

# 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 counterparts 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: Strategic Thinking: Essentials for Leading Today's Organizations

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

The benefits of an accountable workplace are well-known: less turnover, greater trust, and increased engagement. Balls don't get dropped, promises don't slip through the cracks, and people expend time and energy finding solutions, not placing blame. Why then are so many organizations facing an accountability crisis, one in which a steady diet of fault-finding, accusations, and finger-pointing steadily eats away at morale and productivity? And what can be done to create a culture where people are willing to step up and answer for the outcomes of their choices, actions, and behaviors? After all, isn't it easier to look the other way and insist it's not my fault? Accountability doesn't just happen; you have to design a culture where accountability is a natural outgrowth. In this interactive, thought-provoking session, we'll begin our journey by reviewing key principles that amplify personal accountability, reduce victim behavior, and empower us to positively influence our environment. We'll then discuss how to sustain a culture where accountability is baked into every interaction and mistakes present opportunities to learn and improve. You'll learn the necessary tools for leaving the blame game behind and building a workplace where people want to be accountable!

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 world's 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 Inspire Multiple 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: 4 Ways to 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 worlds 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 Pictur.

### Dec 06: Effective Coaching Skills 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.

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