

THE LEADERSHIP PAYOFF:

How The Best Leaders Bring Out The Best in Others... And So Can You

Leadership has little or nothing to do with your title or your position. But it has *everything* to do with your ability to *influence* and bring out the best *in others*.

And it doesn't matter if you're an executive, a manager, a supervisor, a team leader, a committee member, or even a parent. Your effectiveness in any of those roles will be dependent on your leadership savvy and your use of "*The Payoff Principle*."

As a leader at any level, when you tap into your driving **Purpose**, share your contagious **Passion**, and engage the right **Process**, you generate an enormous **Payoff**: You trigger the other person's *motivation and cooperation*.

And unlike other leadership or motivational keynotes that merely focus on theory, this program focuses on the *exact-how-to's*. No guessing. You'll get time-tested, experience-proven strategies that engage the whole person and all of his talents. And you will leave this program with lasting tools you can use the very next day... to get better results than ever before.

KEYNOTE POINTS AND PAYOFFS:

- Eliminate words and actions that inadvertently de-motivate others
- Harness the power of contagious enthusiasm to encourage "the will to win" in everyone at every level
- Build a workplace atmosphere where trust and respect are the norms and not the exception
- Launch strategies that get others "to give it their all" instead of "doing just enough to get by"

FORMATS:

Keynote can be customized from 30-90 minutes

CLIENT ACCOLADES:

"What a dynamic keynote presentation. It set the tone for our entire meeting. Our attendees said such things as: Alan's presentation had more impact on me than any other seminar I've ever attended and Alan's presentation *kept me on the edge of my seat the entire time*."

– Bob Silvy

Director, American City Business Journals

"Your keynote presentation was outstanding, adding real value to our meeting, *giving our partners practical and powerful information to quickly and dramatically improve their leadership skills*."

– Darold Rath, CEO, Eide Bailly LLP

"We were a little apprehensive offering your keynote presentation when we had another session going on with a famous athletic coach, but we obviously picked the right speaker when we picked you. The evaluations rated your keynote presentation as overwhelmingly 'Excellent.' Thank you for a very successful session. I know *those who missed your session really missed out on something*."

– Connie Dooley,

Director, Petroleum Equipment Institute

RELATED RESOURCES:

The following recommended resources will help your audience members retain and implement the strategies Dr. Zimmerman shares:

- The Relationship Factor: How To Make Bad Relationships Better and Good Relationships Great (CD album)
- Brave Questions: Building Stronger Relationships By Asking All The Right Questions (hardcover book)
- 3 Best Keys To Positive, Powerful, Productive Relationships ... On And Off The Job (single CD)
- Transformational Leadership: How To Lead So Others Will Follow With Energy And Conviction (eBook)
- Motivating The Best In Others: How To Get Peak Performance From Anyone At Any Time (eBook)