



BECOMING AN UNCOMMON LEADER:  
COMMUNICATION, MOTIVATION, AND SUPPORT  
with Dr. Ellen Burts-Cooper  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## BECOMING AN UNCOMMON LEADER: COMMUNICATION, MOTIVATION, AND SUPPORT

This program is perfect for all managers looking for ways to increase their effectiveness as a leader. Using riveting examples and stories, Ellen Burts-Cooper will teach the proven techniques used by uncommon leaders. Discover how to increase the results of your team by clearly communicating goals, managing priorities, delegating tasks, and building a culture of accountability. Don't miss this opportunity to take your leadership skills to the next level.

### DR. ELLEN BURTS-COOPER

Dr. Ellen Burts-Cooper has spent over two decades providing personal and professional development training, coaching and consultation. She has been featured in Time Magazine, Black Voices, Smart Business Magazine, Bloomberg BusinessWeek, Cleveland Jewish News, Cleveland.com and Crain's Cleveland Business.

She is also the author of two books "aMAZEing Organizational Teams: Navigating 7 Critical Attributes for Cohesion, Productivity and Resilience" and "Canine Instinct: A Guide to Survival and Advancement in Corporate America." Previously, Ellen served as a Senior Vice President and Senior Director of Operational Excellence, IT Performance Management and Governance for PNC Financial Services. Prior to the financial services industry, Ellen worked in the electronics industry where she led global teams in several functions at 3M Company in St. Paul, MN.

She earned a BS in chemistry from Stillman College in Tuscaloosa, AL, her PhD in organic/polymer chemistry from Virginia Tech in Blacksburg, VA, her MBA from the University of Minnesota, Carlson School of Business, and her Lean Six Sigma Master Black Belt certification from 3M Company.

# TOPICS COVERED

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PLANNING - PRIORITIZING TIME TO CREATE STRATEGIES AND REVIEW HISTORICAL PROCESSES TO MANAGE AND LEAD MORE EFFECTIVELY AND EFFICIENTLY.

GOAL SETTING FOR MOTIVATION - LINKING ALL ASSIGNED WORK TO AN ORGANIZATIONAL "WHY" BASED ON MISSION, VISION, AND VALUES TO DRIVE ENGAGEMENT AND GAIN BUY-IN FROM TEAM MEMBERS.

ACCOUNTABILITY - ENSURING WORK IS CONSISTENTLY COMPLETED BY ASSIGNED DATES AND WITH AN EXPECTED STANDARD OF QUALITY.

DELEGATION - EMPOWERING AND BUILDING TRUST BY ASSIGNING WORK WITH AN EFFECTIVE PROCESS FOR TRAINING, MONITORING PROGRESS, AND PROVIDING FEEDBACK.

STRATEGIC CONVERSATIONS - DEVELOPING COMMUNICATION STRATEGIES THAT RESONATE, CREATE LONG-TERM COMMITMENT, AND ENSURE THE SUSTAINABILITY OF DESIRED BEHAVIORS.

FOR REGISTRATION PLEASE CONTACT: **Evangelia Zouras** - IMS Regional Director - New-York  
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