

# Speak and Be Heard

## Fact: Employees Leave Bosses, Not Companies

Turnover is an enormous drain on an organization's resources. If your organization has a turnover problem (most do), you have a leadership problem.

### TODAY'S CRITICAL CHALLENGES:

- Attracting and retaining the very best people
- Harnessing their unique talents
- Creating environments that reward team players and encourage Contagious Leadership

Effective Communication is essential to meeting these challenges. Behavior is the key to effective communications. In this workshop, John enhances leadership skills through effective communication by helping participants:

- Gain a deep insight into their own behavioral style
- Learn to quickly recognize the preferred communication style of others
- Adapt their style to the other person, creating an opening for effective communication

This program involves individual and group role-playing plus team and group activities that help participants learn to master the essential ingredients of effective communication and leadership. The net result is that individuals develop a renewed sense of contribution to the organization, teamwork and productivity improve, and there is an overall increase in optimism and creativity.

The entire program involves a two-step process:

### 1. THE MANAGING FOR SUCCESS PROFILES

- Each participant completes an online Behavior and Values Profile prior to the workshop. These profiles detail their natural and adapted behavioral style as well as the attitudes and values that drive their behavior.

### 2. THE WORKSHOP

- During the workshop participants develop a thorough understanding of the Managing for Success System.

*"Thanks for your contribution.*

*The participants ranked this meeting as one of our best."*  
George Obst, Chairman & CEO, Dental Services Group



**John Hersey**  
Creating Contagious Leadership



*John is a businessman, a speaker, an author, and a leadership coach. He has been a hands-on student of effective leadership for 30 years and his experience ranges from middle to senior management and from small to large companies in a variety of industries. At the age of 28 John was Vice President of Marketing of a \$1 billion bank. By age 34 he was Senior Vice President for the 18th largest advertising agency in the United States. As an entrepreneur, John has helped launch three companies. He has been awarded the distinction of Certified Professional Behavior & Values Analyst, and is now a featured leadership columnist for The Business Journal of Phoenix, Arizona.*

### A Few Clients

American Express  
CIGNA  
Data Systems International  
GlaxoSmithKlein  
The International Council  
of Shopping Centers  
Kaiser Permanente  
MassMutual  
PFPC  
Scottsdale Insurance  
SunAmerica Securities  
TAP Pharmaceuticals  
The Hartford  
University of Phoenix  
Valpak Direct Marketing  
Wells Fargo Home Mortgage