



THESE SEMINARS ARE AN EXPERIENCE - During all the seminars, Members will observe an 'ad hoc' skit that is, in reality, rehearsed ahead of time with a Member in that audience that encompasses the heart of typical leadership, relationship and marketing bloopers. It gives Members the chance to laugh and share their own experiences about their challenges. The seminar transitions into purposeful group exercises.

- **Leadership**
 - **How to Embrace Change in the Workplace**
 - **How to successfully manage Generation Y in Your Business**
 - **How to make it a H.A.B.U.T. (The Highest and Best use of Your Time)**
 - **Harnessing the Best in You to lead an Inspired Workplace**
- **Sales and Marketing**
 - **How to ZIG when your competition ZAGS**
 - **Social Marketing on Speed - Crash Course**

How to Embrace Change in the Workplace - How have leaders in history handled change? How did they turn adversity into opportunity? What does Abraham Lincoln, Dale Carnegie and Holocaust survivor, Elie Wisel, all have in common? You will learn what history and research have proven are 3 specific activities you can do now to embrace the rapid changes now happening now in your company and turn challenges into opportunity. You can't control what is happening in your work and personal environment, but you *can* control how you react to these forces. You will learn specific techniques on how to lead by example in a direction that your team will embrace, encourage, and admire even in the midst of chaos. You also will learn the single most powerful sentence to get anyone motivated to execute on what you need done.

How to make it a H.A.B.U.T. (The Highest and Best use of Your Time) - Do you find yourself overloaded with work? Feel so exhausted you can't set priorities? Are you working on putting out all the important and urgent issues instead of working on your business? If you answer yes, it's time to make real choices about how and when to spend your time. This seminar will help you identify causes of procrastination and indecision, pinpoint personal time-wasters and increase your concentration and focus. You'll learn to schedule your time more effectively, stay

on track and keep important goals top of mind, so you can stay in balance and be more effective and productive.

How to successfully manage Generation Y in Your Business - If you haven't experienced inter-generational clashes in your workplace yet, get ready! Chances are, your business will soon include Baby Boomers (born 1946-1964), Generation X (1960s and 1970s), and Generation Y (1982-2000). These groups don't just think, talk, and work differently? They have vastly different expectations of each other, your company, and you. And as the owner, YOU are responsible for making it work! This refreshingly practical session lays out the expectations of Boomers, Xers, and Yers; reveals the power of using recognition across generational lines; demonstrates how to avoid becoming a referee; and shows how to "bridge the gap" between employees -- even employees who are 40 years apart! You also will learn the single most powerful word that resonates with every generation.

Harnessing the Best in You to lead an Inspired Workplace - What type of leader are you? The gregarious, yet, dictatorial Julius Caesar? Perhaps, the inquisitive Socrates? What about Abraham Lincoln, the quiet, reserved, thoughtful 16th President on the edge of mental illness, tortured by his own doubts? You will learn what history and research have proven makes the best leaders. You will gain clarity on the type of leader you are and how to use your strengths to motivate others. You can't control what is happening in the economy or in the country, but you *can* control how you react to these forces. You will learn specific techniques on how to lead by example in a direction that your employees embrace, encourage, and admire. You also will learn the single most powerful sentence to get anyone motivated to execute on what you need done.

How to ZIG when your competition ZAGS- Yesterday's marketing just doesn't cut it anymore. In today's hyper-competitive business environment, lame advertising and "me-too" marketing falls flat. This session reveals five out-of-the-box marketing moves that you can use now to get the phones ringing and boost sales. Discover practical ideas and surprising tips immediately applicable to your own business. Find out how to leverage your budget by targeting "Hungry Fish," how to motivate more sales using "Irresistible Bait," and how to overcome resistant prospects with a "Reason to Believe."

Social Marketing on Speed - Crash Course - Social marketing can be the best thing that ever happened to your business. But Twitter, Facebook, LinkedIn and YouTube can eat you alive with hours of unproductive time squandered in front of your computer. This crash course reveals simple techniques and powerful, free tools to harness social networking, blogging, and autoresponders. Learn how to become a trusted expert and find out the "tricks of the trade" to leverage an influential social presence into real sales and real results.