

# DEPUTY CHIEF FRANK VISCUSO

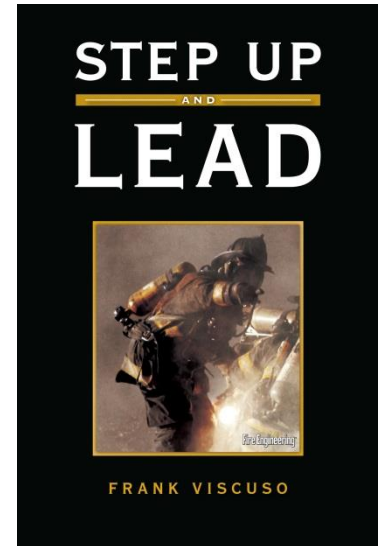
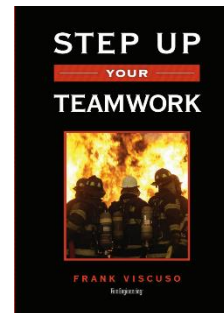
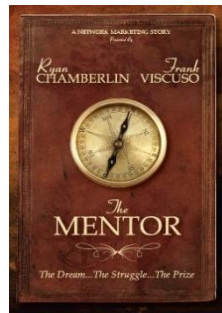
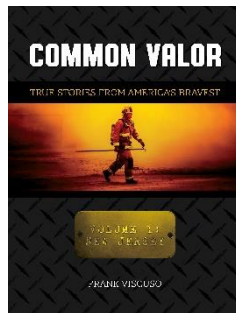
## Leadership & Team Building Specialist

Presented by



Deputy Chief (ret.)  
Frank Viscuso

"No one anoints a leader. A person may be assigned to a position or a rank, but no one assigns a leader. Leadership is action, not position." Frank Viscuso



### About Frank Viscuso:

Frank Viscuso served the Town of Kearny, New Jersey (Hudson County) for twenty-seven years before retiring at the rank of Deputy Chief. He is the author of 8 books including Amazon bestsellers *Step Up and Lead*, and *Step Up Your Teamwork*. Chief Viscuso is a highly sought after, internationally recognized speaker who has the ability to move people to action. Over the past decade he has traveled throughout the United States, Canada and Europe and spoken to hundreds of audiences on many topics that include leadership, team building, and customer service. His clients include emergency service workers, sales teams, U.S. Armed Forces, the healthcare industry, small businesses, and large corporations (including Exxon/Mobil, SERVPRO and Jersey Mike's). Frank has provided Keynotes at West Point Military Academy and various military bases and Universities, and was the Keynote speaker for FDIC International in 2022. His seminars and speeches are designed to introduce people to the top traits associated with leadership and to equip them with the skills they will need to lead, inspire, and motivate their teams. Every organization's culture is either created by design or default. Creating a culture of exceptional service does not happen by accident. Chief Viscuso connects with his audiences through his passionate and often humorous delivery. His "High energy" and "highly-motivational" seminars are designed to equip people with the necessary skills they will need to excel in their chosen field. His proven theories, methods and techniques will help your organization provide exceptional customer service and make a great impression on the people they connect with on a daily basis.

Contact: [frank@commonvalor.com](mailto:frank@commonvalor.com) / (973) 981-1505 / [www.frankviscuso.com](http://www.frankviscuso.com)

# See what others are saying about Frank Viscuso

The most effective leadership principles I have learned have come from strong leaders within the fire service. Some fire officers are great at leading around the fire station. Others are born to lead on the Fire ground. Every so often you come across a fire officer leader in both environments. Deputy Chief Frank Viscuso is one of those leaders. For years, Frank has been educating and motivating people at his seminars. His most popular teaching is based on the leadership and team building skills that are featured in *Step Up and Lead*, where he draws from his personal experiences as a Fire officer and provides proven techniques that will benefit anyone who is looking to lead a successful team.

**Deputy Chief Vincent Dunn**, FDNY (Ret) / Former Deputy Chief and Best-Selling author

---

I can without reservation recommend my good friend Frank Viscuso to anyone who is interested in a speaker who has street credibility, a quality so necessary in speakers. Frank has a proven track record of service coupled with deep introspection which has enabled him to rise in his profession to the top of the fire service and public speaking industries. Frank is honest and loyal and will give 100% to anyone who needs his services. Frank is first and foremost a public servant in the true sense of the word.

**Bobby Halton**, Editor-In-Chief at Fire Engineering Magazine

---

Every so often you meet someone who has the drive, dedication, and devotion beyond the others; Frank is one of those individuals. His literature and live presentations will meet and exceed all of your expectations because of the type of individual he is. Frank is changing the way leaders approach the challenges. His professional and motivational look at how we do business will inspire you. He is the type of leader that creates an environment that enables and encourages others to get involved and make a difference.

**Deputy Chief Mike Terpak**, Jersey City FD / Author of *Fireground Size-up* and co-author of *Fireground Operational Guides*

---

Chief Viscuso is a renaissance man. He has the God-given and all-too-unique blend of humility, street credit, experience, education, and most critical of all - passion. Frank has dedicated his life to the art of leadership, no matter the form. In his best-selling book, *Step Up and Lead*, he gave the new millennial generation and old salts alike, a treasure trove of tools to handle practical, real-world problems that plague our beloved service. God's gifts to Frank have become blessings to all of us.

**Battalion Chief Anthony Kastros**, Sacramento Metropolitan Fire District  
Author of *Mastering the Fire Service Assessment Center*.

Contact: [frank@commonvalor.com](mailto:frank@commonvalor.com) / (973) 981-1505 / [www.frankviscuso.com](http://www.frankviscuso.com)

# Seminars, Classes and Keynotes by Frank Viscuso

## Option #1: **Step Up and Lead**

One full-day (6-hour) seminar, or Three 2-hour classes

**Based on his best-selling book *STEP UP AND LEAD*, Chief Viscuso offers three individual classes (or he can combine all sessions for his popular full-day Step Up and Lead seminar). This is a perfect choice if you want to reach all members of your organization from the newest employees to the top-level managers and officers.**

### **Course content includes:**

1. Leading in Today's World – Leadership Traits\* (2 hours)

This is a passionate talk about why we need strong leadership in today's world – more than ever before. This class is full of riveting true-life stories that will illustrate each trait.

- Among the traits discussed are: Loyal, Educated, Adaptable, Determined, Enthusiastic, Reliable, Selfless, Tough, Empathetic, Assertive, Courageous and Honorable. (There is a wealth of information covered within each topic like integrity, trust, and goal setting.) This popular class covers leadership in all service-based organizations.

2. Leadership Skills (2 hours)

Most of the problems many leaders and people in management positions encounter can be directly attributed to poor or ineffective people skills. This class covered the following skills:

- Mentoring and Succession Planning
- Critiquing others (How to do it right)
- Delegating (The who, what, where, when and why of delegating)
- Preventing Freelancing and divisiveness (one team, one mission)
- Dealing with subordinate Issues (How to lead difficult people)
- Post Incident Analysis (How and why we should learn from past experiences)
- Leading through change and difficult times
- Building Morale (8 tips to increase morale)

3. Customer Service (1 hour)

This portion of the full day seminar includes a discussion on how and why we must provide exceptional service. Chief Viscuso shares stories of exception service that we can all learn from.

Customer Service training is also offered as an individual keynote or two-hour class (see page 5 for details).

**A leader of one can become a leader of many, but if you can't lead one, you'll never led any.**

Option #2: **Step Up and Lead (Leadership Development Workshop)** 4 hours

If you prefer a workshop format with your team, this is an interactive culture development program with a group exercise that is designed to motivate your personnel, create unity, and help the leaders of your organization develop your culture by design rather than default.

This workshop is perfect for managers and people who are preparing to *step-up* into leadership roles.

1. Leadership Skills (3 hours)

- Mentoring and Succession Planning
- Critiquing others (How to do it right)
- Delegating (The who, what, where, when and why of delegating)
- Preventing Freelancing and divisiveness (one team, one mission)
- Technical Report Writing (The danger of poorly written or inconsistent reporting – this portion will be added in for emergency service workers.)
- Tackling administrative tasks (Using the 5-step P.R.D.I.E. process)
- Dealing with subordinate Issues (How to lead difficult people)
- Post Incident Analysis (How and why we should learn from past experiences)
- Leading through change and difficult times
- Building Morale (8 tips to increase morale)

2. Interactive Team Building Exercise (1 hour)



**Creating a culture of exceptional customer service does not happen by accident. This seminar begins with a discussion on why some companies succeed and others fail at satisfying the needs of the people they serve. Chief Viscuso will introduce proven theories, methods and techniques that can help the members of your organization provide exceptional customer service and make a great impression on the people they come in contact with on a daily basis. The lifeblood of your organization summed up in one word – CARE. Those who attend this training will fully understand this by the end of the class. Most managers tell their frontline people to be friendly and give great service, but this seminar shows them how to deliver it.**

**Course content includes:**

- Every organization has a culture
- The Golden Rule
- The First Impression
- The lifeblood of your organization in one word - CARE
- How to provide great service
- How to stand out in today’s world
- How to deal with difficult people
- Social Media (how people can build their brand or destroy their credibility)
- Stories and examples of great service

“The success of any business will always be in direct proportion to their ability to care about their customers and exceed their expectations.” Deputy Chief (ret.) Frank Viscuso

# Step Up and Lead



# Leadership Skills

For booking:

Contact Frank Viscuso at

[frank@commonvalor.com](mailto:frank@commonvalor.com)

or (973) 981-1505

[www.frankviscuso.com](http://www.frankviscuso.com)

## Option #4: **Step Up Your Teamwork**

Four 2-hour classes or one 4-hour seminar

**Based on the content in his best-selling book *STEP UP YOUR TEAMWORK*, Chief Viscuso offers four individual classes (or he can combine all sessions for one 4-hour seminar)**

Building a championship caliber team is the quickest way to reach our goals, but far too many people in leadership positions fail when it comes to team building. It's not from a lack of desire or effort. On the contrary, they may put more than sufficient time and sweat equity into their cause. Most people simply do not know how to develop and motivate a team, and many who do have not been able to maximize the results that can derive from a group of people who come together to work toward a common goal.

Teamwork is essential for the survival of an organization. One degree of effort may be the difference between success and failure. This is a 4-hour class that is divided into four modules.

### 1) Teamwork:

- Teamwork strategies; Communication; Stages of team development; How to create momentum; and Team building exercises.

### 2) Preparation:

- Activity vs. productivity; How people learn: After action reviews; Mentoring; and Problem-solving.

### 3) Leading Teams:

- How to know when someone is ready for a leadership role; Leading an organization through change; Understanding people; Establishing expectations; and The power of stories.

### 4) Preventing Team Collapse:

- Why teams fail; Conflict resolution; Dealing with difficult people; Accountability; Integrity and the importance of doing the right thing.



### For booking:

Contact Frank Viscuso at

[frank@commonvalor.com](mailto:frank@commonvalor.com)

or (973) 981-1505

[www.frankviscuso.com](http://www.frankviscuso.com)

Option #5: **FLASH POINT:** Ignite Your Team & Forge a Winning Culture    1 or 2-hour keynote  
4-hour seminar version also available

Based on the content in his soon-to-be released seventh book titled *FLASH POINT*, Chief Viscuso draws comparisons between the four most common stages of team development and the four stages of fire - Incipient, Growth, Fully Developed and Decay. During this highly-motivational talk, Chief Viscuso will explain why some teams are consumed with Drama and Conflict while others thrive under pressure. Attendees will be introduced to the 8 essential steps they will need to take for them to reach their peak performance as individuals and team leaders. Those steps are:

**Step 1 – Set Expectations Upfront:**

Every organization’s culture is created by design or default.

**Step 2 – Prepare for Victory:**

A team wins or loses long before the game begins.

**Step 3 – Take Action:**

Procrastination is the slayer of confidence.

**Step 4 – Delegate to Develop:**

Dividing tasks and developing your people multiplies your chances of success.

**Step 5 – Have the Guts to Persist:**

At some point in a fight, technique gives way to heart and determination.

**Step 6 – Adapt When Necessary:**

The best ideas have to win, even when they are not yours.

**Step 7 – Serve All and Serve Well:**

Always exceed customer expectations, not sometimes, always.

**Step 8 – Reward Your Team:**

The people who work the hardest are often those who feel the most appreciated.



If you believe now is the right time to Step Up and Lead, contact Frank today and let him know what he can do to help you and your organization.

Email: [Frank@commonvalor.com](mailto:Frank@commonvalor.com)

Phone: (973) 981-1505

[www.frankviscuso.com](http://www.frankviscuso.com)

Additional Classes, Seminars, Webinars and Keynotes:

### Additional live and online fire service classes include:



- 25 Things every FF should know and do
- Fireground - Command & Management
- 4 Stages of Team Development
- Mission, Vision, and Core Values
- Tenement Fires
- Basement Fires
- Hoarding Fires
- Team Search
- May-Day and Urgent procedures
- How to Conduct a PIA
- Haz-Mat Incidents for 1<sup>st</sup> Responders
- Administrative and Supervision
- Report Writing
- Common mistakes new officers make
- The lifeblood of your organization: CARE

Deputy Chief Frank Viscuso has provided keynote speeches and training at numerous business conventions, hospitals, real estate seminars, and municipal leadership conferences. If you would like to spread the Step Up and Lead mentality to your team, contact us today and let us know how he can help you.

WEBINARS are also available

[frank@commonvalor.com](mailto:frank@commonvalor.com)

(973) 981-1505

# It's time to STEP UP

## Leadership and Team Development Training

## STEP UP AND LEAD



[www.frankviscuso.com](http://www.frankviscuso.com)