



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

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This interactive and engaging program is perfect for all managers seeking to enhance their effectiveness as leaders in today's fast-paced work environment.

With a focus on practical application, Ellen Burts-Cooper will share riveting examples and compelling stories that illustrate the proven techniques employed by exceptional leaders who stand out in their fields. Participants will discover innovative strategies to significantly boost their team's results by mastering the art of clearly communicating goals, effectively managing priorities, delegating tasks with confidence, and fostering a culture of accountability and collaboration.

This isn't just a learning experience; it's an opportunity for personal growth and transformation. Don't miss this chance to elevate your leadership skills to new heights and inspire your team to achieve their full potential. Embrace the opportunity to become the leader you've always aspired to be!

# DR. ELLEN BURTS-COOPER

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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: **Rosemary Godwin** - IMS Regional Director - Dallas-Ft.-Worth  
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