

# The Brave Fire Leader

## High Performance Leadership Academy



BRAVE FIRE LEADER  
**ACADEMY**  
*Ignite the greatness inside you.*



### Cutting Edge Leadership Training

## Do You Want High Performing Officers in Your Fire Department? BE AS EFFECTIVE OFF THE FIREGROUND AS ON

This engaging, workshop helps current emergency service leaders to:

- Use skills they already know to **prevent people problems**
- Learn key areas of focus to **improve the impact** of their job performance
- Have access to over **20 leadership tools** they can take back and use immediately
- **Engage and develop** the employees working on their teams
- Develop a flexible style in order to **lead everyone**, no matter their age or style
- Think on a more comprehensive level about **advancing their department's success**

### A LEADERSHIP ACADEMY INCLUDES:

- **4-day workshop** plus optional Accountability Partner or Coaching & Mentoring sessions
- **Accountability Partner Option:** Instruction on use of accountability partner/peer coaching for continued results
- **Coaching & Mentoring Option:** 2 Coaching & 2 Mentoring sessions, 1 per month for 4 months
- Combining peer support, great content focused on fire service, facilitation and accountability for results
- Instructed By: Dan Jones, Retired Fire Chief, Chapel Hill Fire Department and Kelly Walsh, M. Ed., Leadership Coach, former HR Partner for Mesa, AZ Fire and Medical Dept.
- Each and every session is about bringing back ONE THING to the fire department in order to have impact

### BENEFITS & RESULTS FOR THE DEPARTMENT:

- When training is combined with per accountability, individuals increase their performance.
- Great ROI to the department, Practical, Measurable, Emphasis on Results, Powerful Approach, Flexible
- Officers that can solve problems and help manage, bring less problems and issues to the Fire Chief's desk

**Academy Structure:** Class Size: 40 max. participants

**Dates:** Option #1 Oct. 4<sup>th</sup> or Option #2 Nov. 29<sup>th</sup>

**Where:** Apex Senior Center in the Seaboard Room

**Pricing:** \$699 for AP or \$999 for CM

---

**Who should participate:** Current officers / Future-potentials / New officers / Mid-level chiefs / Aspiring leaders

---

### High Performance Leadership Academy Content

- Leadership Foundation / Preparing Officers / Setting Expectations / Dashboard and 30-Day Accountability Plans
- Communicating Simply and Powerfully
- Leading vs Managing
- Think Comprehensively: High Performance Tripod and Timeline/Prevention Focus
- Rules of Crisis Management & Leadership or 10 Commandments of Fire Officer Survival
- Maintaining Positive Media Relations and Social Media
- Engage and Mobilize Employees
- Building Your Networks
- Who are we Leading - Generational Differences
- Ethics & Leadership Values
- The "Coach Approach" to Performance Management
- Mentoring as a Key Responsibility
- Legal Liability and Personnel Management
- Conflict Management - Having Difficult Conversations
- Dealing with Politics
- Passing the Baton
- Lessons Learned

## **Endorsement from Brad Cox, Fire Chief, Lexington County, SC Fire Service**

"Being honest, I had never heard of Kelly Walsh Consulting (formerly 1 Smart Career) prior to 2017. I imagine, like most of us in the fire service industry, I focused my attention on Leadership Training through more traditional sources. As soon as I read the announcement for the initial High-Performance Coaching and Leadership Academy in Oklahoma, I got excited. Nearing retirement, I had been looking for that definitive leadership class for my direct staff reports. I wanted to find training that would enhance their ability to compete for my position. To say the least, I found that class!

The Academy covers so many of those intangible leadership skills and abilities that we never learned, much less could practice, in Organizational Development class. Class participants dig deep into problem solving, communications, teambuilding, empowerment, conflict management and global thinking. The class keeps you engaged through role play, scenarios and the Socratic method of instruction.

My Deputy Chiefs were so taken with the Academy, we brought it to Lexington County for every officer in the department. The rate of return is incredible and is increasing each day. As a follow up to the Academy, each officer is involved in four coaching and mentoring sessions with Kelly and Dan. Having the unique opportunity to gain from the experience of these two professionals is an invaluable resource for our seasoned and newly promoted officers. Our Public Safety Director plans to expand the training to the both EMS and 911 Communications staffs.

I highly recommend this Academy to anyone looking to provide "real world" leadership instruction to their department!"

---

**Kelly Walsh Bio:** Kelly helps individuals and organizations achieve exceptional performance by applying specific tools and techniques that guide leadership development. She works on large scale vision and strategy but also deploys specific actionable steps that deliver measurable results.

Kelly has worked in a variety of industries including for profit, non-profit, and city government, but her heart is with the public sector where she can bring her strengths to the people who protect and serve our communities.

Uniquely qualified to work with Fire Departments, Kelly has 20 years of experience in Human Resources with 10 years as an HR partner (partially imbedded) to a 350-person municipal fire department in Mesa, Arizona. She holds a Master of Education degree with a major in Counseling, is a certified leadership coach and mediator, and has worked in organizations as a recruiter, leader, mentor, trainer, coach, and strategist.

The development of future leaders and creating a culture of well-being for employees are at the cornerstone of Kelly's expertise.

She has authored, and is featured as an industry expert in, articles published in the Wall Street Journal, Computer World, CEO Blog Nation, Huffington Post, and others.

**Dan Jones Bio:** Dan Jones entered the fire service in February 1974 and rose through the ranks to retire as a Fire Chief in 2015. Jones served for over 16 years in the Pinellas Park, Florida Fire Department before relocating to Chapel Hill, North Carolina in 1990 to become Fire Chief. Upon his retirement, Jones was the longest serving municipal fire chief in the State of North Carolina.

Chief Jones has served on a variety of committees, councils and boards at the local, state and national levels. Jones is the former Editor-in-Chief of National Fire & Rescue Magazine and is a Past-President for the International Society of Fire Service Instructors. He is a former special on-air commentator for CNN Headline News Network on breaking fire and rescue stories. He is a frequent emergency services conference speaker and is recognized throughout the fire service as an authority in the field of leadership, management, campus housing fire safety, fire sprinklers and motorsports fire-rescue. He was a guest lecturer at the University of North Carolina and has taught or presented in 34 states, Canada, England, Germany, Botswana and Scotland. Jones is the recipient of numerous awards including Florida Fire Instructor of the Year, IAFC Presidents Award and North Carolina's highest civilian honor, Order of the Long Leaf Pine Award.

Chief Jones attended St. Petersburg College, Alamance Community College, the National Fire Academy, the National Staff & Command program at the University of Maryland, and the Institute of Government at the University of North Carolina. Jones has held up to twelve emergency services technical certifications. He currently resides in Chapel Hill with his wife of 44 years in a home they built with fire sprinklers.

---

### **Kelly Walsh:**

Cell/Mobile: (919) 995-4996

Email: [kelly@kellywalshconsulting.com](mailto:kelly@kellywalshconsulting.com)

### **Dan Jones:**

Cell/Mobile: (919) 697-5976

Email: [chfd1dj@att.net](mailto:chfd1dj@att.net)

### **Steven Matzat:**

Cell/Mobile: (408) 386-5093

Email: [steven@kellywalshconsulting.com](mailto:steven@kellywalshconsulting.com)