

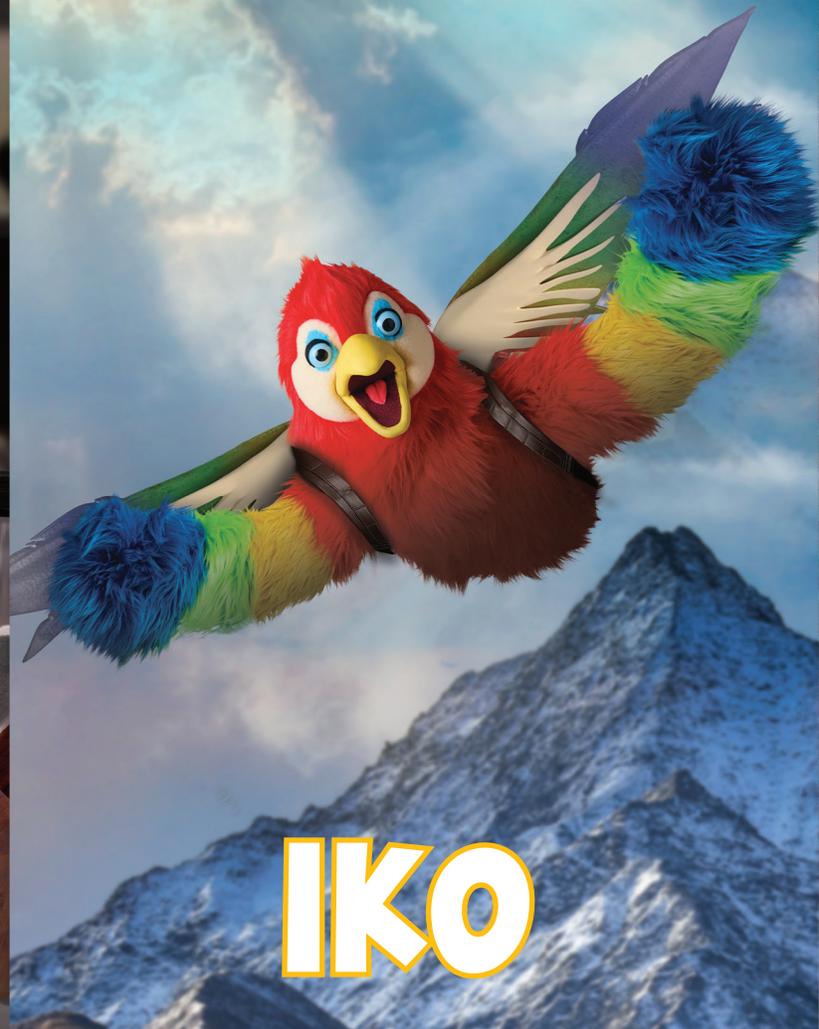
# DISCOVER BIRDBRAINS, INC.,

THE MOST INNOVATIVE DISC TRAINING TOOL,  
EXCLUSIVELY FROM TAKE FLIGHT LEARNING





**DAX**



**IKO**

## SEE THE STYLES IN ACTION

BirdBrains, Inc. is the first film to bring the DISC styles to life in movie format!

You can watch the styles in action as the Dominant Eagle, Interactive Parrot, Supportive Dove, and Conscientious Owl learn about themselves and each other. You will see them learn powerful lessons about how to treat those with a different style. You will learn with them as they gain the knowledge to manage their own behaviors so they can be the best version of themselves. You will see yourself in the story and recognize your own strengths and challenges.

## SO, WHY A MOVIE?

Our strongest memories are linked to our strongest emotional responses. Cognitive experiences get lost. That's why we forget much of what we learned in the classroom. But when we laugh, we remember those moments. When we feel the stress of a character in a movie who has made a bad decision, we feel their pain and learn from their actions. When we hear music, we get engaged. When we see the styles in action, we remember them. There has never been a more powerful way to learn about ourselves and others through the DISC styles.

**“BirdBrains, Inc. is visual. It’s funny. It’s musical.  
It’s memorable and transformative.”**





## ENJOY THE FILM!

When disaster strikes, the team at BirdBrains, Inc. is called upon to save the day. It doesn't take long for personalities to clash. The take-charge Eagle makes quick decisions without a clear plan. This frustrates the analytical Owl, who wants more time to evaluate options before acting. The Dove is focused on the feelings of those involved, and the Parrot optimistically jumps right into action, to the dismay of the Owl and Dove.

Fortunately, the wise and adaptable Chameleon CEO reaches out to her mentor, known affectionately as The Bird Guy, played by personality expert Merrick Rosenberg. He helps them understand the styles and teaches them how to work together more effectively. Will the Eagle, Parrot, Dove, and Owl learn to tap into their strengths without overusing them? Will they learn how to communicate and work with those of different styles? Watch BirdBrains, Inc. and find out!

**“Laugh, learn, and sing along as you see the styles in action.”**



# MEET THE CAST

**DAX, VP OF OPERATIONS**

Dax is known for making quick decisions and getting things done. Dax says it like it is and prefers to learn from doing rather than talking and planning.

**XANDRA, CEO**

Xandra uses her chameleon-like abilities to adapt to the changing needs of the bird community. She flexibly adjusts to each individual, treating others how they need to be treated.

**IKO, CHIEF COMMUNICATIONS OFFICER**

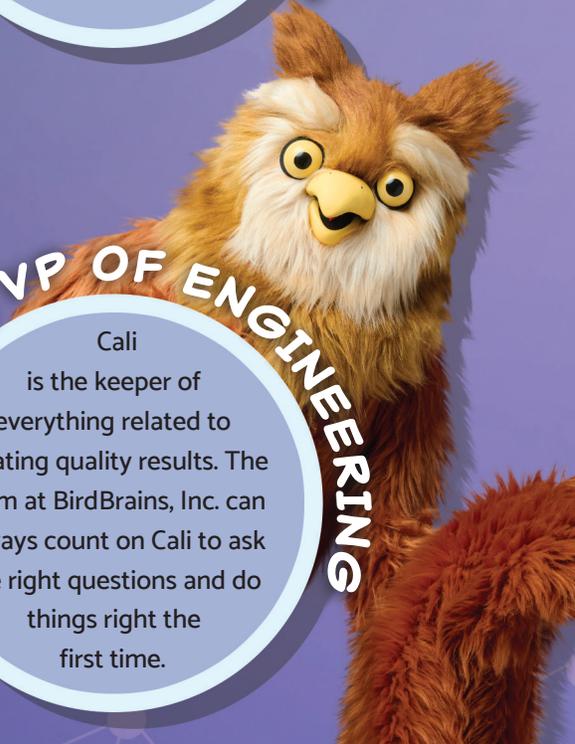
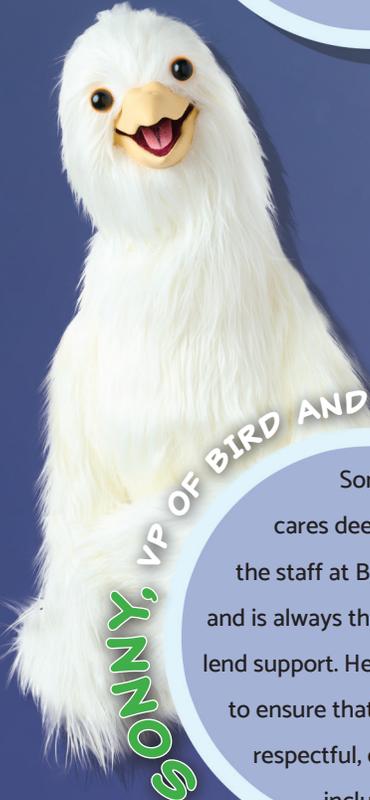
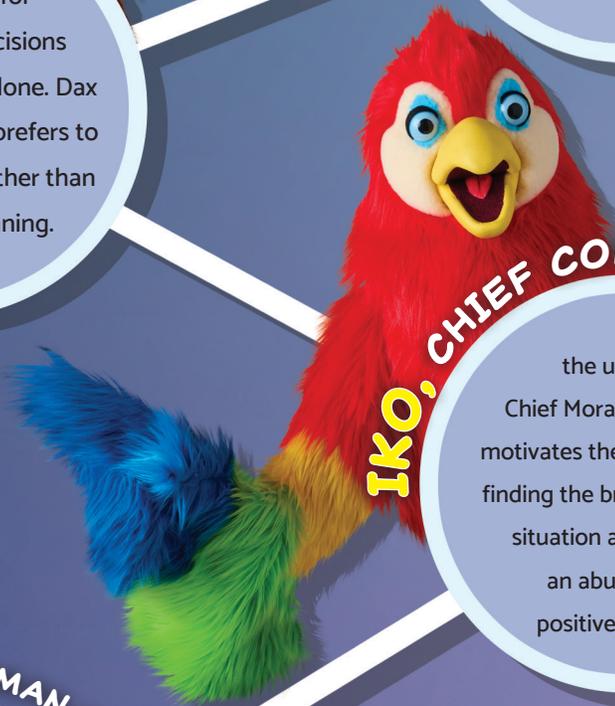
As the unofficial Chief Morale Officer, Iko motivates the staff by always finding the bright side of any situation and providing an abundance of positive feedback.

**SONNY, VP OF BIRD AND HUMAN RESOURCES**

Sonny cares deeply about the staff at BirdBrains, Inc. and is always there to listen and lend support. He works diligently to ensure that the culture is respectful, diverse, and inclusive.

**CALI, VP OF ENGINEERING**

Cali is the keeper of everything related to creating quality results. The team at BirdBrains, Inc. can always count on Cali to ask the right questions and do things right the first time.



# MERRICK, THE BIRD GUY

As the leading expert in helping individuals tap into the power of their personality, Merrick helps the team members at BirdBrains, Inc. to understand their style and learn how to treat others so everyone's gifts can shine.



## WATCH A THEATER-QUALITY PRODUCTION

In creating the movie, Take Flight Learning sought to go beyond what people typically think when they hear the words "training video." We partnered with the best in the industry to create a film of the highest movie quality. Monkey Boys Productions crafted the characters. They have created puppets, props, and creatures for theme parks, stage, television, and movies, including Sea World, Little Shop of Horrors, Late Night with Jimmy Fallon, and



Saturday Night Live. Big Howl Productions produced and directed the film. They have produced animation and puppetry projects, as well as music videos, for clients such as SyFy Channel, Netflix, and Hasbro.

Grammy-nominated musician David Young produced the two musical numbers. We apologize in advance if you can't get the songs out of your head. Yeah. We're not kidding.



# LEARN ABOUT THE STYLES AND HOW TO APPLY THEM

While BirdBrains, Inc. is humorous and entertaining, viewers will gain deep insights from the film. As visual learners, viewers see the styles in action. This helps people truly understand the traits of each style. Learners will watch the styles at their best and see what happens when they push their strengths into the red zone and turn their greatest assets into liabilities.

## Viewers will learn the following style-based principles from the film:

- ★ Appreciate the gifts each style brings.
- ★ There is strength in flexibility.
- ★ Treat others how they need to be treated, not how you want to be treated.
- ★ Use the right style at the right time.
- ★ Use your strengths but don't overuse them.
- ★ Don't impose your style on others.

## REINFORCE DISC TRAINING

Studies show that 90% of new information is lost if it is not reinforced within one month. Follow-up your DISC training program with BirdBrains, Inc. and help the styles stick!

BirdBrains, Inc. can introduce the four styles to those who have yet to participate in this type of training. Then, follow-up the movie with more intensive styles-based training



## WHATEVER PATH YOU CHOOSE...

BirdBrains, Inc. will help incorporate the styles into each individual's daily behaviors and the organizational culture.



## SHOW BIRDBRAINS, INC. TO INTRODUCE OR REINFORCE THE STYLES

There are three ways to use BirdBrains, Inc. to help people understand and apply the power of personality.



The movie can enhance the experience of the *Taking Flight with DISC* session by incorporating the movie directly into the training. As people learn about the styles during the training program, they will see them in action.



BirdBrains, Inc. can reinforce the concepts for individuals who have already learned about the styles in a previous session.



# HOW CAN YOU WATCH THE MOVIE?

Individuals can watch BirdBrains, Inc. on their personal devices or groups can enjoy the movie at a team event. Either way, you can show BirdBrains, Inc. in its entirety, or you can show the film in four 7 1/2-minute segments and process the learning along the way. The choice is yours. If you choose to show the film in the classroom, eight debrief videos provide instructions for group discussions to help individuals gain insights and apply learning without needing an experienced trainer. If you have a skilled facilitator, that person can lead the conversation with ready-to-use tools, such as the BirdBrains, Inc. PowerPoint Deck and Participant Guide. They can even be trained in the BirdBrains, Inc. certification.

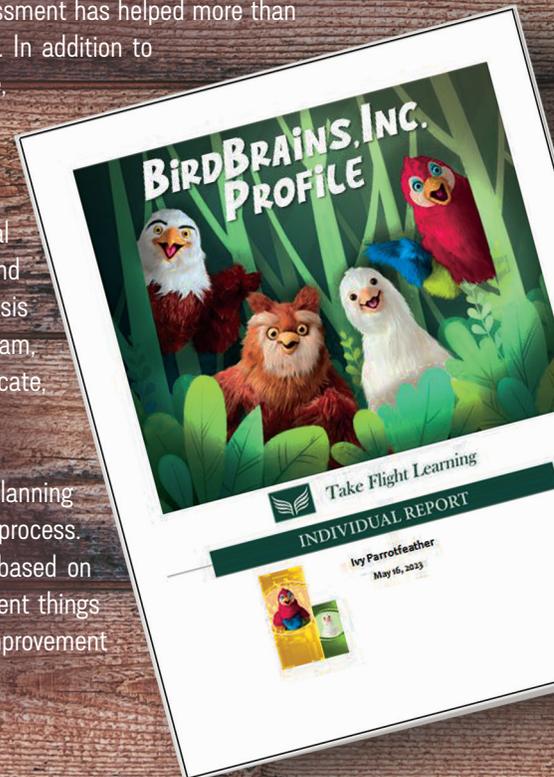
If individuals watch the film independently, they can work through a series of eLearning activities to help them apply new insights. Just like in the classroom, individuals can watch the film in its entirety and then work through the exercises, or they can watch the movie in four 7 1/2-minute segments, complete activities, then continue watching.



## BIRDBRAINS, INC. PROFILE

Individuals can discover their bird style by completing the BirdBrains, Inc. Profile. The algorithm in this assessment has helped more than 10 million people understand their style. In addition to containing information about their style, the report includes worksheets to debrief the movie and apply the styles in their daily lives. The report includes personalized content, such as a description of the individual's general characteristics, strengths, behavioral tendencies, and challenges. The report also provides an in-depth analysis of one's motivators, needs, fears, distinctive value to a team, how they relate to other styles, handle conflict, communicate, lead people, manage stress, and more.

The BirdBrains, Inc. Profile concludes with action-planning questions based on our Dynamic Action Planning process. Questions are specifically selected for the individual based on their style. Let's face it, Eagles need to work on different things than Doves. So, we direct the individual to create an improvement plan just for them.





## PARTICIPANT GUIDE

If people have already completed a DISC assessment, you can purchase a standalone BirdBrains, Inc. Participant Guide to help learners develop and capture insights. This useful tool will help them capitalize on their strengths, improve communication, and build stronger relationships. The Participant Guide includes eight exercises to help turn insights into action.



## DEBRIEF VIDEOS

The exercises in the Participant Guide come with eight 3-minute Debrief Videos led by Merrick Rosenberg (a.k.a. The Bird Guy). These videos provide the instructions to lead a discussion in the classroom to debrief learning and apply new insights.

## REMINDER CARDS

The BirdBrains, Inc. Reminder Card is a handy tool that captures the traits of the styles and the key lessons learned from the film. The card provides a practical reference for people after watching the styles in action. Don't be surprised if you find these cards posted at individuals' desks to keep the memory of the birds alive.

STYLE	TRAITS	TIPS
	<ul style="list-style-type: none"> <li>Speak directly</li> <li>Take risks</li> <li>Get results quickly</li> </ul>	<ul style="list-style-type: none"> <li>Get to the point fast</li> <li>Call it like it is</li> <li>Stick to business</li> </ul>
	<ul style="list-style-type: none"> <li>Tell stories</li> <li>Display optimism</li> <li>Engage others</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for socializing</li> <li>Speak in the positive</li> <li>Embrace their creativity</li> </ul>
	<ul style="list-style-type: none"> <li>Embody empathy</li> <li>Seek harmony</li> <li>Enjoy stability</li> </ul>	<ul style="list-style-type: none"> <li>Soften your tone</li> <li>Be sincere</li> <li>Discuss feelings</li> </ul>
	<ul style="list-style-type: none"> <li>Thrive on logic</li> <li>Ask questions</li> <li>Focus on the details</li> </ul>	<ul style="list-style-type: none"> <li>Explain why</li> <li>Be specific and precise</li> <li>Provide data</li> </ul>

# GET CERTIFIED AND LEARN HOW TO LEAD AN IMPACTFUL BIRDBRAINS, INC. DISC SESSION

In addition to the Take Flight Learning certification process in which you learn how to lead engaging style-based training programs, you can get certified to lead training based on BirdBrains, Inc. In this 1½ hour certification you will gain the tools to introduce and debrief the BirdBrains, Inc. film. You will learn various ways to share the movie in the classroom (such as within a Taking Flight with DISC training program), as an introduction to the styles

(such as in a Lunch N' Learn), or as a follow-up to your DISC training programs.

You will learn how to use the eight debrief videos led by author and personality styles expert Merrick Rosenberg. We will teach you how to debrief the film and guide the discussion.

In addition, you will discover how to use BirdBrains, Inc. as asynchronous learning in which people watch the movie on their own devices.





# ABOUT TAKE FLIGHT LEARNING

Take Flight Learning was founded in 2012 to help people learn about themselves and others through a reimagined version of the tried-and-true DISC model. By swapping out the D-I-S-C letters for more memorable Eagles, Parrots, Doves, Owls, we created styles that stick. We have led training programs for hundreds of thousands of people around the world and have more than 1000 certified trainers sharing the styles every day.

For far too long, DISC has focused on a single profile and is taught as a one-and-done single session. "DISC? Yeah, we did that." But we all know that learning is not an event, it's a process. Take Flight Learning has seven DISC training programs and certifications to help people discover, reinforce, and apply the styles in everyday life.

Start with the Taking Flight Profile and learn about the styles in the Taking Flight with DISC training program.

From there, reinforce the styles by watching BirdBrains, Inc. and see the styles in action.

Deepen the learning with Taking Flight with EQ, a style-based exploration that increases self-awareness, self-management, social awareness, and relationship management based on the Eagles, Parrots, Doves, and Owls.

From there, leaders can discover how to flexibly lead people of all styles in Chameleon Leadership and sales folks can learn how to sell to anyone in Chameleon Selling. Innovating IDEAs, ReDISCovering Conflict, and Coaching in Style build on the knowledge of the four styles and develop new skills in key areas critical to success. It's time to infuse the Eagles, Parrots, Doves, and Owls into your culture and create a common language with the Take Flight Learning ecosystem of style-based training programs, profiles, products, and of course, our one-of-a-kind movie, BirdBrains, Inc.

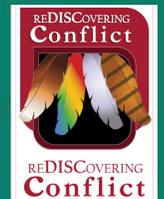
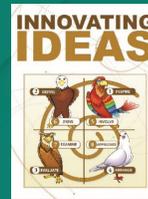
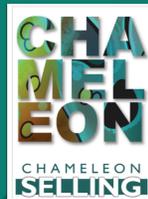
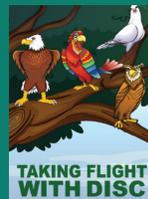


# BIRDBRAINS, INC. TRAINING PROGRAM AND CERTIFICATION

Learn about yourself and others in one of our Take Flight Learning training programs or become certified to lead your own programs.

Become DISC Certified with one of our 8 programs

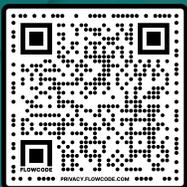
We offer 8 DISC Training Programs



## MOVIE PRICING

SERVICE	PRICE
Full movie watched in the classroom with debrief videos at the end.	\$ 495
Full movie watched in the classroom shown in four segments with debrief videos throughout.	\$ 495
Full movie watched individually with debrief videos at the end.	\$ 40
Full movie watched individually shown in four segments with debrief videos throughout.	\$ 40

## WATCH THE TRAILER



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