

Contact Us 214.543.0844

# David Cottrell

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



## Leadershift ... Making Leadership Everyone's Business

The model for leadership has shifted. For sustained leadership success in any organization, every employee must lead right where they are right now. It is not impossible, Pollyanna or wishful thinking. It is essential. In this program, you will learn how to use a successful leadership philosophy: **LeaderShift**. You will discover how you can create a purpose-driven, leader-supported and employee-led culture ... right now. **LeaderShift** provides a solid foundation for conducting business in a new way—one that aligns the organization around a common set of principles. In this interactive keynote, you will learn that success as a leader can come down to practicing six shifts. Shifts that will help create an atmosphere where any team can prosper.

You learn to shift...

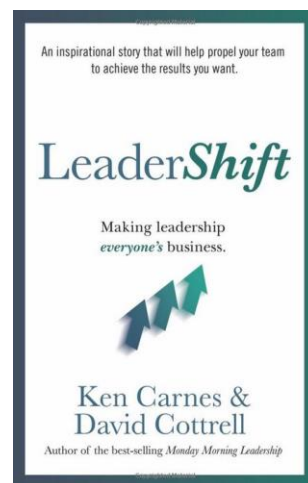
- from fiction to truth
- from waiting to be led to leading where you are
- from structure to enabled autonomy
- from drifting to purpose
- from customer duty to customer passion
- from fighting change to guiding change

After attending this program, attendees:

- Have the formula for building a successful team.
- Take away a practical framework that can help decrease turnover, improve job satisfaction and increase your bottom line.
- Gain a solution for improving their own and their team members leadership skills

**LeaderShift** provides inspiration and enlightenment to frontline leaders who have the courage to learn, the willingness to lead and the passion to share.

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



**PERFECT AUDIENCE:** Every leader - Managers, 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:

*"Many leadership speakers can offer a great inspirational presentation and you feel like you can change the world until the next morning when you settle back into your daily routine and habits. David steps it up and makes the introspective topics fresh, personal and immediately actionable! We really loved his approach and group interaction. Every leader had something to take back home and use in coaching their teams."*

**Graham House, President, Texas Lone Star Chapter, CMAA**

*"Monday Morning Leadership' is a great book. Having David speak to my team helped reinforce the lessons he shared in the book. We all left his talk better prepared to use the concepts and be better leaders."*

**Paul T. Menk, BBDM – Southeast Business Banking, Wells Fargo Bank**

*"David's presentation was extremely well received. On target, with great reminders and challenges. David and his keynote address was the star; with highest accolades and setting the tone and stage for everything that followed. Thanks to you and David for making this happen and allowing us to benefit of his vast knowledge, experience and talent."*

**Eli Cotti, Director, NBAA**