

Amsterdam 2017

Jan 24: Breakthrough Ideas: How to Become a More Strategic Thinker

Intended for leaders who currently work with strategy, the focus of this session is on the learning aspect of strategic thinking: what it is and how to strengthen your own strategic thinking and energize the strategic capability of your organization. Being strategically competitive in today's chaotic and complex global environment requires a different way of looking at how we approach strategic thinking. Leaders who are tasked with strategic responsibility must be attentive, agile, adaptive and innovative thinkers. Four key issues are addressed in this session: Why do organizations need strategic thinkers? What is strategic thinking? Who is a strategic thinker? How can strategic thinking be developed?

Dr. Julia Sloan, author of the definitive book *Learning to Think Strategically*, is widely recognized for her pioneering work in the application of complex cognitive theory to everyday global strategic thinking practice. Her work draws upon more than two decades of her own expatriate corporate experience working on strategy to align the business agenda with prevailing economic, cultural and social issues.

Feb 20: Breakthrough Planning Methods for Achieving Key Goals

Fortune Magazine estimates that 70% of all strategies fail. Failure often occurs because of ineffective planning methods for turning strategies into executable projects. This session offers a breakthrough planning approach for clearly aligning projects with strategic intent to boost your odds of project success. You will learn a common language and a step-by-step process for designing successful projects, programs, and change initiatives.

Mr. Terry Schmidt, author of *Strategic Project Management Made Simple* and *Turn Strategy Into Action*, is an internationally known management consultant who helps organizations become more strategic, productive, and profitable. He holds a Harvard MBA and has over thirty years of experience as an executive, educator, and strategy coach in 34 countries.

Mar 30: Creating the Innovation Mindset: Using Storytelling to Spark Creativity and Increase Engagement

All business leaders worth their low-salt lunch, regardless of their industry, will agree on one thing that innovation is a key driver of their company's success. What they don't agree on is how to ensure that innovation actually happens. After 27 years of providing innovation services to some of the world's most forward-thinking organizations, Mitch Ditkoff has discovered the holy grail of moving the innovation needle. Storytelling. Yes, storytelling—the skillful communication of personal narratives that change mindset, increase engagement, transfer knowledge, and spark commitment. Archimedes said that if he had a fulcrum, he could move the world. In the realm of innovation, storytelling is the fulcrum.

Mitch Ditkoff is the co-founder and President of Idea Champions, a highly acclaimed management consulting and training company, headquartered in Woodstock, NY. He specializes in helping forward-thinking organizations go beyond business as usual, originate breakthrough products and services, and establish dynamic, sustainable cultures of innovation.

Apr 19: Persuasion: How to Sell Ice to Eskimos

Participants will gain insight into how different persuasive styles work and which ones work best for them. The persuasion techniques to be discussed were extracted by Pacelle van Goethem and her team, among others, by extensively studying the most successful influencers in speeches, meetings and conversations. Some of the techniques will be presented as ultra-short exercises so that participants can quickly and easily try them out. In the end you will better understand how persuasion works, what persuasive style you have, and how quickly you can learn various persuasion techniques.

Pacelle van Goethem, president and founder of Pacelle van Goethem Persuasion, is recognized as the leading Dutch expert in the field of Persuasion, Influence and Voice. Her bestselling book *IJs verkopen aan Eskimos*, *The psychology of persuasion*, is considered to be the Dutch standard work on persuasion. She is working on a new book on voice & influence. Pacelle lectures in Holland and throughout Europe and is regularly asked to appear as an expert on persuasion on national radio and television, and in many other on- and offline media.

May 18: Coaching In The Moment: Bringing Out The Best In Others

Coaching Moments® are all around us, but we may not recognize them. These opportunities to help others learn, grow and develop are hidden within the day-to-day interactions we commonly call problems. Coaching in the Moment® is a highly interactive learning experience that enables participants to create coachable moments and use the elegantly simple Untying the Knot® approach to coaching conversations so that others can identify their own path forward.

Dianna Anderson, MCC is the Chief Executive Officer for Cylent, a professional services firm offering coaching-based leadership development, culture change and MetrixGlobal evaluation services. Dianna is an accomplished leadership coach, author and management consultant, with a true passion for partnering with individuals, teams and organizations to create lasting transformational change that delivers real value. Dianna is recognized by the ICF as a Master Certified Coach.

Jun 13: A Leader's Guide to Building a High-Performance Workplace

This dynamic, interactive and hands-on learning experience will: provide specific tools to help leaders better understand the causes of managerial failure; equip managers to better focus their people and themselves on desired outcomes; help leaders effectively equip their people to perform at higher levels; demonstrate the importance of creating a working environment that fosters better results; encouraging managers to maximize people power and will make a strong case for developing both people and processes in your quest for better results.

Dr. Clinton Longenecker is an award-winning business educator, researcher, author, motivational speaker, and executive coach who was recently recognized by The Economist as one of the top 15 business professors in the world. A thought leader in rapid performance improvement, Dr. Longenecker has published over 180 journal articles in America's top academic and professional journals. He is also the author of two best-selling books, including *Getting Results: Five Absolutes for High Performance* and *The Two-Minute Drill: Lessons for Rapid Organizational Improvement from America's Greatest Game*. Dr. Longenecker has helped transform the talents of thousands of business leaders in some of America's best companies from coast-to-coast.

Jul 03: Taking Charge: Developing Your Self-Management Techniques

Many managers feel the need for more control in their lives. They talk about things they want to do, the importance of personal growth and professional development, the importance of balancing work and family, but they don't have a system for achieving these goals. This workshop introduces a unique self-management program that helps managers achieve greater success than ever before. Managers learn how to overcome limiting attitudes, release their potential, and develop success-generating habits.

Dr. Alan Zimmerman is the founder and President of ZCN, a training and consulting firm. He has delivered more than 3,000 management development programs over the last 15 years to such clients as 3M, Ernst & Young, Prudential, Target, US Steel and numerous others. In addition he was recently inducted into the Speaker Hall of Fame, an honor bestowed on a small handful of people in the last 30 years, including Ronald Reagan, Colin Powell, Art Linkletter, Zig Ziglar and Norman Vincent Peale.

Aug 22: Relationship Management: Ten Skills Leaders Need to Get the Best From Others

What does it take to get the best performance out of people today? Personal Relationships! No longer can you just tell people what to do. Instead, you must informally seek and build commitment among your team members to do their best. In this session you'll discover new, research-based, techniques, which will help you do that. We'll learn how successful leaders shape their work environments to achieve optimal performance, get others to feel proud of their work, show they value others contributions in surprising ways, offer feedback that really helps, cope with the natural frictions that arise when people work together, and create a meaningful workplace where people, and the organization, can prosper.

Dr. John Daly is the Liddell Professor in the College of Communication, Distinguished Teaching Professor, and TCB Professor of Management at the University of Texas at Austin. He teaches graduate and undergraduate courses on topics such as interpersonal communication, organizational behavior, and advocacy and persuasion. He has won every major undergraduate teaching award at the University of Texas. He has published more than one hundred scholarly articles, and completed nine books, including, most recently, *Advocacy: Championing Ideas and Influencing Others* (Yale) as well as *The SAGE Handbook of Interpersonal Communication*. He has served as President of the National Communication Association and on the Board of Directors of the International Communication Association and the International Customer Service Association. His work has appeared in major popular outlets like the Washington Post, Wall Street Journal, New York Times. He has worked with Goldman Sachs, Morgan Stanley, Marriott, American Airlines, Roche, Amgen, Pfizer, Astra-Zeneca, State Farm, Kraft, ExxonMobil, Shell, Texas Instruments, UPS, FedEx-Kinkos, 3M, Dell, IBM, AT&T, USAA, Prudential, and Samsung, among many others.

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