



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

SUBJECT	<b>SEVEN CRITICAL TURNS FOR GREATER SUCCESS THAN EVER BEFORE</b>		
FACULTY	DR. ALAN ZIMMERMAN		
LOCATION	John Hancock Hotel & Conference Center 40 Trinity Place, Boston MA 02116 (617) 933-7700	DATE	Thursday, July 22, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

**TIME TOPICS**

<b>15%</b>	<b>Turn from Self-Doubt to Self-Confidence</b> • Tapping into the 3 foundations of confidence
<b>10%</b>	<b>Turn from Indecision to Integrity</b> • Clarifying your values • Walking your talk
<b>15%</b>	<b>Turn from Chance to Change</b> • Avoiding problematic reactions to change • Focusing your power for effective change
<b>15%</b>	<b>Turn from Existence to Empowerment</b> • Identifying self-defeating attitudes • Adopting self-empowering beliefs • Strengthening your stress-resistance skills
<b>20%</b>	<b>Turn from Conflict to Cooperation</b> • Choosing the most effective conflict resolution style
<b>15%</b>	<b>Turn from Convenience to Connection</b> • Capturing the hearts of your team members
<b>10%</b>	<b>Turn from Motion to Motivation</b> • Discovering the top 10 motivators and de-motivators

**SEMINAR DESCRIPTION**

It's no longer a mystery what turns an ordinary individual into a champion ...a winner ...a leader ...or a peak performer. The most effective people make 7 critical turns that guarantee their success as well as the success of those they lead. Unfortunately, the marketplace is filled with "motivational myths" that are nothing more than dead ends on your road to success. They simply don't work. In this highly interactive program, you will learn what works and doesn't work in the field of personal achievement. You will learn time-tested, research-proven strategies that engage the full and willing cooperation of others. And you will leave the program with a set of simple, powerful, transformational skills that you can use immediately.

**FOR RESERVATIONS**

**Bill Brott Miller**  
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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, Commitment, Communication, Decisiveness, Developmental Perspective, Empathy, Initiative, Interpersonal Relations, Motivation, Persistence

SECONDARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Guidance, Discipline

TERTIARY

### PLANNING/ORGANIZING:

Problem Identification, Evaluating Alternative Solutions, Developing Specific Plans

LEVEL

Introductory  Intermediate  Advanced