

# LEADERSHIP USA<sup>®</sup>

**Primed, Connected, &  
Personalized: Master Connection,  
Transform Team Dynamics, and  
Achieve Excellence Through  
Personalized Engagement**

**Presented by Ben Freeman**

**October 14, 2024**



# 2024 Calendar of Learning Events

## LEADERSHIP USA®



### Location:

The Conference Center at RidgeGate  
9878 Schwab Way, Suite 401, Lone Tree, CO 80124

### Schedule:

8:30 AM registration, 9:00 AM to 12:00 PM meeting  
Includes breakfast, materials, and parking

### Cost (includes recording):

Live Event (instructor-led): \$249 per person (group discounts available)  
Live Stream (watch from any location): \$129 per person (bulk discounts available)

### Registration:

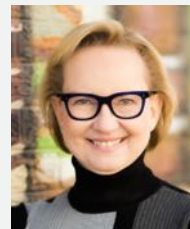
Go to [LeadershipUSA.com/events](https://LeadershipUSA.com/events), email [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com), or call 303-471-7401

#### Monday, January 22, 2024



Elaine Dumler presents  
**Presentations That Influence Change:  
Getting the Right Information . . . to the  
Right People . . . in the Right Format**

#### Monday, February 19, 2024



Cindy Solomon presents  
**Building Your Courage: Creating  
Engagement, Accountability and Results**

#### Monday, March 25, 2024



Carolyn Strauss presents  
**Effective Execution: The Art of Getting  
Work Done**

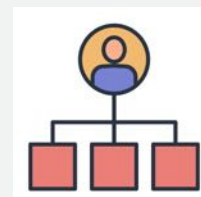
#### Monday, April 22, 2024



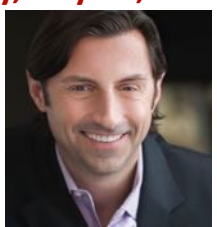
Jon Macaskill presents  
**Unleashing the Power of Preparedness, Resilience,  
Grit, and Compassion: A Navy SEAL Commander's  
Blueprint for Personal Growth**

**Monday, May 13, 2024**

Jenn Dewall presents  
**How to Manage Burnout and Overwhelm:  
Find Joy at Work Again**

**Monday, June 24, 2024**

Richard Bryan presents  
**Learning to Lead: Proven  
Strategies Guaranteed to Succeed**

**Monday, July 22, 2024**

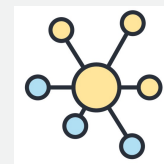
Gerry O'Brien presents  
**Maximizing Your Influence: Influencing  
Customers, Co-Workers and Employees to  
Say Yes to You**

**Monday, August 19, 2024**

Keith Bailey presents  
**TrustWorking: Cultivating Connections  
Within Your Sphere Of Influence**

**Monday, September 16, 2024**

Julie Holmes presents  
**UPGRADE Your Team: 7 Steps to Becoming  
an AI-Empowered Organization**

**Monday, October 14, 2024**

Ben Freeman presents  
**Primed, Connected, & Personalized: Master  
Connection Through Personalized Engagement**

**Monday, November 11, 2024**

Greg Williams presents  
**Rise to Superhero Status: Mastering Vital  
Soft Skills for Exceptional Achievement**

**Monday, December 16, 2024**

Stephanie Wachman presents  
**Wired to Connect: The Neuroscience of  
Communication and The Impact of Our Words**

# Information About This LEADERSHIP USA® Learning Event



## **AGENDA**

Registration starts at 8:00 AM. The workshop starts at 9:00 AM and concludes promptly at 12:00 PM. A fifteen-minute coffee break is scheduled for 10:30 AM. Breakfast is served from 8:00 to 9:00 AM. Restrooms are by the elevator door, as well as the 1st & 2nd floors.



## **MICROPHONES**

This event is being livestreamed around the U.S., so please use the wireless microphones when speaking. Even if the live audience can hear you in the room, the remote audience can't unless you speak into the microphone. Thank you in advance!



## **PHONE CALLS**

As a courtesy to others, please mute your phones during the program. If you must take a call, please take the elevator down to the first floor lobby. (We can hear your conversation if you stand by the restrooms.)



## **OUTSIDE WORK**

Texting, working on your laptop, and responding to email can be a distraction to your fellow learners. Please be present during the event and work outside the meeting room.



## **REGISTRATION**

The schedule of upcoming LEADERSHIP USA learning events is included in the front of this workbook. Register with a credit card online at [LeadershipUSA.com/events](http://LeadershipUSA.com/events) or email [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com) to receive an invoice.



## **FEEDBACK**

To best meet your needs, we need your input! At the conclusion of the session, please complete the paper or online evaluation using the QR code or URL on the inside back cover.



## **CERTIFICATION**

To receive 3 SHRM, and 3 HRCI credits for this event, please email your request to [Nadine@LeadershipUSA.com](mailto:Nadine@LeadershipUSA.com).

**Thank you and have a great day!**



# PRIMED · CONNECTED · PERSONALIZED

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Master Connection

Transform Team  
Dynamics

Achieve Excellence  
Through Personalized  
Engagement

BEN FREEMAN

# BEN FREEMAN

As a seasoned business owner in private practice physical therapy for over two decades, Ben has gained a unique perspective on the behaviors that attract clients and, more importantly, the reasons they leave. Ben excels at building and nurturing lifelong relationships, helping businesses and organizations implement simple and effective daily steps to boost culture, retain quality talent and foster exceptional loyalty.

With over 25 years of experience in coaching, performance training, and rehabilitating thousands of youth, collegiate, professional, and Olympic athletes, Ben has been featured in Newsweek and on television for his pioneering work. As an avid and lifelong student of health and human potential, Ben blends his clinical knowledge with the latest research to provide audiences with valuable observations and entertaining stories that enhance their performance and leadership potential.



“You spend too much time with your patients”.

## Small Group Activity: Insider Trading

### Instructions:

#### Part 1: Answer the following 10 questions to the best of your ability. (5 Minutes)

1. What song is currently stuck in your head?

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2. What was your favorite vacation you've ever taken and where did you go?

---

3. Who was your favorite teacher you had in school and what did they teach?

---

4. When was the last time you won anything and what did you win? (Game, championship, concert tickets, bingo, etc.)

---

5. Name your favorite band/singer in high school and one of their best songs.

---

6. List 3 of your favorite movies ever.

---

7. If you had to recommend a restaurant to someone in your hometown, which one would it be, and what would you tell them to order?

---

8. Circle the following places you would most like to walk into for the smell.

Spa   Bakery   Flower Shop   Candy Store

Movie Theater   Shoe Store   Golf Course   Brewery

9. Write down a movie or TV quote you often use.

---

10. What was the first car you owned? Make, model, color, any other defining attributes.

---

#### Part 2: Share and discuss your responses with the people at your table.





# Sleep



## Individual Activity: My Morning Routine

### Self-Assessment

#### Instructions:

Fill out each section with your current morning routine activities. Reflect on how each activity makes you feel and consider any changes you might want to make.

#### 1. Wake-Up Time:

- What time do you usually wake up?
- 

- Do you wake up at the same time every day, including weekends? Yes / No

#### 2. First Activity:

- What is the first thing you do after waking up? (Workout, shower, eat breakfast, coffee, read, check your phone, etc.)
- 

- How does this activity make you feel?
- 

#### 3. Hydration:

- Do you drink water first thing in the morning? Yes / No
  - If yes, how much water do you drink?
- 

#### 4. Morning Light Exposure:

- Do you get exposure to natural light in the morning? Yes / No
  - How do you get this exposure (e.g., going outside, opening curtains)?
-

**5. Physical Activity:**

- Do you engage in any physical activity in the morning (e.g., stretching, exercise)? Yes / No
  - What type of activity do you do?
- 

- For how long?
- 

**6. Breakfast:**

- Do you eat breakfast? Yes / No
  - What do you typically eat for breakfast?
- 

**7. Mindfulness or Meditation:**

- Do you practice any mindfulness or meditation in the morning? Yes / No
  - If yes, what do you do and for how long?
- 

**8. Planning the Day:**

- Do you take time to plan your day (e.g., reviewing your schedule, setting goals)? Yes / No
  - How do you plan your day?
- 

**9. Commute or Start Work:**

- How do you transition from your morning routine to starting your day (e.g., commuting, starting work from home)?
- 

- Do you typically have to sit in traffic? Yes/No
- 

**10. Audio Content:**

- **Do you listen to music in the morning?** Yes / No
  - **What type of music do you listen to?**
- 

- **Do you listen to podcasts in the morning?** Yes / No
  - **Which podcasts do you enjoy?**
- 

- **Do you listen to radio shows in the morning?** Yes / No
  - **What shows and which stations do you frequent?**
- 

- **Do you listen to audio books in the morning?** Yes / No
  - **What genres do you enjoy? What book are you currently listening to?**
- 

#### **11. First Interactions:**

- **Who are the first people you interact with each day (e.g., family members, colleagues, friends)?**
- 
- **How do these interactions make you feel (e.g., excited, happy, anxious, nervous, irritated, stressed)?**
- 

**Reflection:**



- Which part of your morning routine do you enjoy the most? Why?

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- Which part of your morning routine do you find challenging? Why?

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- How does a change in your morning routine affect your day?

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- What is your typical mood when you arrive at the office or start at your desk?

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- If your colleagues were asked, how would they describe your demeanor at the beginning of the day?

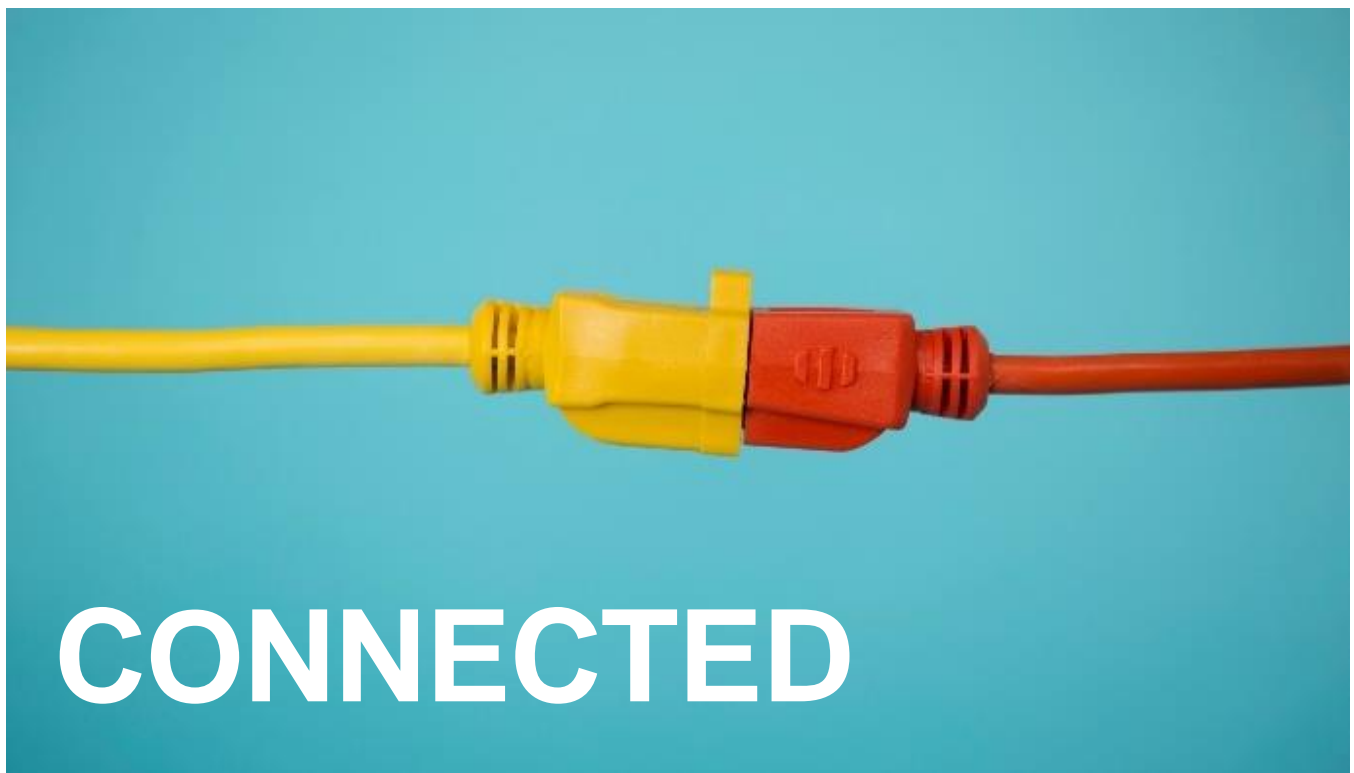
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- How would they describe your demeanor at the end of the day?

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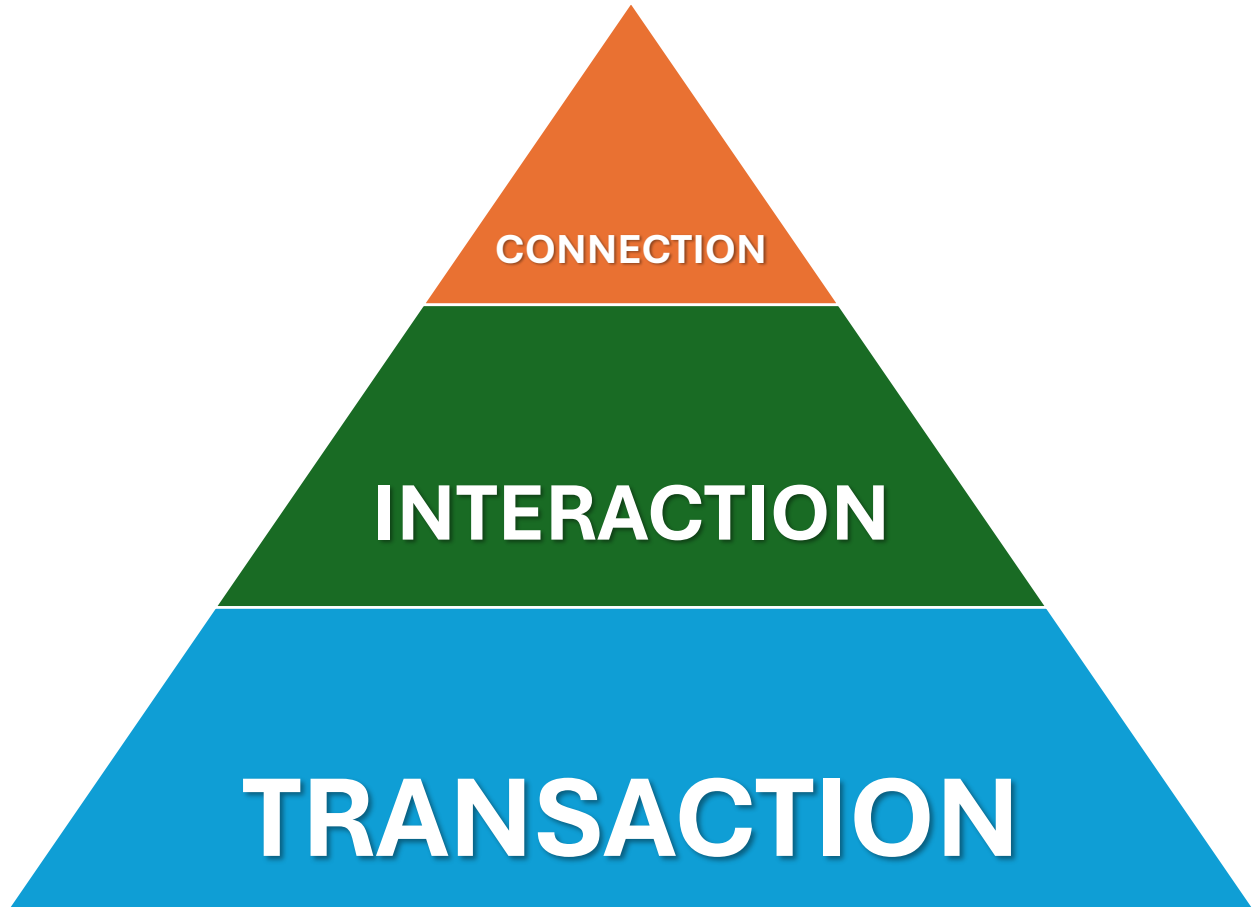
- Is there anything you would like to change or improve in your morning routine?

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# Hierarchy of Engagement

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# Transaction



# Interaction





## Small Group Activity: “Back in My Day”

### Group Size: 2-4 People

**Objective:** Reflect on and discuss how certain services or experiences from childhood have shifted from being personal to transactional in today’s world.

### Examples:

- **Local Grocery Store:** “I remember going to the local grocery store where the cashier knew my family and would always ask about our day. Now, we often use self-checkout machines with no human interaction.”
- **Doctor’s Visits:** “As a child, our family doctor knew us personally and would spend time talking to us. Nowadays, appointments feel rushed, and we often see different doctors each visit.”

### Part 1: Individual Reflection

**Instructions:** Take a few minutes to think about and jot down 2-3 services or experiences from your childhood that were very personal. Consider interactions with local businesses, community events, or any other firsthand experiences.

#### 1. Service/Experience 1:

- **Description:**
- **What made it personal?**
- **How has it become more transactional today?**

#### 2. Service/Experience 2:

- **Description:**
- **What made it personal?**
- **How has it become more transactional today?**

#### 3. Service/Experience 3:

- **Description:**
- **What made it personal?**
- **How has it become more transactional today?**

## **Part 2: Group Discussion**

**Instructions:** Share one of your examples with the group. For each example, discuss the following questions:

- **What made the experience personal back then?**
- **How has it become more transactional today?**
- **What factors contributed to this change (e.g., technology, business growth, societal changes)?**

### Part 3: Full Group Reflection

**Instructions:** As a group, find common themes or patterns in the examples shared.  
Discuss the impact of these changes on customer experience and relationships.  
Brainstorm ideas on how businesses today can bring back some of that personal touch.

#### 1. Common Themes/Patterns Identified:

- 
- 
- 

#### 2. Impact on Customer Experience and Relationships:

- 
- 
- 

#### 3. Ideas to Bring Back Personal Touch:

- 
- 
- 

#### 4. Personal Application:

- 
- 
-

# Connection



## Small Group Activity: “I Can Relate”

**Objective:** Participants will find and discuss common connections

**Group Size:** Individual, Whole Group, Small Group

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**1. Part 1: Circle your responses:**

- Each participant will have 2 minutes to circle all responses that pertain to themselves.

**2. Part 2: Tally responses:**

- Leave your table and talk to as many people as you can in 8 minutes.
- As you are talking to them, tally their responses in the second column.
- Identify which responses were most like yours

**3. Round 3: Share your responses with your table:**

- Back at your table, identify which items shared the most commonalities on your sheet.
- Note which questions had only a few responses.
- Find a response you all have in common at your table. Go around the table and share your personal story about that connection.



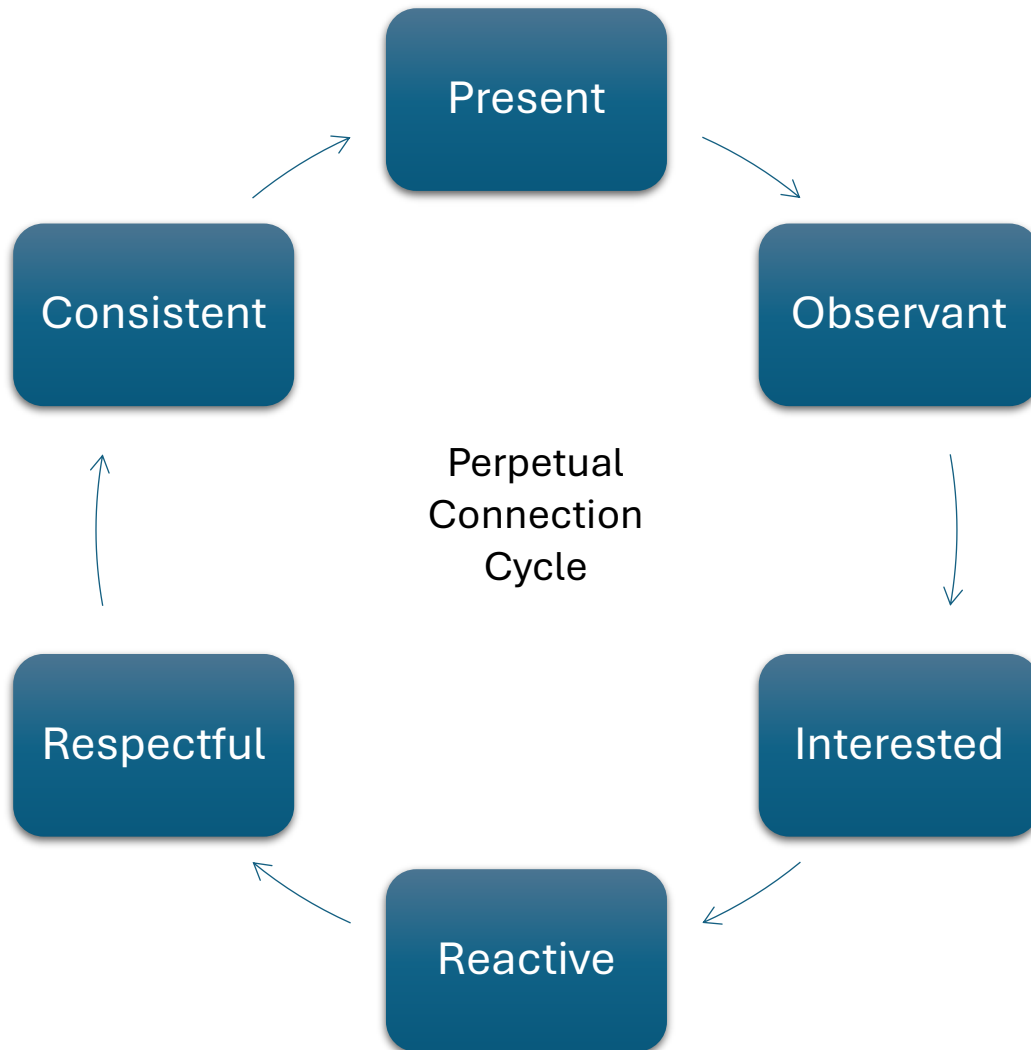
## I Can Relate Questionnaire

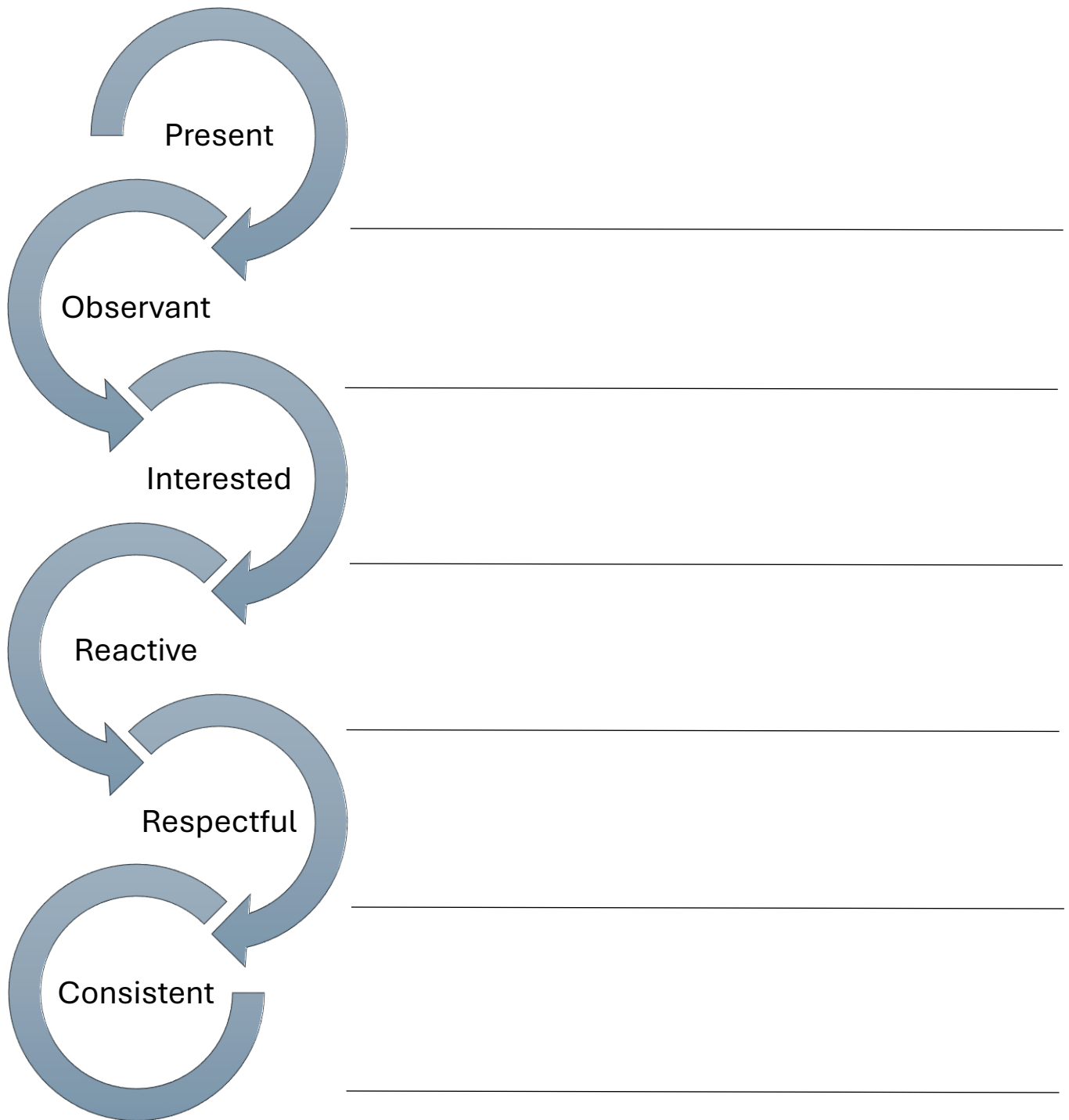
1. Experienced a Midwest winter	
2. Studied abroad or spent more than 3 months outside the country	
3. Is the oldest child	
4. Is the middle child	
5. Is the youngest child	
6. Is the only child	
7. Has a dog	
8. Has a cat	
9. Played a sport in high school	
10. Played an instrument	
11. Received an allowance growing up	
12. Goes skiing or snowboarding at least once a year	
13. Goes out to eat at least twice a week	
14. Coffee drinker	
15. Tea Drinker	
16. Soda Drinker	
17. Beer Drinker	
18. Has sat through a time-share presentation	
19. Has been to a concert in the last year	
20. Has ever ridden a Harley	
21. Has ever been skydiving	
22. Has ever been scuba diving	
23. Has 2 or more children	
24. Has a child in college	
25. Has a child in diapers	
26. Has an angsty teenager	
27. Would choose a steak over pasta	
28. Eats Mexican food at least once per week	
29. Is the main chef in the house	
30. Finished a book over the summer	
31. Has ever taught someone to drive	
32. Has ever failed a test in school	
33. Likes country music	
34. Guilty of listening to Yacht Rock	

<b>35. Currently in a fantasy football league</b>	
<b>36. Has ever won their fantasy football league</b>	
<b>37. Has taken your family on a road trip</b>	
<b>38. Enjoys camping</b>	
<b>39. Has been on a cruise</b>	
<b>40. Has gone over the vacation budget at Walt Disney World</b>	
<b>41. Has seen most of the Marvel movies</b>	
<b>42. Currently binge-watching a show</b>	
<b>43. Is hosting Thanksgiving dinner this year</b>	
<b>44. Can't see a movie without buying popcorn</b>	
<b>45. Has ever "collect" called someone</b>	
<b>46. Has watched a romcom in the last week</b>	
<b>47. Speaks more than one language</b>	
<b>48. Has served on jury duty</b>	
<b>49. Has been pulled over for speeding more than once</b>	
<b>50. Still owns at least one cassette tape</b>	

# The Perpetual Connection Cycle

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# Personalization

# Impact



# FINAL REMARKS

Recognizing the importance of priming yourself, your team, and your company can change your entire organization. Your customers and colleagues will notice and appreciate your dedication to showing up as your best and healthiest self each day. Remember, you set the tone for your team. By committing to priming, connecting, and personalizing, you will strengthen leadership skills, drive sales growth, inspire lifelong loyalty, and leave a lasting positive impact on everyone around you, both professionally and personally.

If you need any assistance or would like to explore more ways to enhance your company's culture and performance, please reach out. I'm here to help you and your team succeed.

All the best,

A handwritten signature in black ink, appearing to read "Ben", with a long horizontal flourish extending to the right.

# CONNECT WITH ME

Looking to **Prime, Connect, and Personalize** your company culture or sales team? Ben would love to speak at your next company meeting, leadership retreat, or upcoming conference. Visit [BenBFreeman.com](https://BenBFreeman.com) for more details. Feel free to contact Ben and his team directly via:

- **Email:** [Ben@BenBFreeman.com](mailto:Ben@BenBFreeman.com)
- **Phone:** 303-912-7424
- **LinkedIn:** [www.linkedin.com/in/benbfreeman](https://www.linkedin.com/in/benbfreeman) (Please reach out. You already know I'd love to connect with you)



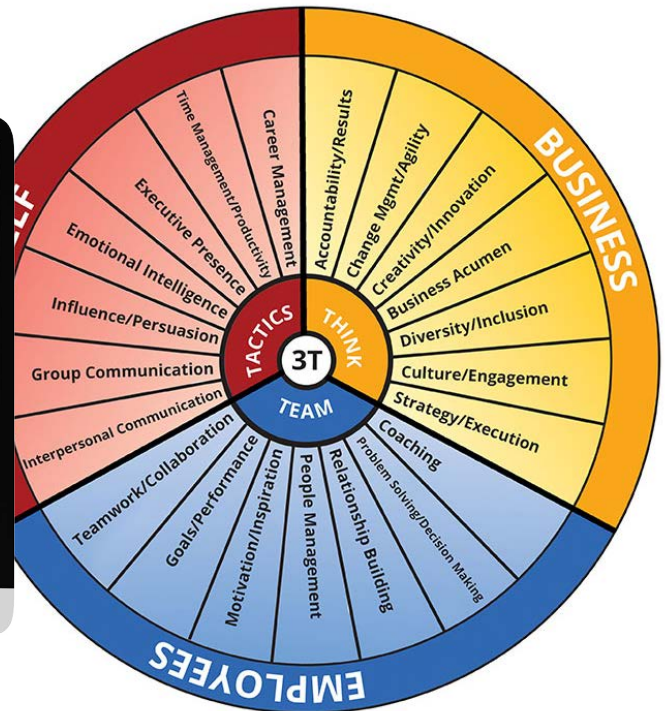
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# Who Should Participate



- Large Corporations with internal training departments who want to supplement their existing leadership development programs to “fill in the blanks” on performance improvement needs
- Larger Organizations that don’t have internal training departments or an established leadership development program (who need an outsourced L&D function)
- Small-to-Medium Size Firms who need a consistent leadership development strategy for the senior leaders and managers in their organizations

