

# Columbus 2018

## Jan 24: Become a Persuasive Negotiator: Best Negotiating Practices

In this highly engaging workshop, participants explore how to effectively respond to offers, turn your counterpart's no to a yes, overcome the two greatest obstacles to success, and manage concessions to create and capture value at the bargaining table. With your own negotiation challenges addressed and equipped to use negotiation tools on the job, participants leave this workshop as more competent and confident negotiators.

Leslie Mulligan is a proven business leader and negotiation expert who has trained around the world with Fortune 500 companies, US federal government agencies, and universities with Watershed Associates Best Negotiating Practices program. She is a much in-demand keynote speaker and workshop facilitator, having worked with clients such as AARP, Apple, Chevron, Emory University, FDA, GSA, Halliburton, KIND Snacks, Intel, NASA, Nike, Novo Nordisk, OMB-Executive Office of the President, Pew Charitable Trusts, Rockwell Collins, SAP, Silicon Valley Leadership Group, US Cellular, US Federal Courts, Volvo, Yale University, and Women in Technology, among others.

Leslie spent 15 years in Silicon Valley before joining Watershed, where she led sales and marketing teams, negotiating with customers and partners to accelerate growth. Leslie's experience spans diverse roles: marketing, sales, business development, product management, and general management. Most recently, she was the Worldwide Director of Marketing for the Mobile team at the \$4B Fortune 500 Company, NVIDIA Corporation. Prior to that, Leslie was VP/GM at Immersion Corporation, and held senior roles at Wind River, Quantum and Raychem Corporations, where she negotiated and crafted innovative business agreements.

Leslie served as an Officer in the USAF early in her career after graduating with a B.S. in Mathematics from the University of Notre Dame. She earned an M.B.A. from the University of West Florida and an M.S. in Applied Mathematics from Harvard University.

## Feb 21: Managerial Courage: Five Skills to Increase Your Effectiveness

This seminar builds a talent management strategy around five Principles that go far beyond basic management rules. These Principles challenge normal management concepts and require participants to look at each employee they manage and formulate a development plan and/or communication strategy that best fits the individual. Each of the Principles is discussed in depth and numerous real work situations are used to illustrate how to get a better outcome for the organization and the individual that goes far beyond that one encounter. Not only do participants get useful day-to-day tools, but leadership strategies to use in numerous other business situations.

Margaret Morford, J.D. is CEO for The HR Edge, Inc., an international management consulting and training company. Previous to owning her own company, she was Sr. Vice President, Human Resources Consulting for a national consulting firm out of Winston-Salem, North Carolina. She has a BS degree from the University of Alabama and a JD degree from the Vanderbilt University School of Law. She is the author Management Courage Having the Heart of a Lion and The Hidden Language of Business Workplace Politics, Power & Influence. She has served on the Board of Directors for various corporations and charities.

## Mar 28: Critical Success Factors for Women Leaders

In this session, women leaders will examine their own profile of success and areas for development. They will also focus on the key ingredients that continue to hold women back: not developing and articulating a leadership vision, not paying attention to the political landscape, and not strengthening the breadth and depth of relationships. They will leave this session with practical tools and individual insights to apply in their current roles.

Sara N. King is principal of Optimum Insights, Inc., a private consulting firm, that is devoted to helping leaders assess their potential and increase their performance. During 25 years in leadership development, she has served thousands of executives in Fortune 500 companies, government agencies, educational institutions and nonprofits. She has published many books including the recently revised, "Discovering the Leader in You".

## Apr 19: A Master Class in Strategic Thinking for Senior Managers and Executives

This session will give audience participants a clear look at how to think about crafting a strategy that builds a distinctive competitive advantage. The first part of the session looks at the four essential ingredients of strategy: clear mission and vision, choice of competitive strategy, economic basis of profit, and critical success factors. We then apply these ingredients to sharpen our understanding of 1) customers' needs, 2) competitors' moves, 3) attaining strategic alignment, 4) innovating for the future, and 5) preparing for disruption. A variety of individual and group exercises will encourage participants to actively use these frameworks in a way where they can actually apply their ideas in their workplaces too.

Dr. David Lei is Associate Professor of Strategy and Entrepreneurship at the Edwin L. Cox School of Business at Southern Methodist University in Dallas, Texas. He has co-authored the book, "Strategic Management: Building and Sustaining Competitive Advantage". He has also consulted with a wide variety of companies in the past 15 years including Fidelity Investments, IBM, Microsoft, Verizon and Texas Instruments.

## May 15: Speak to be Heard: Influencing Others to Take Action

Stacey Hanke will help you eliminate the static that plagues communicative delivery - to persuade, sell your ideas, motivate and influence others to act on what you have to say. She will explain the positive actions you can take to increase your impact and value to your peers, clients and teams. This highly interactive session will show you how to immediately implement the influence skills and techniques you learn to your day-to-day conversations. (NOTE: Participants should bring a smartphone or iPad with them to the session.)

Stacey Hanke is co-author of the book *Yes You Can! Everything You Need From A To Z To Influence Others To Take Action*. Her second book, *Influence Redefined*, will be released in early 2017. Stacey is founder of Stacey Hanke Inc. She has trained over 15,000 people to rid themselves of bad body language habits and choose words wisely.

## Jun 06: Nobody Wins the Blame Game: Building an Accountable Workplace

In this interactive, highly practical session, we'll examine what it takes to create an environment where people are willing to step up and take ownership for their actions and decisions. You'll learn key principles for clarifying communication, creating team cohesion, and coaching performance that reduce "victim behavior" while fostering trust and teamwork. Discover how small but powerful changes in attitude and behavior - reinforced every day - can yield tremendous results.

Dr. Michael Brenner, president of Right Chord Leadership LLC, is an international leadership consultant, executive coach, keynote speaker, author, and professional musician. He has taught courses at Immaculata University, Temple University, and La Salle University in organizational behavior, negotiations, systems dynamics, interpersonal communication, and the sociology of work. Dr. Brenner earned a doctorate in adult learning and leadership from Columbia University and a masters degree in adult and organizational development from Temple University. He has worked with a variety of well-known organizations including SAP, QVC, Childrens Hospital of Philadelphia, Godiva, Boeing, the Federal Reserve Bank of Philadelphia, and Sri Lankan manufacturer Maliban. He is Past President of the Greater Philadelphia chapter of the Association for Talent Development (ATD) and has been a featured speaker at many industry events and conferences. Dr. Brenner has published several articles and is currently writing a book on high performance teams. An accomplished saxophone player, Dr. Brenner has performed on stages around the world and frequently utilizes music and improvisation in his workshops to demonstrate principles of leadership and teamwork.

## Jul 12: The Leader as Teacher and Coach

This is a highly interactive program with numerous opportunities for participants to adapt the content to their work situations. Participants will learn: (1) Benefits of and practices of highly effective teachers, coaches and mentors; (2) The importance of storytelling and how to leverage stories for teachable points; (3) 12 multi-purpose teaching and facilitating methods; (4) How to implement a peer coaching process; and (5) Different forms and best practices of effective mentoring.

Ed Betof (Ed.D.) is a Senior Fellow, Human Capital, at The Conference Board. In this role, he supports the Human Capital Practice that includes The Human Capital Exchange, research, and other initiatives in a broad spectrum of human capital areas. He is the author of "Leaders as Teachers: Unlock the Teaching Potential of Your Company's Best and Brightest." He has authored or co-authored several dozen articles, manuals and guides.

## Aug 09: Leading for Creativity and Innovation

This high-energy session is designed to make creativity and innovation practical and accessible. Creativity and innovation are really about making positive change. Outside of new products and services, there are endless opportunities to change how we work every day in every area of the organization. In this seminar you will learn about leadership behaviors that support creativity and innovation, how to enhance your personal creativity, creativity tools, and how to embrace the role of learning and failure. Join Dr. Todd Dewett for this memorable day of discussion, activities, and breakthrough thinking sure to ignite your career.

Dr. Dewett is one of the worlds most followed leadership personalities. He is an expert on authenticity, a best selling author at LinkedIn Learning and Lynda.com, a TEDx speaker, and an Inc. Magazine Top 100 leadership speaker. Todd is a former award-winning professor whose speaking clients include: ExxonMobil, General Electric, State Farm, and many more. He has been quoted widely, including the New York Times, BusinessWeek, TIME, and Forbes. After beginning his career with Andersen Consulting and Ernst & Young he completed his PhD in Organizational Behavior at Texas A&M University. He has since delivered over 1000 professional speeches and created a body of work that has motivated millions of professionals around the world.

## Sep 20: How to Reach, Teach and Engage Various Generations in the Workplace

Sheer demographics suggest that, in the very near future, we will feel strain on our generational talent pools and, consequently, organizational productivity. This seminar will provide leaders with insights and strategies for attracting, engaging and developing talent from all generations, as well as for enhancing intergenerational communication, productivity and results.

Dr. Jan Ferri-Reed is a seasoned consultant and President of KEYGroup, a 28-year Pittsburgh-based speaking, education and assessment firm. She has presented a variety of programs to thousands of managers and employees in a diverse range of organizations across the globe. She provides guidance, wisdom and wit to leaders who want to create productive and profitable workplaces.

### Oct 03: Executive Presence: Convey Confidence and Command Respect as a Leader

Executive presence means conveying confidence as a business leader, commanding respect, and having a professional magnetism that influences others. Executive presence trades passivity and self-doubt for self-assurance, decisiveness, and bold decision making. With this program, leaders will gain the tools to develop their executive presence and become the elite performers who influence outcomes, contribute to major decisions, and drive change for the betterment of the company. They will create a consistent view of themselves as a compelling force inside an organization. They will learn how to utilize executive presence to shape and positively affect the outcome of situations.

Joel Garfinkle is recognized as one of the top 50 executive coaches in the U.S., having worked with many of the world's leading companies. His clientele comprises a distinguished and diverse international client base, including Oracle, Google, Amazon, Deloitte, Ritz-Carlton, Bank of America, Starbucks, and many others.

### Oct 18: Critical Thinking: A Key Element Necessary to Reach the Best Decisions

High quality decisions have always been essential for strong business performance. Yet with the increasing speed, complexity and data availability in today's competitive environment, superior decision skills are more important than ever. This workshop will help you improve your decision-making skills by offering behavioral insights into how people actually think and make decisions. It then teaches the advanced critical thinking skills and creative strategies needed to manage unfamiliar, highly complex problems or decisions that involve significant uncertainty.

Dr. John Austin is an award-winning teacher and facilitator with experience working with executives and practicing managers on six continents. He also teaches executives at The Wharton School's Aresty Institute of Executive Education, Georgetown University, and Duke Corporate Education. His work has been mentioned in a number of media outlets including CNN, The Wall Street Journal and Barron's. He is the author of *Unquestioned Brilliance: Navigating a Fundamental Leadership Trap*.

### Nov 15: 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 Pictures.

### Dec 06: Effective Coaching Techniques for Busy Managers

In this highly interactive program participants will: (1) Learn how to create ownership and urgency from those they lead; (2) practice specific coaching skills and tools to bring out the best in others; (3) learn keys and a format to managing their coaching time; (4) explore a 12-minute coaching model that creates positive accountability and results; (5) coach each other on real issues that impact their business; (6) work with specific tools to help blocked or stuck employees; and (7) learn how to coach different personalities on their team.

Dr. Tim Ursiny, founder of Advantage Coaching & Training Inc., is a speaker and certified business coach specializing in helping individuals reach peak performance and life satisfaction. His areas of expertise include communication skills, team building, confidence, coaching skills and dealing with change. He has written or co-written 13 books including *The Cowards Guide to Conflict* which is in its fourth printing. Dr. Tim is a frequent speaker on a variety of topics that benefit individuals in the workplace and personal life. He has spoken for firms such as Wells Fargo Advisors, Raymond James, Morgan Stanley Wealth Management, UBS, LPL, and Invesco. Tim has been interviewed and appeared in *The Bottom Line*, *The Chicago Tribune*, *People Magazine*, *Readers Digest*, *First for Women* and other periodicals. He has also appeared on CNN radio news, VH-1 News, and *Total Living*.

### Jan 24: Creating a Connection Mindset: Boost Employee Engagement, Productivity and Innovation

Sharing knowledge integrated from research in multiple fields, including neuroscience, organizational behavior, psychology, sociology, history and his firm's proprietary research, Mr. Stallard describes the "Connection Culture" that every organization needs to thrive for sustained periods of time. During this session, you will learn: what motivates individuals to give their best efforts; three types of relational cultures; six human needs to thrive; five elements of a Connection Culture; and best practices of individuals who create Connection Cultures.

Michael Stallard is president of E Pluribus Partners, a leadership training and consulting firm that helps leaders create high-performance, life-giving workplace cultures. He speaks, teaches, coaches or consults at a wide variety of business, government, healthcare and education organizations. Michael is the primary author of the books *Fired Up or Burned Out: How to Reignite Your Teams Passion, Creativity and Productivity* and *Connection Culture: The Competitive Advantage of Shared Identity, Empathy and Understanding at Work*.

## Feb 07: Developmental and Performance-based Coaching for Today's Workforce

Your individual development plan may be the single most important document to advance your career. You will depart this workshop with your personal plan and the skills and tools to coach and develop Millennials and other career minded staff members on your team. Participants will learn and experience the connection of effective coaching and feedback to each managers team to be able to improve their ability to execute consistently. In the majority (around 70%) of executive failures, the real problem isnt bad strategy. The real problem is bad execution, according to the Fortune Magazine article titled, "Why CEOs Fail". At its core, execution comes down to setting clear expectations and regular coaching and feedback.

Four-time winner of the Business Advisor of the Year in North America, John D. Lankford is passionate about development, performance and results. An expert in executive coaching and developing leadership talent, his fun and lively approach motivates others to embrace development and innovative ideas. As a certified Executive Coach and 4 Time Business Coach of the Year, John loves to coach leaders on his proven coaching techniques. His impressive background is unique, boasting 23 years of corporate and 12 years of entrepreneurial experience. John has facilitated more than two dozen mergers and acquisitions, as well as launching three businesses and ultimately selling two. John provides hands-on, triage support that produces measurable results in real-time. His process provides laser focus on the execution of the plan. Johns coaching and accountability teaches business leaders not to be distracted by bells, whistles, or fads. His leadership experience covers every level of management from front line supervisor to becoming the former CEO of the Innisbrook Leadership Institute. His leadership track record includes leadership positions at the Executive Education team at Ford Motor Company, Oakwood Healthcare, Comcast University and the St John Healthcare system.

## Mar 21: 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.

## Apr 04: Developing Your Intelligence to Lead Change and other Critical Initiatives

From emerging technologies to competitive threats to increasingly demanding customer expectations to new generations entering the workforce, businesses today are bombarded with never-ending change. Are you frustrated that no matter what you try, your change initiatives seem to either fail outright or produce gains that don't last? The reality is that most changes do fail.

Barbara A. Trautlein, PhD is author of the best-selling book Change Intelligence: Use the Power of CQ to Lead Change that Sticks, principal and founder of Change Catalysts, and originator of the CQ System for Developing Change Intelligent Leaders and Organizations. For over 25 years, Barbara has coached executives, trained leaders at all levels, certified change agents, and facilitated mission-critical change management initiatives - achieving bottom-line business and powerful leadership results for clients.

## May 16: Boosting Productivity: Gaining Back Time for Yourself and Your Team

Do you have employees or colleagues with access to your schedule who turn your calendar into a circus? Do you or your team ever have to put in frantic hours to finish projects at the last minute? Have you ever muttered a phrase like, I didnt get anything done today or I wish I had more time? Busy professionals lose up to three hours per day from time leaks. Interruptions, procrastination, distractions, putting out fires, and battling overwhelm are all slow leaks that steal your time when youre not looking. In the business world, this adds up to over ten thousand dollars of lost time per employee each year. In your personal world, this equates to more stress and less quality time with your loved ones. This interactive seminar will give you a crash course on the strategies and tactics that you can implement immediately in order to improve your negotiations with time, plug these time leaks, and tell your time what to do!

By teaching go-getters how to improve their efficiency, Time Management Fixer Helene Segura, MA Ed, CPO helps companies and agencies lower employee stress levels, decrease absenteeism, improve retention and leadership, and increase revenue. Known for her thought-provoking, yet entertaining time management keynotes and seminars that teach practical productivity tools, Helene delivers an experience that resonates deeply and inspires change. Helene has been the featured organizational expert in more than 150 media interviews and is the author of three books - two of which were Amazon best-sellers. Her latest book, The Inefficiency Assassin: Time Management Tactics for Working Smarter, Not Longer (New World Library), is the go- to time management resource for thousands of professionals around the world.

## Jun 04: Leading from the Middle: A Practical Approach to Achieving Extraordinary Results

In this seminar you will learn why change is so difficult and be introduced to a new, commitment-based approach to leading change that is designed for leaders who are not at the apex of an organization. By successfully leading change you will build capabilities that are extraordinary because competitors are likely to fail in their attempts to duplicate your success.

Dr. Jackson Nickerson is the Frahm Family Professor of Organization and Strategy at Washington University in St. Louis Olin Business School. He also is the Associate Dean and Director of Brookings Executive Education and a Senior Non-resident Scholar in Governance Studies at the Brookings Institution. A prior systems engineer at NASAs Jet Propulsion Laboratory with a BSME from Worcester Polytechnic Institute and an MSME from U.C. Berkeley, Jackson combines his engineering systems knowledge with an MBA and Ph.D. in Business Strategy both from U.C. Berkeleys Haas School of Business. Jackson has published numerous papers in leading academic journals and is the author or editor of four books. His latest book is entitled Leading Change from the Middle: A Practical Guide to Building Extraordinary Capabilities (Brookings, 2014). He consults with business, government, and nonprofits on problem diagnosis, strategy, and leading change. In addition to serving on corporate boards, Jackson is a co-founder and business director of NFORMD.NET, a new media company that provides sexual assault prevention programs to universities and the U.S. Army.

## Jul 17: Amazing Teams: Create an Environment of Productivity, Cohesion and Resilience

Organizations today must understand and leverage 7 critical attributes of cohesive, productive and resilient teams. This 1 day interactive course guides participants through a learning experience to develop the seven attributes and behaviors that are critical to high productivity and effectiveness. The seven critical team attributes include: Trust, Appreciation, Communication, Creativity & Ideation, Meeting Management, Behavior Management and Problem Solving & Decision Making.

Dr. Ellen Burts-Cooper is the senior managing partner of Improve Consulting and Training Group, a firm that provides personal and professional development training, coaching and consultation. She is also an adjunct professor at Case Western Reserve University in the Weatherhead Executive Education Program and author of the book *Canine Instinct: A Guide to Survival and Advancement in Corporate America*. Dr. Burts-Cooper also recently published *aMAZEing Organizational Teams: Navigating the 7 Critical Attributes for Cohesion, Productivity and Resilience*, a guide for improving group workplace dynamics. The book is based on the aMAZEing Team Building Experience centered in Cleveland, Ohio where teams navigate through a maze of highly interactive indoor mental challenges based on seven attributes of healthy, productive teams. Dr. Burts-Cooper earned a Ph.D. in organic/polymer chemistry at Virginia Tech and holds a Lean Six Sigma Master Black Belt certification from 3M Company.

## Aug 08: Championing Your Ideas at Work: Becoming Your Own Best Advocate

Successful advocates know how important it is to clearly communicate their ideas, how their reputations shape how people respond to their ideas, how they need to build partnerships and alliances with others in getting ideas adopted, how they must "pre-sell" any idea long before formal meetings, and how to be persuasive and influential in meetings. We will discuss new research on each of those topics - research that offers you interesting and surprising ways to champion innovations in your organization.

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.

## Sep 17: How Managers Use Analytics to Drive Excellence

In this highly interactive workshop you will learn to hone your skills at identifying valid performance metrics linked to financial success for a wide variety of factors that are hard to quantify, such as corporate culture, intellectual capital, customer satisfaction, and marketing/sales. Using a series of case studies from service and manufacturing organizations, attendees will be able to critically evaluate their own organization's metrics and approach to performance management and come away with many examples of creative measures and approaches used by today's leading companies and non-profits.

Mark Graham Brown has spent the last 25 years consulting with organizations to help them improve performance. He is author of two best-selling books on balanced scorecards and planning: *"Keeping Score - How to Design and Implement Organizational Scorecards"* and *"Winning Score: How to Design Organizational Scorecards."* He is also coauthor of *"Rx for Business: Troubleshooting Organizational Change Programs"* and *"Why TQM Fails and What to do About It."*

## Oct 17: Contextual Intelligence: The Power of Using Hindsight, Insight and Foresight to Resolve Complexity & Ambiguity

Navigating complexity and uncertainty is a crucial leadership literacy for business and organizational success. Traditional and business-as-usual models of organizational management are not only inadequate, but hazardous. Dr. Kutz combines cutting-edge research and real-life anecdotes to outline the 12 behavioral practices of contextually intelligence leaders and delineates how those behaviors contribute to effective use of the 3D Thinking Framework (using hindsight, insight, and foresight) to improve leadership and decision-making.

Matt Kutz (Ph.D. in Global Leadership) is a Fulbright Scholar in the Medical Sciences (University of Rwanda, East Africa) and a Visiting Research Scholar in the College of Medicine at Griffith University and Gold Coast University Hospital (Queensland, AU). Dr. Kutz is an award-winning author, international scholar, and editor of two academic journals. Dr. Kutz's book on Contextual Intelligence was a Leadership Book Award honoree for Innovation and Cutting-Edge Perspective; in addition to that he has written multiple other books and textbooks on leadership and management.

## Nov 13: Women and Well Being: How you can thrive at work

Learning to thrive can help women leaders succeed despite the challenges they face. Discover how to become a more self-confident, emotionally intelligent, and resilient leader by improving your well-being. Learn how to boost levels of employee engagement and performance by creating a positive workplace where everyone is thriving. This workshop presents a model of well-being and describes how thriving impacts leadership success. Participants will learn well-being practices that can be used to enhance their leadership skills and optimize the performance of their teams.

Dr. Beth Cabrera shares the power of positivity and purpose through her research, writing, and speaking, helping organizations and individuals apply knowledge from the field of positive psychology to achieve greater success and well-being. Through her company Cabrera Insights, Beth works with organizations to help them create and maintain positive work environments where people thrive, and also teaches individuals strategies for living happier, more meaningful lives. Her approach is extremely effective in developing leaders, building teams, and advancing careers. Dr. Cabrer's expertise was gained through years of experience teaching, conducting research, advising organizations, and coaching individuals on how to maximize engagement and performance. Her research has been published in leading academic and professional journals. She is also the author of the book *Beyond Happy - Woman Work and Well Being*.

## Dec 10: Communication Secrets For A Distracted World: How To Get Heard, Get Remembered, and Get Results

Sharpen your leadership communication and boost your career with 3 strategies: 1) focus, 2) variety, 3) executive presence. With focus, you'll make your messages stick, using the methodology Paul uses with leadership teams & individual executives. Variety means to be slightly different. With variety, you'll make routine info. come alive, and you'll engage others with smart questions. Presence matters because part of the message is you. Strengthen your presence with 10 actions. Learn how to get heard, get remembered & get results every time you speak.

Mr. Paul Hellman has worked with leading organizations in the U.S. and abroad, including Aetna, BIC, Biogen, Boeing, MFS Investment Management, NASA, Sanofi, State Street, United Technologies. His columns have appeared in the New York Times, Wall Street Journal, Washington Post, Boston Globe, San Francisco Chronicle, and regularly on the back page of (the former) Management Review where he was a contributing editor for 10 years. CNBC.com has run over 100 of his fast tips. He is the author of *You've Got 8 Seconds: Communication Secrets for a Distracted World*, *Naked at Work*, and *Ready, Aim, You're Hired*. Mr. Hellman has appeared multiple times as a commentator on CNN's "Business Unusual" and on Public Radio's "Marketplace." He has led workshops at MIT's Sloan School during their innovation week, and taught management courses at Northeastern University and Bentley College. Mr. Hellman received an MBA from MIT's Sloan School of Management, as well as undergraduate and graduate degrees in psychology. He graduated Phi Beta Kappa from Clark University.

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