

# David Cottrell

*Leadership and Life Lessons You Can't Afford to Miss*

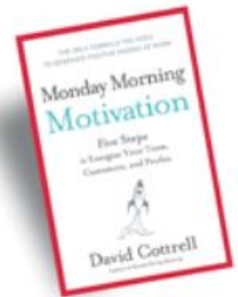


## Energize Your Team, Customers, and Profits

The Only Formula You Need to  
Generate Positive Energy at Work

*"Complacency is the root of mediocrity."*

In his motivational program, based on the book *Monday Morning Motivation*, David Cottrell reveals a precious resource your business cannot afford to be without: organizational energy. What is organizational energy? It is a solid commitment to a group, its mission, and its values. When used correctly, organizational energy strengthens and solidifies individual drive, producing an unshakable desire to achieve bigger and better results. This is a precious resource your organization cannot afford to be without. Cottrell offers the tools to become a better leader and motivator, to take business to new heights and employees to new levels in job satisfaction.



Participants at all levels will:

- Discover how Einstein's theory of relativity ( $E=mc^2$ ) is the basis for successful leadership in the 21st century.
- Learn five vital conductors of leadership energy and specific tips that you need to energize and motivate your team and customers: synchronization, speed, communication, customer passion and integrity.
- Gain a step-by-step strategy to access your organization's energy and accelerate your people to the next level of performance.
- Understand their own impact on the energy of their team.

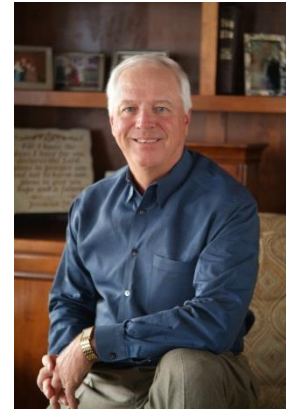
**PROGRAM FORMAT:** Keynote or three-hour workshop

**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:

*"Your message was right on target for us, and you delivered it with a style that made it very meaningful...It simply could not have gone better."*

Kevin Sabin  
President and COO  
Arvest Bank Group

*"Clearly the highlight of the day and the difference maker was the series that you facilitated. Many of our participants commented that they were especially impressed by your ability to tie the qualities of successful leadership directly to our core values and philosophy. This approach resonated very well with our leaders."*

Preston Johnson, Jr.  
Sr. VP HR and Shared Services  
CenterPoint Energy

*"David spoke recently to the Senior Leadership team at Young Life, our leaders of the leaders. David had done his research, knew our organization and had earned the right to share his wisdom and advice. It was a rich and profitable time. I recommend him enthusiastically."*

Denny Rydberg  
President  
Young Life