



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

SUBJECT	<b>KEEPING IT SIMPLE: DOING LESS WHILE ACHIEVING MORE</b>		
FACULTY	MR. BILL JENSEN		
LOCATION	The Ravinia Club Two Ravinia Drive, Suite 100, Atlanta, GA 30346 (770) 392-7300	DATE	Wednesday, April 14, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

**TIME TOPICS**

<b>15%</b>	<b>The Aha:</b> Discovering what's truly hampering our ability to work smarter: <ul style="list-style-type: none"> <li>• Where is all this overload coming from?</li> <li>• What are your accountabilities?</li> <li>• What can you change immediately, even if no one else changes?</li> </ul>
<b>60%</b>	<b>Daily Rituals:</b> The simple day-to-day basics that will yield 80% of your short-term goals to do less, accomplish more, and work smarter. <i>Tools and best practices for:</i> <ul style="list-style-type: none"> <li>• Changing how you listen, skim and scan</li> <li>• Changing how you question</li> <li>• Development a more effective communication style</li> <li>• Dealing with email overload, and writing more effective emails</li> <li>• Speed-Freak Clarity: Three things to get you there, fast!</li> <li>• Behavioral Communication:</li> <li>• Changing how you manage projects, meetings and people issues</li> </ul>
<b>15%</b>	<b>Career Milestones:</b> How to become a Pushback Zealot, asking for more value from others and from your organization. <ul style="list-style-type: none"> <li>• What is courage in today's workplace?</li> <li>• How to leverage courage in ways that enhance your career</li> </ul>
<b>10%</b>	<b>Next Steps:</b> Planning how to take the lessons learned back to into your daily routines.

**SEMINAR DESCRIPTION**

Would you like to work smarter, not harder? Before responding, consider this: It's one thing to make it easier to get through your to do's — all the emails, meetings, projects and people issues. It's altogether different to proactively head off the onslaught before it hits you! Would you like to go beyond finding easier ways for getting things done — to actually work smarter? This highly interactive workshop will focus on giving you that kind of control: First: How to make better choices in all that comes at you — ultimately, doing less to accomplish more. And then: How to create more value for everyone around you. (No one works smarter all by themselves.) Participants will examine the root causes of the overload (you own a lot more of that than you think you do!), and how to take back control, one day at a time. The tips, tools and next steps all come from years of researching how people just like you successfully managed their own workflow. But come prepared to be challenged. We will uncover and address your biggest limiting beliefs about control, time, workflow, getting everything done, and what truly matters.

**FOR RESERVATIONS**

**Larry Reid**  
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## FACULTY



**MR. BILL JENSEN** is today's foremost expert on work complexity and cutting through clutter to what really matters. He has spent over a decade studying business's ability to design work. His first book, *Simplicity*, has been hailed as a "breakthrough in the design of communication and understanding," and was the Number 5 leadership/Management book on Amazon in 2000. His next best-sellers were *Work 2.0*, and *The Simplicity Survival Handbook: 32 Ways to Do Less and Accomplish More*. His latest book, *What is Your Life's Work?*, reveals what matters at work, and in life. He has over 25 years of experience in communication and change consulting. He's CEO of The Jensen Group, whose mission is: To make it easier to get stuff done. He travels the globe to help clients like GE, Bank of America, Pfizer, Xerox, Chevron, NASA, The World Bank, Merrill Lynch, Intel, Johnson&Johnson, Walt Disney World, American Express, the US Navy SEALS, the government of Ontario, the Swedish Post Office, and the Guangzhou China Development District.

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

2	3	3	3	3	3	3	3	3	2	3	3	2
1	2	2	2	2	2	2	2	2	1	2	2	1
1	1	1	1	1	1	1	1	1	1	1	1	1
2	1	1	1	1	2	1	1	1	2	2	1	2
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	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

### PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solution, Developing Specific Plans

SECONDARY

### LEADERSHIP DEVELOPMENT:

Adaptability, Communication, Creativeness, Judgment, Risk-Taking

TERTIARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision-Making, Tool and Infrastructure Development, Developing New Measures, Evaluations

LEVEL

Introductory  Intermediate  Advanced