



THE LEADER'S PROTOCOL®; BRINGING OUT THE BEST IN EVERY EMPLOYEE

with Don Brown

\$425 (US) per person

VIRTUAL SESSION (3-HOUR)

THE LEADER'S PROTOCOL®; BRINGING OUT THE BEST IN EVERY EMPLOYEE

This session explores how to leverage the untapped asset that's already on your payroll! Participants will learn to identify and target the core of their team; discover what the silent majority of their workforce actually wants; create a personal, actionable engagement plan for every employee; and master the protocol and techniques required to develop the capacity of Solid Citizens. By surveying more than 6,000 workers around the world, Mr. Don Brown has identified what to stop, start and continue doing to increase your return-on-leadership. Get ready for honest and sometimes shocking discoveries. While the findings may astound you, the simple truths will strengthen you exponentially!

DON BROWN

Don Brown dedicates his career to 'helping people with people' in leadership, sales, and customer service. He has written and co-authored several books including *Bring Out the Best in Every Employee - How to Engage Your Whole Team by Making Every Leadership Moment Count*. Bilingual and experienced at the executive and line-level alike, you see the results of his work across dozens of industries, including brewing, automotive, airline, banking, and medical equipment. Don's speaking and coaching clients include Ford Motor Company, Anheuser-Busch, United Airlines, Harley-Davidson, Jaguar Cars, and Hilton Hotels. He cherishes his start with Paul Hersey and Marshall Goldsmith and has authored books with each; *What Got You Here Won't Get You There - in Sales!* with Marshall, and *Situational Service - Customer Care for the Practitioner* with Dr. Hersey.

TOPICS COVERED

A NEW MILLENNIUM: NO-NORMAL LEADERSHIP

GAME CHANGERS
EXTERNAL COMBUSTION
RETURN ON LEADERSHIP

THE RULES OF ENGAGEMENT

CONNECTIVITY AND PRODUCTIVITY
THE IMPACT OF INERTIA
ENGAGING SELF AND OTHER

ONE THING TO STOP-START-CONTINUE
SIMPLE TRUTHS ABOUT LEADING

LEADING AT THE TOP OF THE CURVE

FREEING UP CAPACITY: NO-NORMAL DISTRIBUTION
IDENTIFYING THE CORE OF THE TEAM
MOTIVATION AND MOVEMENT

THE NUMBER 1 NO-NORMAL LEADERSHIP COMPETENCY
GROWING YOUR CAPACITY

FINDING THE ENERGY TO LEAD

FULL-SERVICE LEADERSHIP

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
Phone: Email: Website: <https://ims-online.com/leadership-development//>