



8 STEPS TO HIGH PERFORMANCE: FOCUS ON WHAT YOU CAN CHANGE (IGNORE THE REST)

with Marc Effron

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

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There's no shortage of advice out there on how to perform better, and better than others, at work. The problem is knowing which methods are scientifically proven to work - and exactly what to do to get the best results.

In 8 Steps to High Performance, talent expert and bestselling author Marc Effron cuts through the noise with his signature "science-based simplicity" approach to identify what matters most and shows you how to optimally apply your time to elevate you and your team's performance.

It turns out that higher performance comes from doing many things well - and knowing what you can control and what you can't. Effron reveals the eight key factors you do control and practical steps for improving yourself on each one. In this call, you'll learn:

- How to set goals that create higher performance
- Should you focus on your strengths or weaknesses
- How to grow yourself most quickly
- Who to connect with and why
- Why you sometimes shouldn't be the "genuine" you
- How to best manage your body to sustain your performance

MARC EFFRON

Marc helps the world's biggest brands and most successful companies elevate the quality and impact of their talent. He leads transformational projects globally in industries ranging from pharmaceuticals to consumer products to technology. As the founder and President of the Talent Strategy Group, he leads the firm's global consulting, education and publishing businesses.

Marc co-authored the Harvard Business Review Publishing best-selling book One Page Talent Management, often called the "talent management bible." Companies worldwide apply its discipline of science-based simplicity, accountability and transparency. His most recent book 8 Steps to High Performance (Harvard Business Review Publishing) is quickly reaching best-seller status with its powerful messages about how everyone can elevate their performance.

Marc has been published in or heard on Fast Company, Financial Times, BBC, Bloomberg Radio, Inc., Harvard Business Review, New York Post, Knowledge@Wharton radio and some of the world's most popular podcasts. Marc publishes TalentQ magazine which he founded in 2013 to help executives make smarter decisions about how to manage talent.

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