



Atlanta 2012

JAN 24: CREATE LIKE DA VINCI, INNOVATE LIKE EDISON - MICHAEL GELB

This dynamic, highly-interactive program brings da Vinci's genius to life through fascinating biographical and historical information, setting the stage for an introduction to seven principles for thinking "a la Leonardo." Leonardo was probably the most creative person who ever lived but Thomas Edison is history's greatest practical innovator. Personal success and fulfillment requires you to learn how to think like an innovator; and, for your organization to be successful, innovation is now more important than ever.

Michael Gelb is a pioneer in the fields of creative thinking, accelerated learning and innovative leadership. He leads seminars for organizations such as DuPont, IBM, Merck, Microsoft, Nike, and YPO. He brings more than 30 years of experience as a professional speaker, seminar leader, and organizational consultant to his diverse, international clientele.

FEB 15: GET THE MOST FROM YOUR 'B' AND 'C' PLAYERS WHILE DEVELOPING YOUR HIGH PERFORMERS - BILL HAWKINS

This program will focus on strategies and tactics for coaching two key employee groups found in every organization: the 'high-potentials' and the 'B and C' players. High potential employees have different needs than the B and C players on your team. This session will focus on how to coach, motivate and develop each individual on your team for maximum effectiveness. Participants will learn systems and methods to develop high potentials for current and future success. We will also analyze coaching techniques designed to get the most from B and C players.

Bill Hawkins specializes in leadership effectiveness and organizational change. In association with the Alliance 4 Strategic Leadership: Coaching and Consulting, he has conducted leadership training in over twenty *FORTUNE* 500 companies in seventeen countries. Listed in *Who's Who in International Business*, he is a contributing author in the Peter Drucker Foundation book *The Organization of the Future*.

MAR 20: STRATEGY EXECUTION: ALTERNATIVE FRAMEWORKS AND BEST PRACTICES - DR. JOSEPH RYAN

This seminar will introduce you to best current thinking concerning strategy execution; it will explore best practices across diverse industries, and, importantly, it will introduce you to diagnostic frameworks that you can apply to "live" business issues. Emphasis will be placed on three inter-related areas: (1) increasing your "execution IQ"; (2) identifying and managing "strategy accelerators"; and (3) "execution driven leadership practices". This seminar is designed as a master class for both executives and high potential managers.

Dr. Joseph Ryan is the President and Founder of True North Advisory Group and he teaches extensively at Wharton Executive Education. He also taught in Wharton's EMBA program in Philadelphia and San Francisco, at INSEAD in Fontainebleau, and at Sisan University in Bangkok. He has served as Academic Director for numerous executive programs.

APR 17: INFLUENCE WITH IMPACT: A GAME PLAN FOR SUCCESS - RICHARD LEPSINGER

This session will cover high-impact strategies to influence and gain commitment from others effectively. The session will be highly interactive and provide practical tools and techniques to enhance your ability to gain support for your ideas and initiatives. Participants will complete the Influence With Impact self-assessment to better understand which influence tactics they use most frequently. Case studies will provide an opportunity for participants to practice using the key concepts and models before applying them to an on-the-job situation.

Richard Lepsinger is President of OnPoint Consulting and the focus of his work has been on helping organizations close the gap between strategy and execution. He has addressed executive conferences and made presentations to leadership teams on the topics of leader effectiveness, strategy execution, managing change, performance management, and developing competency models to enhance organizational performance.

MAY 15: FINANCIAL ACUMEN: WHAT EVERY MANAGER NEEDS TO KNOW ABOUT CORPORATE FINANCE - DR. KATHLEEN MCGAHRAN

The purpose of this session is to provide managers from all departments with an understanding of financial reports, financial performance measures (ratio analysis), financial markets (risk and return measures) and the integration of finance and operations. Topics to be discussed include: the interpretation of financial statements; the use of ratio analysis to interpret how well the organization has performed; operational levers that affect company performance; and the cost of raising money (cost of capital) in the debt markets and in the equity (stock) markets.

Dr. Kathleen McGahran is a coauthor of *Accounting: A Management Approach*. She is an Adjunct Professor at the Graduate School of Business, Columbia University and is Director of the Pelham Consulting Group. Dr. McGahran has designed executive programs for many *FORTUNE* 500 companies.

JUN 12: FIRED UP LEADERSHIP: MAXIMIZING ENGAGEMENT, ALIGNMENT AND PERFORMANCE - MICHAEL LEE STALLARD

Sharing knowledge integrated from research in multiple fields, including neuroscience, organizational behavior, psychology, sociology, history and his firm's proprietary research Mr. Stallard describes the "The Connection Culture" that every organization needs to thrive for sustained periods of time. During this session, you will learn: what motivates individuals to give their best efforts; the six human needs to thrive; the five elements of a Connection Culture; and best practices of individuals who create Connection Cultures.

Michael Lee Stallard is a leading authority on leadership and teams as they relate to employee and customer engagement. He is the co-founder, president and CEO of E Pluribus Partners, a consulting firm that specializes in helping leaders create "Connection Cultures" to form strong bonds among the management, employees and customers of an organization.

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JUL 17: CHALLENGING CONVERSATIONS: HOW TO LISTEN AND SPEAK WITH CONFIDENCE - PAUL HELLMAN

It's tempting to avoid difficult conversations at work. They feel uncomfortable; they seem risky. The issue is how to conduct these conversations with skill. In this program, you'll identify a specific, challenging conversation that you intend to have at work in the next 30 days; then you'll learn the skills to manage it effectively. Throughout the workshop, you'll apply new tools, tactics and techniques to your situation. The purpose of the workshop is to jumpstart your conversation.

Paul Hellman is the author of *Naked at Work: How to Stay Sane When Your Job Drives You Crazy* (Penguin) and *Ready, Aim, You're Hired!* (Amacom). He has taught MBA courses at Northeastern University, and organizational psychology courses at Bentley College, where he was nominated twice by the management department for an outstanding teacher award.

AUG 21: THE LEADER'S ROLE AS TEACHER, COACH AND MENTOR - DR. EDWARD BETOF

This program provides an opportunity to understand the value of, learn and practice, a wide range of leader-led, teaching, coaching and mentoring methods that are applicable for many types of organizations. In today's busy and competitive business world, leader-led teaching, coaching and mentoring practices are inconsistently implemented. These inconsistencies create missed developmental opportunities that can have significant effects on individual and overall business performance.

Ed Betof Ed.D. is a Senior Fellow, Human Capital, at The Conference Board (TCB). In this role, he supports the Human Capital Practice that includes The Human Capital Exchange™, research, and other initiatives in a broad spectrum of human capital areas. He is the author of *Leaders as Teachers: Unlock the Teaching Potential of Your Company's Best and Brightest* (2009).

SEP 18: USING BUSINESS MODEL INNOVATION TO OUTMANEUVER THE COMPETITION - DR. MARY KAY PLANTES

In this seminar, VP/GMs and their senior marketing, finance and sales leaders will learn how to build unique business models on the foundation of hard-to-copy advantages and why business model evolution is Job #1 for management teams in today's open economy. The seminar includes a mix of case studies and work related on participants' businesses. Participants will leave the seminar with fresh insights into growth opportunities for their organization and tools that will enable them to lead stronger strategy processes in their organization.

Dr. Mary Kay Plantes is a Massachusetts Institute of Technology trained economist and strategist with a 30-year track record of helping business unit and corporate leaders across a range of industries transcend the landscape of their current thinking to realize their organization's full growth potential through business model innovation.

OCT 16: NEXT LEVEL LEADERSHIP: SIX KEY SKILLS FOR SUCCESS - BOB TREADWAY

This practical and engaging session will teach participants techniques that allow them to see around corners, anticipate the next big things, and make wise decisions that hold up in situations of uncertainty and volatility. Participants will sharpen skills in forecasting, learn how to pick key issues and early signals from a flood of information, reduce uncertainty to manageable levels, think in the future tense, and multiply intelligence through structured collaboration.

Bob Treadway has been a guest lecturer and faculty for executive education sessions at the University of California - Berkeley, Loyola, Illinois State, Oregon State and Kansas State Universities. Most of his practice is executive sessions with directors and top management in think tank, brainstorming, future visioning, decision-making, and strategic planning projects.

NOV 13: OPTIMIZING YOUR TIME AND FOCUS: YOUR BEST JUST GOT BETTER - JASON WOMACK

The focus of this course is on managing the myriad of details that go into an effective work day and a successful professional career. Learn what top performers know, do and say about professional productivity and effective leadership. Organize your ideas, projects and tasks and learn how to prioritize meetings, emails, and professional goals. Practice specific time and action management strategies you can implement immediately at your desk and with your team.

Jason Womack is first and foremost an educator. He works globally with clients to bring out the best in them, align their priorities with their talents and values, and create systems of organization and productivity that give them the tools, strategies and habits to achieve more. His latest book, *The Promise Doctrine*, was co-written with his father and includes a foreword by Dr. Marshall Goldsmith.

DEC 5: DEVELOPING RESILIENCE SKILLS FOR WORK AND FOR LIFE - DR. ANDREW SHATTÉ

In this session you will learn seven skills to change your thinking for greater resilience. You will receive a personal profile of your strengths and weaknesses across the seven inner strengths that make up resilience. This will direct your learning in the session as you practice the resilience skills. This skill set has been used successfully by thousands of corporate managers to improve performance, positively impact the bottom line, relieve stress, and to ease tensions between work and home.

Dr. Andrew Shatté is the founder & President of Phoenix Life Academy, a company that specializes in measuring and training in resilience. Dr. Shatté is in high demand as a speaker. He has delivered over 1,000 keynote speeches and addresses to large corporate audiences over the last decade. Dr. Shatté is coauthor of *The Resilience Factor: 7 Keys to Finding Your Inner Strength and Overcoming Life's Hurdles*.

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