

# Pittsburgh 2017

## Jan 24: Dealing with Difficult People: Bringing Out the Best in Others

Dr. Brinkman says, Communication is like a phone number, you need all the correct digits and in the right order. Dr. Rick will share his proven strategies to handle: Whining, Negativity, Attacks, Tantrums, Snipers, Know-it-Alls, Think-They- Know-it-Alls, as well as Yes, Maybe and Nothing people. The examples and practical skills in this seminar will immediately transform behaviors that used to strain all relationships, both business and personal! It will even include special contexts like email communications, phone and meetings.

Dr. Rick Brinkman is the developer of Conscious Communication seminars and the principal of Rick Brinkman Productions, Inc. He has performed over 4000 programs in 18 countries. In addition, he is co-author of numerous books including the international bestseller, *Dealing With People You Can't Stand*, *How to Bring Out the Best in People at Their Worst*, which has been translated into 25 languages. His clients have included Pepsico, LucasFilm, IBM, the VA, the Astronaut Corps, the FBI and Sony Pictur.

## Feb 24: The One Day MBA: The Tools You Need for World-Class Performance

All managers need a broad perspective to effectively deal with the complex challenges they face daily. To develop this skill, this one-day seminar presents many of the tools and techniques found in MBA programs today. Specifically, participants will examine how basic business processes drive financial results, learn how effective risk management can improve business planning and decision making, and explore how financial and non-financial measures can best be used to evaluate operating results.

Dr. Barsky is currently a professor at the Villanova University School of Business. He has also taught as a visiting professor in the Executive MBA program at Washington University in St. Louis and the INSEAD MBA program in Europe. He has been a faculty member with the Institute for Management Studies since 2001. His research and teaching focus on performance measurement, business planning, risk assessment, and contemporary financial reporting issues. Dr. Barsky develops and delivers executive education programs for various Fortune 100 companies, global professional services firms, and industry associations in North America and Europe. In addition to professional experience in the fields of accounting and finance as an analyst, auditor, and business consultant, Dr. Barsky has also served on business advisory boards and as the Treasurer for a retailing cooperative. He has authored five books and published over seventy articles in various academic and professional journals, including *Strategic Finance*, *The Economist*, *Best Practices in Executive Decision Making*, *Commercial Lending Review*, *Corporate Finance Review*, and *Advances in Business Education and Training*.

## Mar 23: Leading AND Managing: 7 Strategies to Help You Excel at Both

This session will explore the essential strategies and techniques required to powerfully lead and manage simultaneously from the same role. Being a manager is one of the most arduous and yet most valuable roles in any organization. The challenge lies in dealing with the expectations of those above and below you while also contributing to people's success around you. When you master this, you will discover how to impact any organization from the middle. You will leave this class with the skills needed to powerfully evolve into a successful Manager.

Ms. Ann Tardy, a former Silicon Valley corporate attorney and a current leadership expert, speaker, and author, Ann has been studying how people impact organizations from the middle for over 25 years. As the author of four books, Ann serves as the Founder and CEO of LifeMoxie Mentoring & Leadership and the Founder and Director of The Mentoring Council. She has cycled from San Francisco to New Jersey and down each coast in a quest to discover what people love about their jobs. Her documentary *Work Matters* captured the interviews she conducted on the bike.

## Apr 06: Idea Risk Management: A Practical Framework For Turning Ideas Into Results

Ideas exist within a high-risk, survival-of-the-fittest environment, and most die before they have an impact. The biggest risk any idea faces within your organization is that of getting lost in the muddle of the thousands of competing ideas that float through the environment on any given day. This highly interactive workshop will give you practical tools for identifying and mitigating risks to both tactical and strategic ideas within your organization. You will then apply these tools to a specific idea within your environment to increase the probability of its success.

Dr. John Eggert has helped leaders turn ideas into results in organizations as diverse as Arthur Andersen, Blue Cross/Blue Shield, British Petroleum, Citicorp, CNA Insurance, Ford Motor Company, General Motors, Hewlett-Packard, McDonalds, Motorola and Xerox. He has run his own performance improvement firm for over 30 years and has served on the graduate faculty of Syracuse University. He now spends his professional time coaching executives and their teams and giving presentations on Idea Risk Management. John holds a PH.D. in Social Science, with an emphasis on statistics and measurement.

## Apr 26: Leadership Presence: How to Send All the Right Signals

Leadership presence, frequently called the "wow factor", is a blending of personal and interpersonal skills that when combined, send all the right signals. Backed by neuroscience and based on research from Harvard, Stanford, UCLA, MIT Media Lab, and Columbia School of Business, this interactive session gives participants tools and strategies they can put into action immediately.

Carol Kinsey Goman, Ph.D., is an international keynote speaker and leadership presence coach. Carol has been cited as an authority in media such as *Industry Week*, *Investors Business Daily*, *CNN's Business Unusual*, *PBS Marketplace*, *MarketWatch* radio, and the *NBC Nightly News*. She is a leadership blogger for *Forbes* and the author of twelve business books, including *The Silent Language of Leaders: How Body Language Can Help - or Hurt - How You Lead.* Carol has published over 300 articles in the fields of organizational change, leadership, innovation, communication, collaboration, employee engagement, and body language in the workplace. She can be reached by email: [Carol@CarolKinseyGoman.com](mailto:Carol@CarolKinseyGoman.com), phone: 510-526-1727, or through her website: [www.CarolKinseyGoman.com](http://www.CarolKinseyGoman.com).

## May 16: Crossing the Chasm: From Operational Management to Strategic Leadership

This seminar provides a practical framework for thinking and leading strategically in the new market landscape. Through expert content, carefully curated case examples, captivating leadership portraits, insightful strategic dialogue, and impactful development tools, Dr. Kuhn will lead participants through an engaging exploration of the fundamental shifts in mindset, language, and lens needed to break the shackles of short-termism and incrementalism and cross the chasm from operational management to strategic leadership.

Dr. Jeffrey Kuhn is a distinguished thinker, author, strategy advisor, and speaker with expertise uniquely positioned at the intersection of strategy, innovation, growth, and organizational renewal. His work centers on helping senior leaders elevate their thinking during times of transformation and capitalize on emerging growth opportunities. He is the founder of KuhnStrategic, a New York-based strategy and executive development consultancy that works with business leaders worldwide to build the organizational mindset and muscle to unlock new market growth. He holds a doctorate from Columbia University, and has served as an adjunct professor at Columbia Business School, and Teachers College, Columbia University. He is a founding member of the London-based Strategic Management Forum, and is a Fellow at the Royal Society of Arts. He is the author of *Beyond the Mirage: Thinking and Leading Strategically in the New Market Landscape* (in press, LID Publishing, 2017).

## Jun 08: The Art of Listening, The Power of Speaking: Sharpening Your Communication Edge

In the age of empowerment, teamwork and constant change, there is no more valuable skill for leaders to develop than effective communication. In this workshop you will learn how to quickly connect with an audience, how to sell people on listening, how to keep your presentation from sounding rehearsed even when it is, and how to craft a message that gets results. You'll learn how to deal with tough audiences and how to use humor, participation and stories effectively.

Dr. Terry Paulson is a psychologist and author of the popular books "50 Tips for Speaking Like a Pro", "Paulson on Change", and "They Shoot Managers, Don't They?" Since founding Paulson & Associates in 1974, Dr. Paulson has conducted management programs for 3M, Hughes Aircraft, IBM, Merck, Nissan Canada, and hundreds of other organizations.

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