



LEVERAGING OPTIMISM TO MAKE CHANGE WORK
with Dr. Terry Paulson
\$475 (US) per person

VIRTUAL SESSION (3-HOUR)

LEVERAGING OPTIMISM TO MAKE CHANGE WORK

In the good and the tough times, the best leaders leverage optimism to make strategic changes for themselves and their teams. 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. Today's leaders don't just initiate change; they keep inventing the future over and over again. Learn how to value the past while embracing the future, drive a vision but remain open to strategic innovation, be tight where you can and loose where you need to invest, and major in both accountability and support. While affirming core values and organizational strategy, learn how to sustain team morale and productivity through constant change and how to manage accountability by finding the winning balance between caring enough to confront and rewarding performance. Explore how to support innovation and early problem solving while generating enthusiasm for change. Unleash the power of cultural stories and best practices. Don't miss this engaging and practical program that stresses specific strategies you can use to leverage optimism in support of strategic change.

DR. TERRY PAULSON

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's *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.

TOPICS COVERED

DEVELOPING YOUR OPTIMISM ADVANTAGE

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

LET FUTURE-FOCUSED SELF-CRITICISM TURN MISTAKES INTO VALUED LESSONS
MANAGE YOUR MOTIVATION BY CATCHING YOURSELF BEING EFFECTIVE

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

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

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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