

# Up Your Business

With a Two-Day  
Leadership Workshop  
Conducted Personally by  
Dave Anderson!



## WHAT IS IT?

**Dave Anderson's  
Up Your Business Super Leadership Workshop!**

See the complete agenda at [www.LearnToLead.com](http://www.LearnToLead.com).

**Topics covered include:** Selling More in a Down Market, Hiring, Firing, Accountability, Training, Coaching, Developing a More Effective Leadership Style, Setting the Right Expectations and much more! The workshop is applicable to managers from all departments.

## WHAT IS THE COST?

\$1,250 per person.

**Save 20% when you register by July 31!!**

## WHEN AND WHERE?

**September 15-16, 2009 .....Chicago, IL**

## Start the Fall Strong!

Call to register.

800-519-8224

818-735-9503 (intl.)

or e-mail [tyler@learntolead.com](mailto:tyler@learntolead.com).

**Register by July 31  
and save 20%!**

**You may also split your  
investment over two months!  
Hurry, available seats are limited!**



Dave Anderson is president of LearnToLead. He has an extensive background in the automotive retail business and is the author of ten books. Dave also authors a column for two national magazines and has spoken at the NADA Convention for ten straight years.

# Up Your Business with the Following Agenda

## DAY ONE

8:30am - 4:30pm

1. **Is Your Organization Over-managed and Under-led?** Twenty steps to balance and round your managers with both effective management and dynamic leadership skill.
2. **Leadership is Performance not Position:** How to earn buy-in to your leadership and create contagious commitment from employees through higher levels of influence.
3. **Abolish Corporate Welfare – Create a Culture of Merit:** How to weed out entitlement in employees and departments and create a sustainable culture of merit in your organization. Includes a breakout session for setting minimum performance standards and evaluating pay plan structures and rewards for maximum effectiveness.
4. **If Everything is Important then Nothing is Important.** Time management techniques that focus on high leverage tasks and high leverage people. Includes a breakout session to identify and plan your highest leverage daily and weekly activities.
5. **The Power of Positive Reinforcement:** Six keys to effectively motivating your team and creating new and productive habits in employees.
6. **How to Develop a Personal Growth Program:** The importance of working on yourself complete with a breakout session designed to help you develop or fine-tune your own personal growth program.
7. **Create a Maximization Mindset:** Strategies for maximizing resources: your time, customer base, each new opportunity and each team member with the purpose of BULLETPROOFING your business against competitors and economics.
8. **Become “Brilliant in the Basics.”** How to create a customized training plan for your team that focuses on the importance of diligent, daily disciplines.

## DAY TWO

8:00am - 4:00pm

1. **No-nonsense Coaching Developmental Techniques.** Six strategies for drawing the best out of each team member. Includes strategies for preparing, offering four types of feedback and conducting more effective one-on-ones. Includes tough-love strategies for holding people accountable.
2. **Create a Comprehensive Hiring System:** Step-by-step strategies for recruiting, interviewing, testing and on-boarding new members on your team.
3. **The Power of Differentiation:** How to create three separate strategies for the top 20% of performers, the middle 60% of performers and the bottom 20% of performers on your team in order to more effectively lead each group.
4. **How to Deliberately Build a Team of Eagles:** A step-by-step blueprint for leaders to deliberately build a team with solid depth in their department.
5. **How to Develop a Bold Vision for Your Organization:** The seven steps to creating a dynamic, numeric organizational vision that keeps people focused, inspired and in an attack-mode. This section will give your people a campaign rather than a “job.” Includes a breakout session to create or fine-tune your organization’s vision.
6. **How to Deal Effectively with Poor Performers:** Fourteen reasons people do the wrong things and how to correct them. Includes detailed strategies for implementing the “Three Ts”: Training, Transferring or Terminating poor performing employees.

✓ **Ample time allotted to ask questions and have personal issues addressed.**

The workshop tuition is \$1,250 per person. It includes the 2-day workshop, workshop materials, continental breakfast and lunch each day. It does not include airfare or hotel rooms. You may register by following the instructions included with this prospectus.

### REGISTER NOW:

**Register by July 31 and save 20%! You may also split your investment over two months!**

Call 800-519-8224 or (Intl.) 818-735-9503 or email [tyler@www.LearntoLead.com](mailto:tyler@www.LearntoLead.com).

Note: Workshop closes with no further notice when full.

Call with questions or to register at 1-800-519-8224, in Canada call 818-735-9503 or e-mail [Dave@LearnToLead.com](mailto:Dave@LearnToLead.com).

