

David Cottrell

Leadership and Life Lessons You Can't Afford to Miss

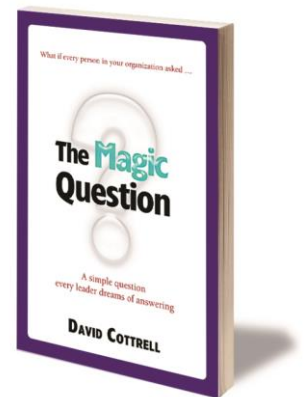


How Leaders Achieve Magical Results

Learn a Proven Method for Creating an Atmosphere
in which Employees Give Discretionary Effort

If you depend on the results of others, this program is for you. What does it take to be the best leader? In its simplest form, leadership comes down to meeting the basic needs of your team. In this program you will discover how to answer six key questions that are important to every employee and team.

- *What is REALLY important?*
- *How am I doing?*
- *How is our team doing?*
- *Do you care?*
- *What difference do we make?*
- *Are you worth following?*



Clearly and consistently answering these six questions means you are the kind of leader people want to follow. Implementing the concepts and ideas learned means your team morale will improve, job satisfaction will increase and turnover will decrease. You'll be able to create an atmosphere where employees willingly give discretionary effort and achieve better results – faster than ever before! This program is based on David Cottrell's book, *The Magic Question: A simple question every leader dreams of answering*.

During this session, leaders discover how to get their team to ask "How can I help?" by understanding how to:

1. Communicate what is important with clarity, consistency and simplicity to your team.
2. Coach, hold accountable and recognize individual team members.
3. Energize your team by listening and letting them know the goals.
4. Gain loyalty and trust.
5. Create a team of passionate promoters of your organization.
6. Be worth following.

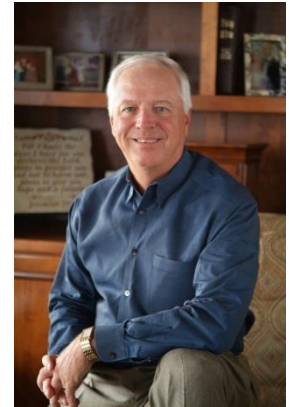
PROGRAM FORMAT: Keynote or three-hour workshop

PERFECT AUDIENCE: Manager, Directors, Team Leaders and Supervisors

ABOUT THE PRESENTER: David Cottrell has created a legacy of leadership excellence. During his three decades of leadership experience in corporate America, David has lived the obstacles, frustrations and issues today's leaders face. The best-selling business author of more than 25 highly acclaimed books, David has been a featured expert on public television and has shared his leadership philosophy and lessons with more than 500,000 managers and leaders worldwide. He is currently CEO and President of CornerStone Leadership Institute.

What makes David different from all other leadership experts, and why is he such a sought after speaker?

David has walked in leaders' shoes. In sales and executive management positions with FedEx and Xerox and the successful turnaround of a Chapter 11 company, he created a legacy of leadership excellence. His wisdom and sincerity come from one who has "been there." David's depth of knowledge and experience make for content-rich learning experiences that few other speakers can match.



Here is a sample of what others have said about his presentations:

"And we just can't thank you enough David, for your participation and your FANTASTIC presentation! You gave us so much of your time and you inspired us with your wisdom and your many positive messages. We will never forget you or what you shared, and your messages will continue to help guide us as we work hard to make The Container Store all that we want it to be!"

Melissa Reiff
President
The Container Store

"Our leadership team found your presentation energizing, thought-provoking, and relevant. With the goal of helping us to live up to our mission statement, your presentation certainly provided new and creative avenues that we hope to put into action."

Dennis H. Smith
Director
VA Maryland Health Care System

"Your presentation has inspired our managers to reassess their leadership styles and work more closely with the employees. The bar is raised each year a little higher, but you have shown us ways to "keep the bucket filled."

Tom Williams
President
Allvac