

# JOURNEY TO NEWLAND EXPERIENCE™

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Presented by



**LIFELEAD**  
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A dynamic learning experience and application of

***Journey to Newland: A Road Map for Transformational Change™***

A leadership and change capability process

Facilitated by

**Bill Poole**

*Journey to Newland* author

with representatives and certified facilitators from

**Coca-Cola Bottling Co. Consolidated**

providing practical transformational  
experiences and applications

**Week of September 8, 2008**

Charlotte, North Carolina

## Attendance Options (1, 2, and 5-day options)

*\*J2N = Journey to Newland*

- **Observer:** For those who want to get a “taste and feel” or overview of J2N. (Day 1, Sept 8).
- **Participant:** For those who want to experience and apply J2N. (Days 1-2, Sept 8-9).
- **Facilitator/Coach:** For those who want to be certified as a J2N facilitator and coach. (Days 1-5, Sept 8-12).

***Important Note:*** *In order to maintain top quality and highly participative approach to the Journey to Newland Experience we must limit class size for each attendance option. Registration will be on a first-come, first-serve basis. Ask about future sessions if these sessions fill up before you register.*

### **Observer...you will**

- Learn the foundational concepts and approach of J2N
- Get a first-hand experience and impact that J2N provides
- See how J2N has been used in a real-life context at Coca-Cola
- Get a “taste and feel” for how the complete process may be utilized in your context

[Click here](#) to request a list of session prices based on attendance options, groups, and 2008 ASTD Conference Code (or email [djordan@lifeleadint.com](mailto:djordan@lifeleadint.com)).

Session price includes lunch and materials (Journey to Newland Pre-Journey Guide, Story Book, and Participant Workbook).

### **Participant...you will**

- Create a new personal, team, and organizational mindset and awareness on leadership and change capability...You'll never “see” the same again.
- Get a unique, “best of the best” facilitation from the author and the most experienced J2N consultants in the world from Coca-Cola
- Hear and see real-life applications and benchmarks in the Coca-Cola setting
- Participate in the new version of the Journey to Newland Game (simulation)
- Experience the best activities and applications from the 8 Stages of the process and the 5 core capabilities for transformational change
- Have a simple, adaptable common language to both understand, articulate, and implement transformational change in your context
- Learn transferable leadership skills that will help you both create change and possess the capability to respond to change

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Session price includes lunch and materials (Journey to Newland Story Book, Pre-Journey Guide, and Participant Workbook).

### **Facilitator/Coach...*you will***

- Experience the same outcomes as the 2-day participant (see Participant description above)
- Receive official certification from the most experienced and credible J2N facilitators available and enter the online J2N community benefits as a Silver LifeLead Associate
- Understand the instructional design, methodology, and approach in detail
- Learn to use the material to coach internal change agents and change champions
- Get first-hand applications and benchmarks from the Coca-Cola experience
- Receive a general framework to engage an organization or rollout a major change effort (as an internal or external coach)
- Receive J2N facilitation feedback and evaluation from credible, expert J2N facilitators
- Learn how to use the process with effective talent management
- Learn the process to develop leadership via the 5 core capabilities
- Gain all the advantages as a Silver LifeLead Associate (Facilitator)

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Session price includes lunch, materials (Facilitator's Guide, which includes a copy of the Journey to Newland Story Book, Journey to Newland Pre-Journey Guide, Participant Workbook, Movie DVD, and PowerPoint Presentations valued at \$499), and official Silver Certification status and credentials.

Hotel recommendations and special pricing available upon request.