

GET READY TO JUMPSTART 2009

With the First Two
Up Your Business Leadership
Workshops of the Year Conducted
Personally by Dave Anderson!



WHAT IS IT?

Dave Anderson's Jumpstart 2009:
Up Your Business Super Leadership Workshop!

See the complete agenda at www.LearnToLead.com.

Topics covered include: 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.

WHEN AND WHERE?

January 13-14, 2009 Los Angeles, CA
February 10-11, 2009 Atlanta, GA

WHAT IS THE COST?

\$1,250 per person.

Paid *Leading at the Next Level* newsletter subscribers receive a 10% discount.

HOW DO I LEARN MORE OR REGISTER?

Call 800-519-8224 or 818-735-9503 in
Canada or go to www.LearnToLead.com.

*Notice: Workshops are limited
to 40 attendees only!
First come, first served.*

Build momentum for 2009!



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

Burst into the New Year with the Following Agenda

DAY ONE

8:00 am - 4:30 pm

1. **Is Your Organization Over-managed and Under-led?** Fourteen 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. **The Mandate of Personal Growth:** 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

8:00 am - 4:00 pm

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:

Call 800-519-8224 or (Intl.) 818-735-9503 or online at www.LearnToLead.com “Public Workshops.”

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.

