



FROM GOOD TO GREAT: LEADERSHIP SKILLS THAT  
INSPIRE ACTION & DELIVER RESULTS

with Dr. Ellen Burts-Cooper

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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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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## **STRATEGIC PLANNING & TIME MANAGEMENT**

TECHNIQUES FOR BALANCING SHORT-TERM TASKS WITH LONG-TERM STRATEGY  
REVIEWING HISTORICAL PROCESSES TO IDENTIFY INEFFICIENCIES AND IMPROVE DECISION-MAKING

## **GOAL SETTING FOR ENGAGEMENT & MOTIVATION**

ALIGNING INDIVIDUAL AND TEAM GOALS WITH THE ORGANIZATION'S MISSION AND VISION  
USING GOAL-SETTING FRAMEWORKS TO ENHANCE MOTIVATION AND ACCOUNTABILITY

## **ACCOUNTABILITY & PERFORMANCE EXCELLENCE**

ESTABLISHING CLEAR EXPECTATIONS AND HOLDING TEAM MEMBERS RESPONSIBLE  
CREATING A CULTURE OF OWNERSHIP THROUGH FEEDBACK AND PERFORMANCE TRACKING

## **EFFECTIVE DELEGATION & TRUST-BUILDING**

MATCHING THE RIGHT TASKS TO THE RIGHT PEOPLE FOR EFFICIENCY AND GROWTH  
PROVIDING STRUCTURED TRAINING, PROGRESS MONITORING, AND FEEDBACK LOOPS

## **STRATEGIC CONVERSATIONS FOR LASTING IMPACT**

TAILORING COMMUNICATION TO INSPIRE ACTION AND LONG-TERM COMMITMENT  
NAVIGATING DIFFICULT CONVERSATIONS TO DRIVE CHANGE AND ALIGNMENT

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