

SMART as Hell Offerings

Our comprehensive range of offerings ensures that you, your colleagues, and your company will be SMART as Hell. Whether you need training, coaching, a keynote, or the tools to ‘do-it-yourself’, you’ll find everything you need to realize your goals in these pages.

Workshops **3**

We admit it: we love attending and delivering great training. Our workshops introduce new ideas, develop valuable skills, provoke deep conversations, and generate forward progress. If that sounds good to you, join one of our sessions!

Tools **8**

We believe that people need tools. We use our proprietary models and templates to make progress with individuals and teams. Now you can order the same tools we use, from posters to planners to tear pads and more.

Logo Gear **15**

Show the world that you and those you respect are SMART as Hell, with caps, mugs, shirts, mouse pads, and more.

Services **17**

Are you seeking the kind of depth that can’t be achieved in a single day? Our ‘Goaltenders’ offer goal-auditing, coaching, facilitation, and consulting to provide step-by-step support – when and where you need it.

Speaking **20**

SMART as Hell founder Glenn Hughes is an in-demand conference speaker on topics such as Goal-Setting, Global Culture, Presentation Skills, Customer Service, and the Design of Breakthrough Learning. His insights have benefited authors, entrepreneurs, employees, and executives around the globe.

Price List **25**

WORKSHOPS

*"If your goals aren't SMART,
your results probably aren't."*

- Glenn Hughes



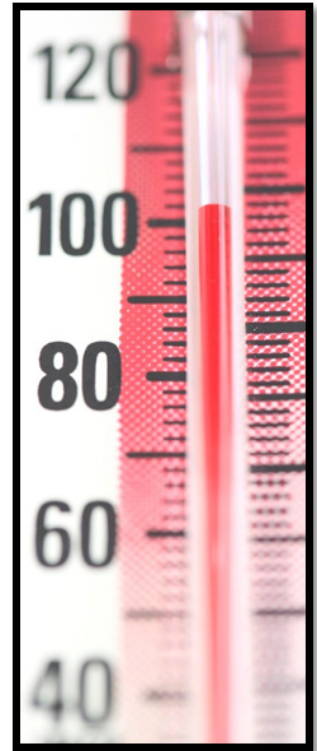
SMART as Hell: Goals

OVERVIEW:

- Are you frustrated by misalignment during reviews and evaluations?
- Do you waste time and energy trying to understand poorly worded objectives?
- Is your team hitting 80% of their goals, but not moving the needle in meaningful ways?

Clear goals form the foundation for great performance, and SMART is the most popular framework for writing goals.

But while many managers and employees have learned the SMART framework, very few goals actually meet the SMART criteria. Whether you use goals for performance reviews, development, or project management, the 1-Day SMART as Hell workshop – also available with virtual delivery – will provide tools for writing goals that increase performance, reduce rework, and align efforts.



WHO SHOULD ATTEND:

Anyone who is required to write goals or meet goals.

IN THIS WORKSHOP, YOU WILL:

- Identify the 4 Types of Evaluation, along with the advantages and disadvantages of each type.
- Discover why smart people write dumb goals.
- Use the SMARTometer to accurately score the quality of a goal.
- Use the SMARTsheet to write a SMART as Hell Goal.
- Create a SMART as Hell Goal for tasks or soft skills that are often difficult to measure.
- Apply the SMART 6-Step Process to align evaluation expectations with those who measure you.

1-DAY WORKSHOP OUTLINE

Morning

- We are all being Evaluated
- The 4 Types of Evaluation
- What is SMART?
- Is your goal SMART as Hell?

Afternoon

- The SMART 6-Step Process
- Measuring the Unmeasurable
- Creating a SMARTplan
- Don't be a SMARTass
- Goals Presentation

SMART as Hell: Goaltender

OVERVIEW:

- Are you looking to reduce costs and customize content by delivering SMART as Hell training with your in-house team?
- Are you an independent consultant or facilitator who wants to add new tools to your product line?

Be a Goaltender! This 16-hour training and certification process (available in person or virtually) enables anyone to become a SMART as Hell workshop facilitator, goal auditor, and coach.

WHO SHOULD ATTEND:

Internal & External Trainers, Facilitators, HR Professionals, Freelance Consultants, and Coaches.

BENEFITS

1. License to purchase the SMART as Hell Participant Playbook at discounted prices
2. SMART as Hell: Goals Facilitator's Manual
3. SMART as Hell: Goals Slide Deck
4. Workshop videos that explain and illustrate key points

IN THIS WORKSHOP, YOU WILL:

- Practice assessing goals, using the proprietary SMARTometer.
- Navigate the five most difficult goal-writing challenges.
- Rehearse frequently-encountered coaching scenarios.
- Complete a dry-run of the SMART as Hell: Goals workshop.
- Receive the full facilitator's manual, slide deck, and video package used to deliver SMART as Hell: Goals.
- Obtain a license to purchase SMART as Hell participant workbooks at discounted rates for resale.

16-HOUR WORKSHOP OUTLINE

Day 1

- Complete the SMART as Hell: Goals workshop

Day 2

- Materials overview
- Workshop Teach-back
- SMART as Hell Coaching

Certification Criteria

- Accurately assess 10 goals
- Create 3 SMART as Hell Goals
- Create 2 SMART as Hell Rubrics

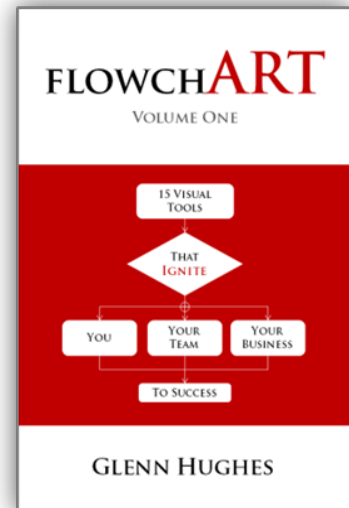


FLOWCHART

OVERVIEW:

- Are you looking for tools that will drive more productive meetings?
- Do you need a way to align your team around a mission, vision, or values?
- Are you a manager who wonders why most books and management programs don't provide you with powerful tools to improve team performance?
- Are you a facilitator who needs a repeatable step-by-step process for lifting organizational performance?

Based on the book *flowchART: 15 Visual Tools to Ignite You, Your Team, and Your Business to Success*, this workshop will provide leaders, coaches, and facilitators with tools that can kick-start any team or individual.



WHO SHOULD ATTEND:

Independent Professionals, Entrepreneurs, Managers, Internal & External Trainers, Facilitators, HR Professionals, Freelance Consultants, and Coaches.

IN THIS WORKSHOP, YOU WILL:

- Receive the book "flowchART: 15 Visual Tools That Ignite You, Your Team, and Your Business to Success".
- Use the Team Barometer to identify improvement opportunities for any team or organization.
- Utilize three tools – Agenda Diamond, Parking Lot, and In and Out-of-Bounds – to facilitate focused, powerful, meetings.
- Use the MoVVeRRS model to clarify the Vision, Mission, Values, Roles & Responsibilities, and Strategy for you, your team, or your organization.
- Determine the commitment and authority levels necessary for your team or projects to be successful.

1-DAY WORKSHOP OUTLINE

Morning

- What is flowchARTing?
- The tools of a flowchARTist
- The Team Barometer
- Meeting Tools

Afternoon

- The MoVVeRRS Model
- Growing Forward with commitment and autonomy
- Creating flow through flowchARTing

BE A FLOWCHARTIST

OVERVIEW:

- Are you looking to reduce costs and customize delivery by leveraging flowchARTs with your in-house team?
- Are you an independent consultant or facilitator who wants to add new tools to your product line?

Be a flowchARTist! This 16-hour training and certification process (available in person or virtually) enables anyone to become a flowchART facilitator and coach.

WHO SHOULD ATTEND:

Managers, Internal & External Trainers, Facilitators, HR Professionals, Freelance Consultants, and Coaches.

BENEFITS

1. License to purchase flowchART materials at discounted prices
2. flowchART Facilitator's Manual
3. flowchART Slide Deck
4. Workshop videos that explain and illustrate key points

IN THIS WORKSHOP, YOU WILL:

- Practice creating flowchARTs, using the proven flowchART posters.
- Navigate typical flowchARTing challenges.
- Rehearse frequently-encountered flowchART scenarios.
- Complete a dry-run of the flowchART workshop.
- Receive the full facilitator's manual, slide deck, and video package used to deliver flowchART.

16-HOUR WORKSHOP OUTLINE

Day 1

- Complete the flowchART workshop

Day 2

- Materials overview
- Workshop Teach-back
- flowchART guru skills

Certification Criteria

- Use the Team Barometer to diagnose next steps for a team.
- Submit a meeting Agenda Diamond.
- Submit a personal MoVVeRRS portfolio that passes the test rubrics.



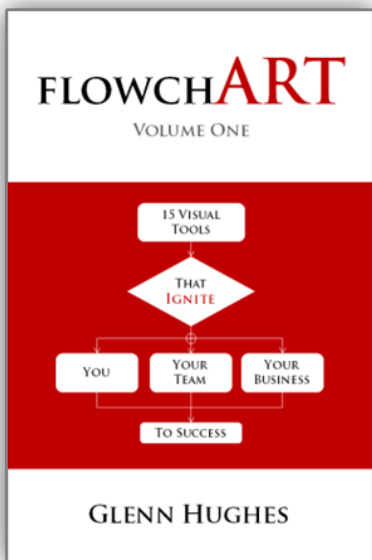
TOOLS

*"If it's rewarded or punished,
it must be measured."*

- Glenn Hughes



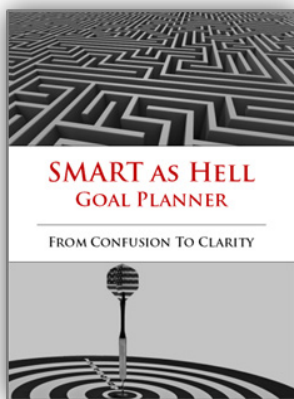
Books, Workbooks, and DVDs



FLOWCHART:

“flowchART: 15 Visual Tools That Ignite You, Your Team, and Your Organization to Success” will focus your meetings, increase team engagement, and clarify your mission, vision, and values.

The step-by-step instructions and examples show you how to use our most popular visual templates – whether you create them yourself or use our posters – to facilitate, individuals, teams, and organizations to the next level.



SMART as Hell Goals Planner:

This planner is perfect for the experienced user. It collects 10 sets of SMART as Hell templates, along with useful tips and tools.



The SMARTometer DVD:

(COMING in Fall, 2012) Are your goals SMART as Hell? Join Glenn Hughes on a 90-minute guided tour of the SMARTometer to find out.

SMART as Hell Activity Decks

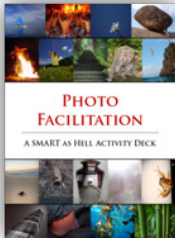


Photo Facilitation:

Our favorite tool, this 3.5" x 5.75" deck of provocative images will kick-start any discussion – from culture to teamwork to leadership.



Photo Provocations:

This collection of 'provocations' triggers more than 50 ways to use the Photo Facilitation card deck with an individual or team.



Water Cooler Conversations:

These work-friendly topics provide perfect icebreakers for any meeting, training, or event.



Leadership Wisdom:

This deck of leadership quotations is a great way to drive discussions, provide inspiration, or prompt reflection.



Rules of Engagement:

Used with or without the Rules of Engagement poster, this deck helps align behaviors for productive teamwork.



Crossroads Values:

Used with or without the Crossroads Values poster, this deck stimulates deep conversations about values and how they drive success or failure.

SMART as Hell Posters & Worksheets

[illegible]

The SMARTometer:

Is your goal SMART as Hell?
Use the SMARTometer to
lead a goal-scoring session.

[illegible]

The SMARTsheet:

Want to write a SMART as Hell goal? Use the SMARTsheet and you'll be on your way.

SMARTstoryboard

Who will do this? (name of person or group)	WILL	What will they do? (performance verb) increase, decrease, improve, maximize, optimize, sustain, etc.
Measure? (unit specific)	What will they do? (performance noun)	WITH / FOR
Who will this be done with or for?	IN / AT / TO / ON	Where will this be done? (place, location, probably)
FROM	(starting point or baseline value)	TO
From point (target value with up/down)	BY / ON	(larger date, time, or measurement)

SMART as Hell

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SMARTstoryboard:

Use sticky-notes and the SMARTstoryboard to brainstorm goals that are SMART as Hell.

SMARTplan

SMART Goal:

Temp

10
9
8
7
6
5
4
3
2
1

Week

.....

SMARTstep A:	Temp	
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SMARTstep B:	Temp	
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SMARTstep C:	Temp	
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SMARTstep D:	Temp	
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SMARTstep E:	Temp	
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SMARTstep F:	Temp	
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SMARTstep G:	Temp	
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SMARTplan:

Make progress on your SMART as Hell goals by building and tracking a SMARTplan.

SMART Data Confidence

Data Set: _____

	agree	strongly agree	neutral/average	disagree	
Availability Is the resource available and useful?	0	1	2	3	4
Timeliness Is the resource timely and up to date?	0	1	2	3	4
Completeness Is the resource complete?	0	1	2	3	4
Clarity Can the user understand the material?	0	1	2	3	4
Reliability Can the user rely on the material?	0	1	2	3	4
Consistency Do the various features and data agree?	0	1	2	3	4
Accuracy Does the data exactly what it says?	0	1	2	3	4
Searchability Does the resource have good search features?	0	1	2	3	4

Confidence _____ / 32 = _____ %

SMART as Hell

© 2008 by SMART

SmartCampus.org

SMART Data Confidence:

Can you trust the decisions you make with your data?
Determine your vulnerability with this assessment.

The Ripple Map

The diagram illustrates the progression of consequences from a central event, labeled "goal definition violation".

- Intended consequences:** These are the first three concentric circles, labeled "1st order impact", "2nd order impact", and "3rd order impact".
- Unintended positive consequences:** These are the next three concentric circles, labeled "4th order impact", "5th order impact", and "6th order impact".
- Unintended neutral consequences:** These are the next three concentric circles, labeled "7th order impact", "8th order impact", and "9th order impact".
- Unintended negative consequences:** These are the final three concentric circles, labeled "10th order impact", "11th order impact", and "12th order impact".

The diagram shows a path of consequences starting from the center and moving outwards, with the path curving upwards and then downwards, illustrating the ripple effect of the initial violation.

The Ripple Map:

Identify the unintended consequences of your actions, decisions, and goals using The Ripple Map.

FLOWCHART POSTERS & WORKSHEETS



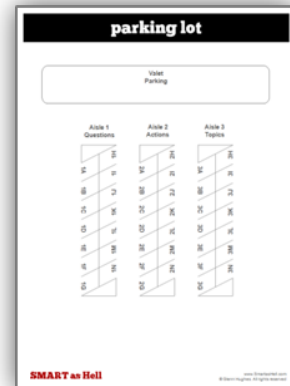
team barometer:

Assess and diagnose what's working (and what's not) in ten key areas for any team.



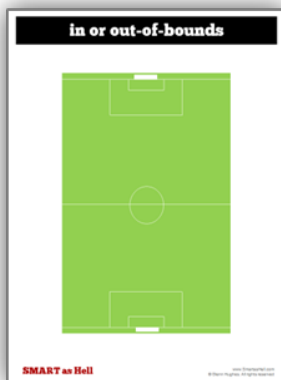
agenda diamond:

Based on the work of Kaner, Lind, Toldi, Fisk, and Berger; the agenda diamond will help you create and communicate engaging, productive agendas with ease.



parking lot:

Be more productive in your meetings by 'parking' distracting questions, actions, and topics for later discussion.



in or out-of-bounds:

Keep meetings focused by identifying topics that are in-bounds or out-of-bounds.



think, know, wonder:

Collect and align the shared knowledge of any group. Great for any meeting, event, or training session.

FLOWCHART POSTERS & WORKSHEETS



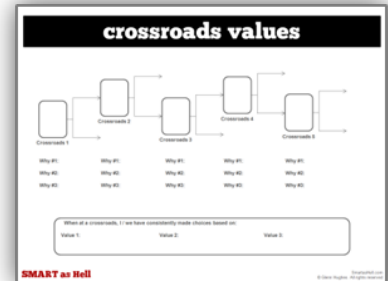
mission bulls-eye:

Create or validate your mission statement with this provocative exercise for individuals and teams.



a better tomorrow:

Create a vision of a better tomorrow for you, your team, or your organization with this poster.



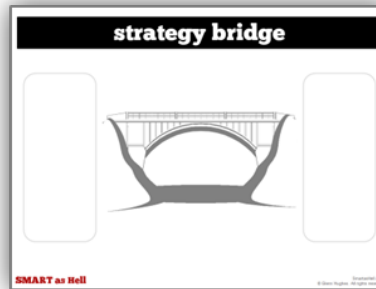
crossroads values:

Analyze the decisions that you or your team make at critical crossroads to identify what you really value.



r.a.c.i. grid :

Identify and align roles and responsibilities for your key projects with the r.a.c.i. grid.



strategy bridge:

Build strategies that bridge the difference between 'what is' and 'what could be' using the strategy bridge.



MoVVeRRS:

Align teams around your Mission, Vision, Values, and Strategies, using the MoVVeRRS model.

FLOWCHART POSTERS & WORKSHEETS

commitment gauge

A vertical scale from -10 to +10 with a red double-headed arrow. The scale is defined as follows:

- +10: I'm willing to sacrifice everything for this vision.
- +5: I'm willing to sacrifice something (what?) for this vision.
- 0: I'm willing to take a calculated risk (what risk?) for this vision.
- 5: I'm willing to sacrifice parts of this vision (what parts?) for personal gain.
- 10: I'm willing to sacrifice all of this vision for personal gain.

Below the scale is a table with columns: What?, Commitment, What?, What?.

SMART as Hell

commitment gauge:
Lack of commitment kills countless programs. Identify commitment needs and gaps with this exercise.

authority continuum

A horizontal scale with five stages: I Decide, We Discuss I Decide, We Decide, We Discuss My Decisions, Manager Decides.

Below the scale is a table with columns corresponding to these stages.

SMART as Hell

authority continuum:
Clearly define and communicate boundaries of authority, decisions, and actions with this exercise.

rules of engagement

A 5x4 grid of colored squares (green, white, red) representing different engagement rules. The columns are labeled: Always Good, Expands, Doesn't Matter, Always Bad. The rows are labeled: Always, Often, Sometimes, Seldom, Never.

SMART as Hell

rules of engagement:
Used with or without the rules of engagement card deck, this activity defines and aligns behaviors for productive teamwork.

team anthropology

A poster with various boxes for team culture analysis, including: Job, Goals, Getting it, Members, Goals, Name, Size, Description, Power, Role, etc.

SMART as Hell

team anthropology:
Identify and assess the culture of any team or organization with this creative, entertaining exercise.

development dozen

A poster with a 3x4 grid of boxes for career and life development plans. The columns are labeled: MY VIEW, ORG VIEW, GAPS. The rows are labeled: TODAY, TOMORROW, GAPS TO CLOSE, ACTIONS.

SMART as Hell

development dozen:
Create career and life changing development plans in twelve steps with the development dozen.

LOGO GEAR

“Relevance is first among equals.”

- Glenn Hughes



SMART as Hell Logo Gear



shirts:

Take SMART as Hell for a walk down the street, into a club, or onto the runway with our stylish shirts.



mugs:

Look SMART as Hell in the lunchroom, the breakroom, or the boardroom with mugs or coffee cups.



accessories:

Tell the world you're SMART as Hell with a bumper sticker, magnet, keychain, or button.



hats:

Let SMART as Hell go to your head! Order a hat in any of 11 colors /styles.



mousepad:

Make sure every computer move you make is SMART as Hell with this mousepad.



and more:

Guaranteed to surprise anyone – give a tie, a bag, or even an apron as your next gift.

SERVICES

“We’re all being evaluated, often against criteria we don’t know or understand.”

- Glenn Hughes



Services

GOAL AUDITS:

Research and anecdotal evidence conclude that clear goals are the foundation of repeatable success.

So ask yourself: Are *your* goals strong enough?

The cornerstone of our work, a ***SMART as Hell Goal Audit*** by one of our Certified Goaltenders will provide you with an accurate assessment of the goals that you or your organization are using.

Audits can be performed onsite or virtually, on one goal or thousands of goals. Contact us and see how your goals stack up against the more than 30,000 goals we've already assessed with the **SMARTometer**.



SMART AS HELL COACHING:

A coach helps clients achieve their goals. Therefore, a key component of coaching is making sure the client has great goals.

So who should assist you with writing and achieving your SMART as Hell goals? A ***SMART as Hell Coach***, of course.

Our coaches can be utilized for one session or multiple sessions, individually or for teams. It makes a fantastic add-on to the SMART as Hell: Goals workshop.

Best of all, goal-based coaching means that when you've reached your goal, our work is done, and so is your expense.

Services

SMART AS HELL & flowchART FACILITATION:

Want to take advantage of our tools, but don't want to spend your time and energy learning them? Need us to come in and lead your goal-writing session?

With **SMART as Hell Facilitation**, we practice what we preach. Together, we will set a SMART as Hell goal for what you want to accomplish in your session. Then we'll pull together the appropriate tools and help your team or organization create goals that will take you to the next level.

Whether your challenge is to write team goals, green initiatives, compliance targets, or strategic objectives, we'll assist you, unobtrusively, through each step of the process.

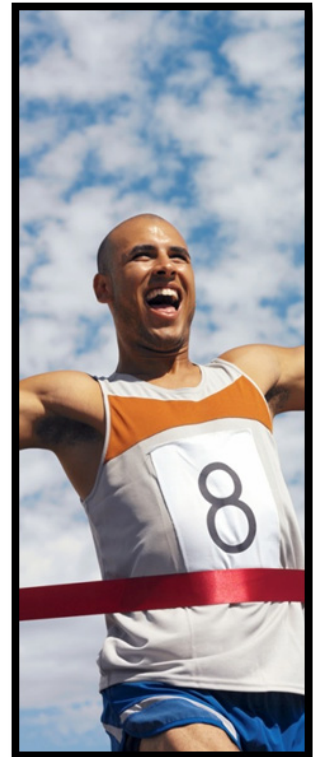
With **flowchART Facilitation**, we can assess your team; help you build missions, visions, and strategies; and break through your current challenges.

SMART AS HELL CONSULTING / CONTRACTING:

Most clients come to us for assistance with their goals, but some ask us for direct intervention.

If you want us to write your goals, create your rubrics, define your performance objectives, design your competency requirements, or give you the straight truth about your metrics... we will.

SMART as Hell Consulting gives you access to experts who have designed SMART as Hell goals for countless industries, across every kind of job specification, around the world.



SPEAKING

“Time is a source of energy for the journey. It is not the destination. Use it wisely.”

- Glenn Hughes



About Glenn Hughes

Glenn Hughes, founder of SMART as Hell, holds a Master's Degree in Adult Education and Training and a Bachelor's Degree in Electronics Engineering Technology. After stints in manufacturing and field service organizations, Glenn moved to Asia, where he managed multi-million dollar operations in China, Singapore, and Japan for nearly 10 years.

Glenn entered the Learning and Development field in 2005 with KLA-Tencor Corporation. In 2008, TRAINING magazine inducted KLA-Tencor's learning organization into the "Training Top 10 Hall of Fame".

<http://www.kla-tencor.com/company/company-overview.html>

Since entering the Learning and Development field, Glenn has accumulated numerous credits:

- Presenter at the American Society for Training and Development's Conference in 2011 – 2012
- Presenter at the International Society for Performance Improvement's Conference 2010 – 2012
- Presenter at TRAINING Magazine's 2012 Conference
- Presenter at Fort Hill's Learning Transfer Conference 2010 – 2011
- Instructional design for Nancy Duarte's *slide:ology*, Robert H. Thompson's *The Offsite: A Leadership Experience*, and Ed Muzio's *Make Work Great*
- Peer reviewer and contributor to Nancy Duarte's *Resonate* (Wiley, 2010)
- Interviewed for *The Six Disciplines of Breakthrough Learning*, 2nd edition (Pfeiffer, 2010)
- Interviewed by TRAINING Magazine (February, 2008)
- Delivered more than 500 workshops in Asia, Europe, and the US
- Co-authored the 'Mentoring Dialogues' series with Randy Emelo. This six-part series was distributed to more than 50,000 clients of Triple Creek Mentoring. www.3creek.com/resources/newsletters/Masterful_Mentoring_Sep09.pdf



Areas of Expertise:

- Goal Achievement
- Instructional Design
- Presentation Skills
- Global Culture
- Innovation
- Customer Service

Functional Experience:

- Learning & Development
- Global Operations
- Customer Service
- Manufacturing
- Contract Sales

Instructional Design Credits:

- *slide:ology*
- *Make Work Great*
- *The Offsite: A Leadership Experience*

Select Certifications:

- Leadership Challenge
- Situational Leadership II
- Six Thinking Hats
- DiSC Profiling
- High Tech Speaking
- TAGteach
- Precision Q+A
- Applied Strategic Thinking

Education:

- BS, Engineering.
DeVry University
- MA, Adult Education,
University of Phoenix

SMART Topics

Glenn's presentations are thought-provoking, interactive, and entertaining. Each talk is available in 30-120 minute versions and is customized to meet your needs.

Popular Topics include:

Are You SMART as Hell?

SMART goals have been around for more than 40 years, yet researchers say that 50% of employees don't know what they are supposed to do at work!

- Discover why smart people write dumb goals
- Score well-known goals using the SMARTometer
- See what attributes make some goals SMART as Hell

We're All Being Evaluated

Have you ever suffered through a performance discrepancy with a manager, customer, client, or family member? These painful misalignments cost you time, money, and energy. During this talk, attendees will:

- See why evaluation is so important to all of us
- Identify the 4 Types of Evaluation
- Learn how to align evaluation expectations with those who measure you

Caring is NOT a Soft Skill

'Experts' will try to convince you that caring customer service is a soft skill. That's rubbish! Each of us can tell how much our bank, restaurant, or car dealer cares about us. During this talk, attendees will:

- Discover why Caring is NOT a Soft Skill
- Learn how to measure Caring Customer Service
- Identify steps to prove you care about your customers

Can You Believe Your Data?

Every day we make critical decisions, using data to guide our judgment. But how much can we trust that data? Not much. During this talk, attendees will:

- Learn the 8 Qualities of Data Confidence.
- See examples of data you can and cannot trust
- Evaluate your most important data to determine if it's trustworthy

What They're Saying

"Glenn is an oxymoron: Beneath his avatar as a practical writer lurks a solid serious scholar. He is a practical theorist, a pragmatic thinker, an articulate practitioner, and a sharing entrepreneur."

Thiagi Sivasailam

Author of *Jolts!*, *Design Your Own Games and Activities*,
and many more

"He adopted me like a big brother and walked me through how to set clear learning objectives, transforming the quality of my workshops. He brought enormous value to my organization."

Nancy Duarte

CEO, Duarte Design
Author of *slide:ology* and *Resonate*

"Glenn Hughes is, without doubt, one of the most original thinkers in the field of learning and development today. Able to draw on his broad background, extensive reading, and international experience, he puts together ideas in ways that are original, thought-provoking, and memorable"

Roy Pollock

Chief Learning Officer, Fort Hill Company
Co-author of *The Six Disciplines of Breakthrough Learning*

"Glenn simplifies complexity and brings concepts to life through stunning insights, captivating stories, and compelling presentation skills. He helps you puts the puzzle together by taking individual pieces and methodically unfolding the entire picture. No more mystery to being SMART-as-Hell."

Mary McGlynn

President / Partner,
PowerSpeaking, Inc.

"He is an energetic teacher/facilitator who truly understands how to connect with an audience and teach core concepts in an informative, engaging way. I look forward to working with him in the future."

Garr Reynolds

Author of *Presentation Zen*,
Presentation Zen Design,
and *Naked Presentations*

What They're Saying

"Glenn is a walking encyclopedia of the best thinking on management, leadership, and collaboration. Every manager and leader needs SMART as Hell."

Edward Muzio

President/CEO, Group Harmonics, Inc.
Author of *Make Work Great* and *Four Secret to Liking Your Work*

"Glenn's clarity of thought and creativity in developing tools like the SMARTometer makes his work usable at all levels. As SMART as Hell becomes the standard for goal setting, it will have legs for years to come."

Cal Wick

Founder, Fort Hill Company
Co-author of *The Six Disciplines of Breakthrough Learning*

"Glenn's SMART session was terrific, quite entertaining as well as informative. Glenn provided a framework for thinking more clearly about how to set good performance objectives."

Dr. Carl Binder

Co-Founder, The Performance Thinking Network

"You delivered an exceptional presentation on 'Why are your employees learning goals failing year after year?', which was very well received by the entire audience. Your subject-matter expertise and delivery skill made for a dynamic and professional presentation."

Angie Kutlik

President
Mt. Diablo Chapter ASTD

"Glenn is that special blend of being exceptionally professional while being a regular, good person. He is especially strong at taking seemingly unconnected concepts and putting them together in such a way as to make something innovative and useful. Finally, he understands the need for tools that all of us can use."

Jim Kirkpatrick, PhD

Co-author of *Training on Trial*, *Evaluating Training Programs*, and *Implementing the Four Levels*

SMART as Hell: Price List 2012

Offering	Price (US\$)
Workshops	
<i>SMART as Hell: Goals Workshop</i> (1 day)	\$725 / attendee
<i>SMART as Hell: Goals Virtual Webinar</i> (4 modules)	\$159 / attendee for one module \$525 / attendee for full series
<i>SMART as Hell: Goaltender Trainer Certification</i> (2 days)	\$3995 / attendee
<i>flowchART Workshop</i> (1 day)	\$725 / attendee
<i>2-Day Be a flowchARTist Trainer Certification</i> (2 days)	\$3995 / attendee
Tools	
24" x 36" Posters	\$99 / poster
Worksheets (100 sheet pack / 1000 sheet pack)	\$45 / \$200
3.5" x 5.75" Photo Facilitation Deck	\$99 / deck
2" x 3" Activity Card Decks	\$49 / deck, 10 for \$299
SMART as Hell Goals Planner	\$29 / planner
SMART as Hell DVD	<i>coming soon</i>
Services & Speaking	
SMART as Hell Goal Audit	Call for Pricing
SMART as Hell Coaching	Call for Pricing
SMART as Hell & flowchART Facilitation	Call for Pricing
SMART as Hell Consulting	Call for Pricing
Speaking Engagement with Glenn Hughes	Call for Pricing & Availability

Contact us for information regarding in-house workshops, public schedules, quantity discounts, and customization options.

Our Mission:

Our mission is to “Accelerate Results through Provocative Conversations”. We start each day planning how we’ll do this and end each day asking how well we did it.



Our Values:

1. Passion Matters
2. Be Authentic
3. Confrontational Zen
4. Innovate or Die
5. Offerings, Not Products
6. Aesthetics are a Need, not a Desire
7. Live, Learn, Design through Story
8. Be Accountable
9. Skeptical, not Cynical
10. What You Need, Nothing More



Our Vision:

Our vision is “a world where every conversation leads to positive learning and action for all parties”. We model this in classrooms, meeting rooms, lunch rooms, and beyond.

