



Helping People and Organizations
to Reach Their Full Potential™

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Introduction

There are many things I could tell you about our guest speaker today...

He is the author of six well-regarded books on leadership, marketing, and business change. He edits a management newsletter called “The Productive Leader.”

But more importantly, he brings us a “real world” perspective. Before establishing the Lead Well Institute, he was a marketing executive with the most profitable division of a Fortune 500 company, in New York City.

He has also held management posts in Southern California, Milwaukee, Detroit, and Denver.

Despite that fact that he cannot hold a job ... his counsel is sought by leading organizations across North America and Europe. His clients include Cisco Systems, Motorola, AT&T, United Airlines, and many other top corporations and leading associations.

He also has been featured by news media such as CNN, CNBC, USA Today, ABC Radio ...and business publications all over the world.

Clearly, this guy is the most famous management guru that you had never heard of!

But you are about to hear plenty *from* him. Please help me welcome

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Author of ♦ YOUR PEOPLE ARE YOUR PRODUCT: HOW TO HIRE THE BEST
♦ THE COMPLETE IDIOT'S GUIDE TO GREAT CUSTOMER SERVICE (CO-AUTHOR WITH RON KARR)
♦ HOW'S ALL THE WORK GOING TO GET DONE? ♦ MAVERICKS! ♦ NO COMMENT!
♦ LEAD YOUR STAFF TO THINK LIKE EINSTEIN, CREATE LIKE DA VINCI, AND INVENT LIKE EDISON
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