



## LEADERSHIP: BRINGING OUT THE BEST IN EVERY EMPLOYEE

with Don Brown

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## LEADERSHIP: BRINGING OUT THE BEST IN EVERY EMPLOYEE

The greatest challenge of leadership is to bring out the best in every member of your team. In this program you will learn a model of effective leadership that is simple, personal... and powerful. The Leader's Protocol model was developed based on the input of over 6,000 survey responses detailing what your people want you to start, stop, and continue doing in leading them. The results came in loud and clear. Your followers need communication, praise and recognition, treatment and respect, performance review, and independence. There is no guessing here. By investing time in this program you will greatly increase your ability to deliver the type of leadership that your followers need to be their best.

## DON BROWN

Don Brown dedicates his career to 'helping people with people' in leadership, sales, and customer service. He has written and co-authored several books including *Bring Out the Best in Every Employee - How to Engage Your Whole Team by Making Every Leadership Moment Count*. Bilingual and experienced at the executive and line-level alike, you see the results of his work across dozens of industries, including brewing, automotive, airline, banking, and medical equipment. Don's speaking and coaching clients include Ford Motor Company, Anheuser-Busch, United Airlines, Harley-Davidson, Jaguar Cars, and Hilton Hotels. He cherishes his start with Paul Hersey and Marshall Goldsmith and has authored books with each; *What Got You Here Won't Get You There - in Sales!* with Marshall, and *Situational Service - Customer Care for the Practitioner* with Dr. Hersey.

# TOPICS COVERED

---

LEARN WHAT YOUR PEOPLE WANT YOU TO KNOW AND DO AS THEIR LEADER

HIGH IMPACT, PURPOSEFUL COMMUNICATION PRACTICES

IDENTIFY WAYS TO GET SOMEONE TO OPEN UP

EFFECTIVE TECHNIQUES TO CORRECT PROBLEM BEHAVIOR IN THE MOMENT

HOW TO REALLY BE PRESENT - AT WORK AND AT HOME

THE SUCCESS PARADOX - FINDING THE ENERGY TO LEAD

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.

Phone: +1 (202) 367-6226 Email: [wadc@ims-online.com](mailto:wadc@ims-online.com) Website:

<https://ims-online.com/leadership-development/Washington-D.C./27>