



## Leveraging Optimism to Make Change Work

### Session Details

Faculty: Dr. Terry Paulson Date: Thursday, April 11, 2019  
 Location: Erie Insurance Group Sign In: 8:30 AM  
 100 Erie Insurance Place, Erie, Pa. 16530  
 Phone: Session: 9:00 AM - 4:00 PM

### Session Description

In the good and the tough times, the best leaders leverage optimism to make strategic change for yourself and your team. Optimists are realists who are the first to admit there are problems and the first to do something about them. As a leader, you'll learn how to reframe challenges as opportunities and to turn downturns into strategic progress. You'll learn how to turn your anxiety and worries into attitudes and actions that produce results.

### Biography

Dr. Terry Paulson is a PhD psychologist and author of *The Optimism Advantage*, *Leadership Truths One Story at a Time*, *They Shoot Managers Don't They*, *Speak Like a Pro*, and *Favorite Family Lectures*. He's featured in Nightingale-Conant's audio series, *The Optimism Advantage* and *Napoleon Hill 17 Principles of Success*. He's been honored as a distinguished faculty member of IMS. Since founding Paulson and Associates, Inc. in Agoura Hills, CA, Dr. Paulson has presented to such companies as IBM, 3M, Kaiser, and hundreds of hospitals, government agencies, and associations. Dr. Paulson is a past president of both the Global Speakers Federation and the National Speakers Association. He's been inducted into NSAs CPAE Speakers Hall of Fame, an honor given to less than 220 speakers worldwide. Business Digest labeled him the "Will Rogers of management consultants." Dr. Paulson graduated with honors from UCLA and received his PhD in psychology from Fuller Graduate School of Psychology in Pasadena, CA.

### Guide to Participant Selection

Department	Admin	Distrub	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
<b>Senior Executive</b> (Pres. Exec & Sr VP)	3	3	3	3	3	3	3	3	3	3	3	3	3
<b>Executive</b> (VP & Gen'l Mgr)	3	2	2	2	3	2	2	2	2	3	3	3	2
<b>Senior Managers</b> (Div & Reg. Mgrs)	2	1	1	1	3	2	1	1	1	2	2	2	1
<b>Middle Managers</b> & Superintendents	1	1	1	1	2	1	1	1	1	1	1	1	1

### Time Allocation - Topics

## 50% Developing Your Optimism Advantage

- Choosing Ones Attitude Learned Helplessness or Earned Optimism
- Beat the Myth of Perfection on the Road to Optimism and Results
- The Power of Purpose, Service-Centered Missions and Values
- Promote strategic lifelong learning to right size and right skill
- Live the Action Imperative Make a Move and Keep Moving
- Let Future-Focused Self-Criticism Turn Mistakes into Valued Lessons
- Manage Your Motivation by Catching Yourself Being Effective
- A Sense of Humor Helps Take Change Seriously and Yourself Lightly

## 50% Leaders Make Change Work

- Sell the need for strategic change
- Optimistically drive your flexible but compelling vision and mission
- Affirm and using core values to build and keep trust
- Unleash the power of story to shape a changing organizational culture
- Focus resources where they count Balancing cost containment and strategic investment
- Care enough to confront and use timely feedback as course-correction data
- Learn bridge-building strategies to increase your strategic influence batting average
- Strategic change management starts with changing yourself first

## Focus

### Primary - Leadership Development

Change Management, Communication, Adaptability, Listening, Inspiring, Coalition Building

### Secondary - Planning/Organizing

Use of Authority, Time Management, Delegation/Empowerment

### Tertiary - Executing/Controlling/Evaluating

Empathy, Generating Commitment, Attitude Contagion

## Level

Introductory

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Cindy Smith**

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