



Kansas City 2012

JAN 24: REACHING FOR THE NEXT LEVEL: THE KEY IS MOTIVATION, COOPERATION AND TRUST - DR. ALAN ZIMMERMAN

The best organizations know they must engage the entire employee. To do that, however, the organization must build a high-achievement, trust-filled culture. If that's what you want, this program is for you. Rather than focus on dry theory and speculation, this program will provide 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.

Dr. Alan Zimmerman is the founder and President of ZCN, a training and consulting firm. He has delivered more than 3,000 management development programs over the last 15 years to such clients as 3M, Ernst & Young, Prudential, Target, US Steel and numerous others. He has taught for 16 years as a university professor and has been named an Outstanding Faculty Member at two institutions.

FEB 21: NO NONSENSE, NO EXCUSES: HOW PERSONAL ACCOUNTABILITY PROMOTES SUCCESS - LINDA GALINDO

This interactive program will take you through an effective and immediately useful education that instills personal accountability in the work environment. When the learning is applied and the three tools are used, personal accountability will result in less time spent managing and more time coaching and mentoring. You will take an Accountability Assessment online that starts your learning journey and receive feedback on the results at the session.

Linda Galindo is a former radio news personality, turned author, educator, and highly sought after speaker and consultant who is an expert in the field of executive leadership and accountability. She helps leaders realize their definition of success by applying a unique, dynamic, transformational approach to personal accountability which has left a lasting impression on thousands of people across the US and Canada.

MAR 15: REALITY-BASED LEADERSHIP: NEW APPROACHES TO SOLVING OLD PROBLEMS - CY WAKEMAN

These are challenging times in our business world today. The ways in we have taught our leaders to lead is simply not working. These times are calling for a new type of leader – one who is able to quickly see and radically accept the reality of the situation, conserve team energy, and use it instead to impact reality. Ms. Wakeman rocks audiences with her new wave of Reality-Based Leadership™.

Cy Wakeman is a dynamic keynote speaker advocating a revolutionary new approach to leadership. She is a well-known thought leader and is featured as an expert blogger for FastCompany.com and coauthor of *Reality-Based Leadership: Ditch the Drama, Restore Sanity to the Workplace, and Turn Excuses into Results* with Larry Winget published in September of 2010.

APR 5: 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*.

MAY 18: MANAGING UNCERTAINTY: USING DYNAMIC THINKING TO IMPROVE YOUR RESULTS - DR. KATHY PEARSON

The uncertainties we face often obscure the best, most exciting opportunities available to us. Seeing beyond such uncertainties requires a very different approach to project management and implementation. Dr. Pearson's workshop will teach you how to: (1) develop and analyze multiple project scenarios; (2) craft nimble strategies with just the right amount of flexibility; (3) implement those strategies using an options approach; and (4) make real-time adjustments through dynamic monitoring.

Dr. Kathy Pearson is a Partner at Decision Strategies International (DSI), and has been involved in strategic planning for a number of organizations across industries and specializes in providing decision process and analysis support to mid and senior level leaders. She also has served as an adjunct associate professor in the Operations and Information Management Department at The Wharton School.

JUN 13: THE ONE-DAY MBA: TOOLS FOR MAKING THE BEST DECISIONS - DR. ANTHONY CATANACH, JR.

All managers need a broad perspective to effectively deal with the complex challenges they face daily. To develop this skill, this one-day seminar presents many of the tools and techniques found in MBA programs today. Specifically, participants will examine how basic business processes drive financial results, learn how effective risk management can improve business planning and decision making, and explore how financial and non-financial measures can best be used to evaluate operating results.

Dr. Anthony Catanach Jr. is a professor in the School of Business at Villanova University, an adjunct professor in the Villanova University School of Law, and a visiting professor at INSEAD in France. His teaching and research interests relate primarily to business risk management, financial statement analysis, and earnings management issues. He is currently co-editor of *Advances in Accounting Education*.

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JUL 18: GETTING TO THE HONEST TRUTH: IMPROVING LEADERSHIP, COMMUNICATION AND TEAMWORK - STEVEN GAFFNEY

One of the top problems in the work world today is the failure to distinguish what is "noticed" (the facts of the situation) from what is "imagined" (opinions, thoughts, evaluations, conclusions). Think of how often people operate and make decisions as if their opinions are fact rather than exploring the real truth. This misdiagnosis becomes even more exacerbated when people have different agendas, goals, and backgrounds. This workshop will demonstrate tools and techniques for improving open, honest communication and provide a forum to practice them.

Steven Gaffney is one of the most sought-after experts on honest, interpersonal communication strategies and solutions to increase team collaboration and performance, sales, and profits. He works directly with top leaders in *FORTUNE* 500 companies, governmental agencies, the military, and unions, as well as with speakers, writers, entertainers, teachers, parents, and couples.

AUG 9: 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.

SEP 18: THE MANAGER AS COACH: CREATING THE LEADERS OF THE FUTURE - DR. MARSHALL GOLDSMITH

A profile of "Coaching for Behavioral Change" will be presented and participants will learn the latest techniques for encouraging feedback to develop others (and to develop themselves). The concept of empowerment will be analyzed from a practical, real-world perspective. Participants will learn how to apply key concepts, and the latest research on feedback and follow-up will be used to show how leaders can coach in a way that produces guaranteed results for both individuals and teams.

Dr. Marshall Goldsmith is a world authority in helping successful leaders get even better by achieving positive, lasting change in behavior: for themselves, their people and their teams. The American Management Association named Dr. Goldsmith as one of 50 great thinkers and leaders who have influenced the field of management over the past 80 years.

OCT 17: EXPLORING NEW MINDSETS FOR A NEW WORLD: THE CHANGING RULES OF STRATEGY - PROF. GORDON HEWITT, CBE

Prof. Gordon Hewitt will lay out a practical framework that demands a fundamental rethinking of: (1) what competition is now all about in today's complex global markets; (2) what strategy needs to be about, and how to give it credibility; and (3) what top managers need to do to steer their companies through uncharted competitive territory. Prof. Hewitt will also demonstrate why retreating to the "core" and improving incremental efficiency is not good enough.

Prof. Gordon Hewitt CBE, FRSE is Adjunct Professor of Business Administration, and formerly Distinguished Visiting Professor of International Business and Corporate Strategy, at the Ross School of Business, University of Michigan. His interests cover the fields of global competition, corporate strategy, and the value added of executive leadership.

NOV 7: DEALING WITH DIFFICULT PEOPLE: BRINGING OUT THE BEST IN OTHERS - DR. RICHARD BRINKMAN

To help participants increase their communication flexibility, this session will focus on the three keys to unlocking successful communication. First, we will consider what motivates people to behave the way they do. Second, we will explore the communication skills we use unconsciously with people who get along with us, and then learn how to consciously use those skills with difficult people. Finally, we will see how to deal with 10 types of behavior that make certain people unbearable to work with.

Dr. Rick Brinkman is the developer of Conscious Communication™ trainings and the principal of Rick Brinkman Productions, Inc, a training and development company. He is author of numerous books including the international bestseller published by McGraw-Hill, *Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst*, which has been translated into 15 languages.

DEC 6: 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.

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