

**It is the challenge of your lifetime: to be a motivating, confident, visionary leader in the face of enormous obstacles.**

**Your employees and your organization are counting on you. Your career is on the line. Don't risk being unprepared!**

*How to Successfully*

# Manage People in Turbulent Times



This is no time to cling to “business as usual.” Now is the time when you must step up your management skills tenfold. This intensive day of leadership development is guaranteed to help you do just that.

#### **Attend and you'll learn how to ...**

- ▄▄▄ Examine barriers to productivity and develop strategies for overcoming even high hurdles
- ▄▄▄ Evaluate employee performance – and learn how to handle underachievers who are dragging the team down
- ▄▄▄ Reassure your top employees that they are valued, even though raises and financial rewards are a non-option
- ▄▄▄ Handle layoffs, staff reductions, or necessary terminations effectively and compassionately – and still get everything done with a leaner staff
- ▄▄▄ Recognize top priorities and adjust quickly to shifting priorities
- ▄▄▄ Effectively deal with the anxiety and stress you and your people face in turbulent times

*And more. See pages 4-5 for your complete agenda.*

Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)  
or call 1.800.258.7246

# When Times Are This Tough - As a Manager, You MUST Be Tougher

... and smarter ... and more inventive ... and more inspiring

## In times like these ...

### Your employees need you to be ...

- ➡ Confident
- ➡ Focused
- ➡ Motivating
- ➡ Encouraging
- ➡ Determined
- ➡ Successful

### And your organization needs you to ...

- ➡ Make tough decisions
- ➡ Understand vital priorities
- ➡ Be a creative problem solver
- ➡ Improve productivity
- ➡ Create more results with fewer resources

**Don't let everyone down! Attend this training and learn what it takes to lead successfully in turbulent times!**



These aren't the days when anyone can get by on average effort. These are the days when exceptional leaders are separated from the mediocre – and mediocre managers seldom get the chance to remain at the helm.

So make no mistake: **Your career is on the line.** But the news is not all bad. Because it's also a time when phenomenal leadership careers are created!

## This is Your Chance to Show Everyone You've Got What It Takes to Lead Through Any Storm That Comes Your Way!

Times like these may leave some people shaking in their boots. But that's not you. Tough times only strengthen your resolve to succeed. You're determined to lead your people through the turbulence and turmoil of today, and the uncertain future ahead of you.

The only question on the table now is "How are you going to do it?" Thankfully, you don't have to go it alone.

## This Training Gives You the Know-How You Need to Shine

**How to Successfully Manage People in Turbulent Times** will supercharge your leadership skills and abilities so you can shine through these times. From handling employee anxiety and low morale ... to doing more with fewer resources ... to generating creative ideas for your toughest challenges ... you'll gain solid how-to's that will help you overcome every obstacle you encounter.

Soon, you'll be the "go-to" leader everyone counts on – the leader everyone respects.

## Your people and your boss expect you to lead with vision and confidence. Don't let them down!

This may not have been the dream leadership scenario you'd hoped for, but it's the challenge you MUST rise up to meet. Your future ... and your employees' futures ... and your organization's ongoing success rest squarely on your shoulders.

The risks of NOT attending are simply too great – so reserve your seat in this training today!

# Unprecedented times require unprecedented leadership brilliance.

Those who cling to "the way it's always been done" will fail. Leaders who embrace their challenges with innovative strategies and vigorous determination will succeed. It's as simple as that.

## 7 Top Reasons This Training Is So Critical for You!

1. Learn how to respond to overwhelming pressure and seemingly insurmountable problems with cool-headed confidence.
2. Stop agonizing over which course of action to take! Make more effective business decisions, more quickly.
3. Manage with the confidence, courage, and conviction that'll inspire full effort from all your employees.
4. Identify and eliminate barriers to productivity.
5. Learn how to recognize "weak links" on your staff and know for sure when it's time to let people go.
6. Refocus priorities on what matters most – and switch directions on a dime, should those priorities change again tomorrow.
7. Discover new ways to deliver unmatched results that will get noticed from above – and move your career forward fast!

“Every manager walking the planet today should attend this training.”

– J. SPOHR

“Real meat-and-potatoes stuff – inspired me to be 'excellent!'”

– P. ZANCHELLI

“You have really motivated me to make my team the best it can be. Thank you – this was one of the best things ever given to me.”

J. MCCULLOUGH

“This training opened my eyes. I'm positive it will make me a better leader.”

– S. ROTHWELL

“The most important training session I've ever attended. Thank you so much!”

– R. MELTON

“The trainer was exceptional. The training was invaluable.”

– D. RAMON



## This Training Is So Important – Every Manager in Your Organization Should Attend

No matter what type of organization you work in ... no matter what role you play ... the strategies, techniques, and insights within this training are proven to work for your entire leadership team.

So spread the wealth of knowledge – and secure your organization's future. We'll even help you stretch your training dollars with our group training discount: When 3 enroll from your organization, a 4th attends FREE!

Give your leadership team the survival skills they need to lead your organization safely through the rocky road ahead: Send every manager to this critical leadership development training.

## Times Are Tough. Prove You're Tougher!

Get the know-how you need to succeed in turbulent times. Enroll in this powerful leadership development training today.

[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)  
1-800-258-7246

**Your Satisfaction Is 100% Guaranteed**

Few days of your life have the power to totally change your career. This is one of those days.

In fact, we're so confident that you'll experience an eye-opening, life-changing day of invaluable insights and leadership strategies that we stand behind this training with our 100% guarantee of complete satisfaction.

If you find your learning experience doesn't measure up to all we've promised and more, we'll refund every dime of your enrollment fee. **GUARANTEED.**

PS: Smart managers know a smart risk when they see one – and it doesn't get any better than risk-free. So what are you waiting for? Make the smart choice: Enroll now!



**When the world around you is in crisis and chaos, it's no time to wonder whether your leadership skills stack up.**

**Don't take chances that you know what to do – know for sure.**

# A Glimpse at the Essential Strategies, Techniques, and Proven Solutions You'll Gain

WORKSHOP HOURS 9 A.M. TO 4 P.M. REGISTRATION BEGINS AT 8:30 A.M.

## Leadership Musts for Turbulent Times

- Recognize the strengths and limitations of your unique leadership style
- Why employees need you to exude an aura of optimism every day
- Active listening skills guaranteed to give you the upper hand
- How to establish a positive sense of urgency and mission
- Know your priorities! And how to tell what's top priority when everything seems URGENT!
- The secret to helping employees feel valued by you and the company

## Realities of Being a Leader in Times of Change and Uncertainty

- The difference between managing and leading
- Understanding the nature of change
- Systems that typically build, bend, or break during the change process
- Recognizing the positive and negative consequences of change
- Managing the emotional and intellectual challenges of change
- Contingency planning: preparing for situations and challenges you can't control and can't predict

## Handling the Unexpected

- Coping with crisis – even when everyone else loses control
- What to do when unexpected changes throw you into crisis mode
- Learn to assess the impact of any unexpected change so you don't overreact
- Tips for feeling in control when the change you're handling makes you feel out of control
- Find the hidden opportunities in unwelcome change

## Ward Off Negativity and Create a "Can Do" Environment

- Infuse every job with a sense of purpose and excitement
- How to be demanding without quashing morale
- How to handle paralyzing emotions
- Minimize antagonistic behavior
- Effectively neutralize any "miscommunication" networks – from grapevines to gossip mills
- How to help your employees become more comfortable with change and uncertainty
- Power strategies for combating attitude problems, negativity, and chronic complainers
- Create team pride and develop team momentum and morale

## Lay the Groundwork for a Bright Future Through Creativity and Innovation

- Foster open communication where every contribution counts
- Strategies for keeping bureaucracy from killing innovation
- Generate a "safe" environment for brainstorming, brain-linking, and generating ideas
- How to say "no" to an employee's idea in a positive way
- Open the communication pipeline and keep ideas flowing

## Accept Nothing Less Than Exceptional Performance

- The best way to get a good handle on the performance drivers behind each employee
- 13 reasons employees don't do what they're supposed to do
- Ways to criticize and correct without causing defensiveness
- The how-to's of giving positive and negative feedback
- Lead employees to their own performance solutions

## Terminations, Layoffs, and Reduction in Force

- Firing for cause? Put airtight documentation together

- Reduction in force or layoff? Things you should know first
- Critical steps that can lessen employer firing risks
- How a termination interview should be conducted
- How to prepare for the typical reactions of terminated employees
- What to say to the rest of your staff when other employees are dismissed

## How to Handle and Reduce Stress and Anxiety

- Tips for recognizing and relieving an employee headed for burnout
- How to make sure you're a calm, confident voice when employee anxiety runs rampant
- Techniques for handling tears, anger, rage, and "pity parties"
- Self-talk for leaders in turbulent times – what you must tell yourself, and what you must never tell yourself
- When everything is urgent – how to keep from getting personally overwhelmed
- Why you must take time to take care of yourself if you are to be an effective leader



## Smart Managers Are STAR12 Members. Here's Why ...

Because smart managers know how important it is to continually hone their skills. They understand that constant change brings with it new challenges, which means staying "in the know" at all times. Smart managers recognize that STAR12 is their ticket to unlimited professional growth and success.

Here are just a few of the STAR12 membership privileges you'll receive for one unbelievably low membership fee:

- 12 months of FREE, unlimited access to all of our seminar training events in North America
- Exclusive members-only access to the STAR12 online learning library – featuring hundreds of great tools you can access 24/7
- A convenient and customized way to push your career in a whole new direction

If you're committed to leadership success, you should belong to the learning network smart leaders belong to – join STAR12 right now!

[www.natsem.com/STAR12](http://www.natsem.com/STAR12)

Become a STAR12 member today for only \$599\*, which allows you to attend **How to Successfully Manage People in Turbulent Times** – or any other seminar in the STAR12 learning collection – for FREE! Call 1-800-258-7246.

\*\$599 entitles you to a Gold-level individual STAR12 membership.





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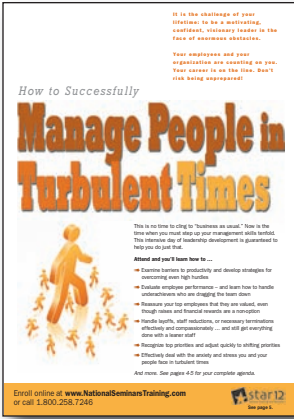
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Learn more about  
STAR12 on page 5.



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