



## BE THE LEADER THAT CREATIVE (OR TALENTED) PEOPLE NEED

with Todd Henry

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

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When you make the transition from a frontline role to a leadership role, you need to make a major shift in how you think about work. Now you are no longer responsible for your own projects and career but also on how to equip and lead others. Even if you have built the "Ferrari" of teams! They're talented and driven and all the pieces seem to be in place. Still you can't figure out why motivating and leading all of these talented people is such a challenge.

In this program, you'll discover the few things that all talented, creative people need from their leader (they're not what you think!) and how to deliver them consistently. The old adage that leading creative people is like herding cats is wrong. It is more like herding tigers.

## TODD HENRY

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Todd Henry positions himself as an "arms dealer for the creative revolution", he teaches leaders and organizations how to establish practices that lead to everyday brilliance. He is the author of six books (The Accidental Creative, Die Empty, Louder Than Words, Herding Tigers, The Motivation Code, Daily Creative) which have been translated into more than a dozen languages, and he speaks and consults across dozens of industries on creativity, leadership, and passion for work. With more than fifteen million downloads, his podcast The Accidental Creative offers weekly tips for how to stay prolific, brilliant, and healthy.

Todd's book Die Empty was named by Amazon.com as one of the best books of 2013. His latest book, Daily Creative, offers daily sparks of inspiration and practical advice for creative pros.

FOR REGISTRATION PLEASE CONTACT: **Mary S. Held** - IMS Regional Director - Columbus  
Phone: +1 (614) 855-7118 Email: [columbus@ims-online.com](mailto:columbus@ims-online.com) Website:  
<https://ims-online.com/leadership-development/Columbus/9>