



The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	REACHING FOR THE NEXT LEVEL: THE KEY IS MOTIVATION, COOPERATION, AND TRUST		
FACULTY	DR. ALAN ZIMMERMAN		
LOCATION	The Fairlane Club 5000 Fairlane Woods Dr., Dearborn, MI 48126 (313) 336-4400	DATE	Tuesday, March 16, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

10%	Leadership worth following • Inspiring others by taking risks • Behaving consistently with your values
20%	Building trust • Applying the 10 ingredients of trust • Demonstrating belief in others
10%	Generating enthusiasm • Acting rather than reacting • Building inner drive
20%	Gaining cooperation • Giving others what they need • Speaking the 5 languages of cooperation
20%	Giving recognition • Meeting the two crucial psychological needs • Increasing the impact of positive feedback
20%	Applying new approaches to motivation • Asking the brave questions • Taking a positive approach to negative criticism • Making sure others follow through

SEMINAR DESCRIPTION

Companies can no longer afford to simply buy an employee's time. The best companies know they must engage the entire employee. They must tap into his heart, his mind, and his hands. To do that, however, the company must build a high-achievement, trust-filled culture. And the managers need to model, as well as encourage, totally open communication where everyone is motivated and cooperating to the max. If that's what you want, this program is for you. Rather than focus on dry theory and speculation, this program will give the exact tools you need to create the work environment you want. You will learn simple but powerful skills that you can take back to the job and use immediately. You will learn how to build trust, inspire others, and invite their full cooperation.

FOR RESERVATIONS

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FACULTY



DR. ALAN ZIMMERMAN is Founder and President of the Zimmerman Communi-Care Network, Inc., an international consulting, coaching and speaking firm. In that position, Dr. Zimmerman has delivered more than 2,000 programs in 48 states and 22 countries. Dr. Zimmerman has a Ph.D. from the University of Minnesota in Interpersonal Communication and Psychology. He has written several books and hundreds of articles on motivation, communication, change management, work-life balance, team relationships, customer enthusiasm, positive attitudes, workplace negativity, and conflict resolution. Dr. Zimmerman taught at Mankato State University, Emporia State University, and the University of Minnesota for 15 years. His clients include such major corporations and organizations as 3M, AAA, Abbott Laboratories, American Express, DHL, IBM, U.S. Army, U.S. Air Force, U.S. Steel, Mayo Clinic, and Merck. He has been named "Outstanding Faculty Member" by two different universities and also been named "Distinguished Faculty Member" by IMS on two occasions. Awarded the Certified Speaking Professional Designation of Quality by the National Speakers Association, an award given to the top 5% of speakers. Most recently inducted into the Speaker Hall of Fame, an honor bestowed on a small handful of people in the last 30 years, including Ronald Reagan, Colin Powell, Art Linkletter, Zig Ziglar and Norman Vincent Peale.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)

EXECUTIVE
(VP & General Mgr)

SENIOR MANAGER
(Div. & Reg. Mgrs)

MIDDLE MANAGER
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	3	2	2	2	2	2	2	2	2	2
1	1	1	1	2	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Ping	Pchsg	R&D	Sales	

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

LEADERSHIP DEVELOPMENT:

Adaptability, Communication, Creativeness, Developmental Perspective, Empathy, Interpersonal Relations, Judgment, Motivation

SECONDARY

EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Delegation, Direction, Coordination, Guidance, Discipline, Evaluation

TERTIARY

PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solutions, Developing Specific Plans, Generate and Obtain Plan Support

LEVEL

Introductory Intermediate Advanced