the concepts. The leader's guide is divided into the following sections:

## **Presenting the Concept**

*Seeing Red Cars* concept overview.

## **How To Focus on What You Want**

1. Make a commitment.
2. Monitor yourself.
3. Practice.

## **Discussion Questions**

Group discussion questions to reinforce the message.

## **Training Activities**

The training activities are found on the DVD, CD-ROM, as well as the *Seeing Red Cars* website: [www.seeingredcars.com](http://www.seeingredcars.com). Laura Goodrich guides groups through six activities that reinforce the concepts learned in the program. Some activities may require preparation ahead of time. Additional materials needed can be found on [www.seeingredcars.com](http://www.seeingredcars.com).

## Facilitation Tips

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### Before the Session

From experienced professionals to individuals new to training, anyone will be able to successfully lead a group through this program. You have the option of following the training materials closely or simply using them for additional support.

This leader's guide is not a script. Instead, it gives you the freedom to utilize the concepts you feel will work best for your organization.

To help your participants gain as much as possible from *Seeing Red Cars*, review the program and the support materials. Decide which questions and activities you want to use before the session.

### Session Preparation

- Watch the program before you train with it.
- Review the support materials.  
Determine which sections, questions, and activities you want to use with your group.

- Take notes on how the content is relevant to your organization. Reference this throughout the session.
- Arrange the room so that all participants can clearly see the screen, you, and each other. A 'U' shape arrangement works best.

### During the Session

- Welcome participants as they arrive.
- Introduce yourself. Invite your group members to introduce themselves.
- Take a moment to discuss the purpose for your gathering.
- Watch *Seeing Red Cars* as a group.
- At the end of the program, give viewers an opportunity to absorb what they saw.

## Concept Review

“Who’s putting all those thoughts into your head?  
You are, of course. It’s what you’re focused on.  
And remember what I said: whether good or bad,  
you always get more of what you focus on.”



**S**eeing Red Cars. It’s about learning to focus on what you want instead of focusing on what you don’t. As the program states, we get more of whatever we focus on. And if we’re focusing on the negative, on what we don’t want to happen, often, we get more of it.

Because focusing on what we don’t want is a natural tendency for many, it is important to train ourselves to know what we want and focus on that. Focusing on what we don’t want gets in the way of doing our jobs, completing tasks, and providing customer service. It can even impede teamwork and communication.

Every individual and every organization wants to be successful. And one part of being successful is to make a positive contribution, to have a vision, and take steps to achieve it.

In our work as well as in our personal lives, there are always obstacles to overcome. These challenges, whether they are a budget concern, a communication lapse, or a difference of opinion,

are real and happen every day. Yet frequently, we spend time and energy perpetuating these issues rather than taking action to move towards what we want. Instead of working on the challenges and finding ways to improve, they become the reason why we can’t achieve our goals.

Too often, we focus on what we don’t want. We actually create more of what we don’t want without realizing we’re doing it. While focusing on the positive does not guarantee success, it can certainly improve our chances.

### **It’s time to start seeing red cars!**

So how do we make that change?

How do we stop focusing on our fears and obstacles?

How do we utilize our energy to move in the right direction?

### **How to we start seeing red cars?**

By focusing on what we want to happen.  
Not what we’re trying to avoid.

