



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

SUBJECT	<b>ACHIEVING RAPID PERFORMANCE IMPROVEMENT: THE TWO MINUTE DRILL APPROACH TO LEADERSHIP</b>		
FACULTY	DR. CLINTON LONGENECKER		
LOCATION	The Cornell Club 6 East 44th Street, New York NY 10017 (212) 986-0300	DATE	Wednesday, June 9, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

**TIME TOPICS**

<b>20%</b>	<b>Understanding the Real Dynamics of Change/Improvement</b> <ul style="list-style-type: none"> <li>• Why change efforts fail and succeed</li> <li>• A review of various process improvement models</li> </ul>
<b>20%</b>	<b>The Critical Role of Leadership in the Change Process</b> <ul style="list-style-type: none"> <li>• The practices of effective change quarterbacks/leaders</li> <li>• Developing your capacity for leading and executing change</li> </ul>
<b>40%</b>	<b>A Two-Minute Drill Model to Rapid Performance Improvement</b> <ul style="list-style-type: none"> <li>• Developing a comprehensive understanding of successful rapid performance improvement</li> <li>• How to apply TMD thinking and executing to your current approach to change</li> </ul>
<b>20%</b>	<b>How to Run a Two-Minute Drill in Your Organization</b> <ul style="list-style-type: none"> <li>• Selecting your opportunity to implement a rapid performance improvement initiative</li> <li>• Developing your game plan to execute your TMD</li> </ul>

**SEMINAR DESCRIPTION**

This seminar will explore how managers approach the process of change and guide them through a systematic analysis of how to accelerate real and rapid performance improvement. This dynamic hands-on and interactive learning experience will establish the numerous similarities between Rapid Performance Improvement and a Two-Minute Drill in American football. This parallel creates a powerful metaphor for leaders to make successful change happen faster. Managers will explore their role as “quarterbacks” in the change process. Participants will learn how to create a sense of urgency and importance around their next improvement initiative and how to conduct an effective scouting report on their opponents that they will face in their change efforts. This transformational experience will help leaders come to the realization that celebrating success and conducting post-change analyses is paramount to creating a culture conducive to rapid organizational improvement. This program is not just about equipping leaders to compete in the game of change but is about winning this contest! **NO SPECTATORS ALLOWED!**

**FOR RESERVATIONS**

**Mark Antonucci**  
Phone: (631) 675-0082 e-mail: [NewYork@ims-online.com](mailto:NewYork@ims-online.com)

**FACULTY**



**DR. CLINTON LONGENECKER** is an award winning educator, is one of “America’s leaders in the area of rapid performance improvement” and is the Stranahan Professor of Leadership and Organizational Excellence in the College of Business Administration at the University of Toledo. He has recently been described by Career Publications as, “one of America’s very best executive educators” and “one of the top motivational speakers in the U.S. who can blend cutting edge research, common sense, humor and conviction into a real and inspiring call for better performance that can help us all!” His teaching and research interests are in leadership, organizational success, and all facets of performance improvement. He has been the recipient of eighteen outstanding teaching and research awards during his academic career and several industry awards including the Ernst & Young Entrepreneur of the Year Award 2004, The UT Outstanding Researcher Award 2008 and The Jefferson Award for Outstanding Public Service 2008. He has published over 120 articles and papers in leading academic and professional journals including the *Sloan Management Review*, *Academy of Management Executive*, *Business Horizons*, *European Business Review*, and *Organizational Dynamics* among others. He is frequently a media source and his research has been featured in the *Wall Street Journal*, *Investor’s Business Daily*, MSNBC, NPR and a wide variety of media outlets. His best-selling book, *Getting Results: Five Absolutes for High Performance* describes the best practices of over 2,000 high performance managers and how they achieve outstanding performance and has been translated into nine languages. His book, *Two-Minute Drill: Lessons for Rapid Organizational Improvement from America’s Greatest Game* (Jossey-Bass Inc., 2007), chronicles the keys to rapid performance improvement from their research on over 1,000 organizational improvement initiatives. He holds a B.B.A. in marketing, an M.B.A. in management, both from the University of Toledo, and a Ph.D. in management from The Pennsylvania State University.

**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	2	3	3	3	3
2	2	2	2	2	3	2	2	1	2	2	2	2
1	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
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

**LEADERSHIP DEVELOPMENT:**  
 Accelerating Performance Improvement, Adaptability, Creativeness, Decisiveness, Initiative, Leading Change

SECONDARY

**PLANNING/ORGANIZING:**  
 Leveraging Continuous Improvement Processes, Building Teamwork, Problem Identification, Evaluating Alternative Solutions, Developing Specific Plans, Determining Required Resources

TERTIARY

**EXECUTING/CONTROLLING/EVALUATING:**  
 Executing Performance Improvement Initiatives, Decision Making, Delegation, Coordination

**LEVEL**

Introductory  Intermediate  Advanced