

Learn the simple but powerful strategies you need to solve your worst workplace problems, energize your people and

“Be the Manager Other Managers Envy and Bosses Can't Wait to Reward”

Move beyond simply managing to truly leading your team.

Dear Chamber Member:

You know who I'm talking about. She's the one who turns other managers green with envy... the one they're talking about when they say things like:

- “Hey, if my team were like his team I could work wonders too.”
- “Of course she always meets deadlines. HER people actually care about results.”
- “I don't get it. I've got a bunch of difficult people and he doesn't have a single one.”
- “It's not fair. Her team never makes her look bad.”

So how do they do it? Sheer good luck? Not likely. Exceptional talent? Not always.

Nope. What sets these “Superstar” managers apart is a couple of absolutely essential things – they've learned how to turn EVERY employee into an asset (even the really difficult ones) AND they've learned how to turn ALL their people into an enthusiastic, committed, well-led team.

If THEY Can Do it, So Can YOU

Look, every manager gets stuck with difficult employees from time to time – employees who gossip, cry at the drop of a hat, bring personal problems to work, challenge authority, miss deadlines and generally make life a burden.

The best managers, though, have discovered how to deal with problems like that without missing a beat. And now you can, too, during a short, intensive and (amazingly enough) *enjoyable* seminar that will show you how to effortlessly

- **defuse tension,**
- **derail toxic behavior** and
- **defang even the most malicious employees.**

So you can manage those difficult people effectively, bring them solidly into the team and get them producing the way they should be.

“Glenn's seminar is responsible for turning around my whole organization. It's like a different company now!”

-- Ginger Bogle
Community Hospices of America,
Joplin, MO

First step -
Take Control!

Make Yourself a Hero (and Have a Ball Doing it)

Believe it or not, managing effectively can be a blast – I know that from doing it myself as the owner of a very successful business for 20 years.

To make it fun, though, YOU have to be in control – ready to pounce on problems before they take hold and empowered with the skills to lead people to success. Skills like the ones I teach in my seminar, including:

- The one strategy you MUST know to fix bad attitudes. Use it and watch problem employees turn into stars.
- How to keep employees from challenging you with just five perfectly polite but almost magically powerful words.
- Two simple things that actually motivate people more than money. A plus under any circumstances but a HUGE blessing if your company or organization is on a tight budget. (If you're NOT on a tight budget in today's world, please invite me to come to YOUR seminar.)
- A quick and easy action you can take to end gossip.

- How to fire without fear – because you know what you're doing is not only necessary but totally and completely legal. I admit it, even my strategies can't fix every situation. There ARE times when you need to fire someone before he or she sets you up for a lawsuit.
- How to recognize the line between helping employees and enabling them -- and keep from crossing it. If kindness comes naturally to you, you need this information NOW.

And that's just for starters. You'll also learn how to deal with tattletales, whiners, office hypochondriacs (and others who think having a hangover or tickets to the game entitles them to sick leave), folks who throw temper tantrums, bosses who don't back you up and lots more.

“Glenn understands how to solve the challenges of managing people better than anyone.”

– Nancy and Ted Heaton,
State Farm, Austin, TX

Real World Solutions

In short, I've packed this program with the real world strategies you need to improve your skills, build a happier, more productive workplace and impress the sox off your superiors.

So how do I cram it all into just 3 hours? Experience counts – and I've coached literally thousands of managers over the years. I know what strategies have allowed them to dramatically increase their income, status and personal satisfaction. And those are exactly the strategies I'll lay out for you – simply, clearly and with YOUR needs in mind.

Learn to Lead Nothing is more important!!

But managing effectively is only part of the story. Because the top managers don't just manage, they LEAD their teams to success.

According to President Dwight D. Eisenhower -- who had more leadership experience than just about anybody I can think of -- that means they're skilled in *“the art of getting someone else to do something you want done because he wants to do it.”*

Think about that for a moment. Any good manager can get people to give 100% – after all, if they don't routinely do so you can simply fire them. But getting them to give 110% (or more) every day takes something more. It takes the ability to motivate people, excite them and get them to commit to you... in short it takes leadership.

As part of this seminar I'll let you in on the key principles those “star” managers use every day – and show you how to unlock your leadership potential by using them yourself.

“I've been using Glenn's material for two years now, and they've been the best of my career!”

Randy Jameson
Adorn LLC, Elkhart, IN

Get to Great Faster With Three Big Bonuses

As I mentioned before, I've coached thousands of managers and I've got a pretty good idea what issues are holding you back.

So to speed your trip from where you are today to where you want to be, I've also included three important bonus modules in my presentation – information that will solve some of your biggest problems and earn you a reputation for exceptional performance.

Bonus #1: Starting With the Best People



In this section,, I'll give you the tools you need to find and hire the very best employees. These are the strategies the big headhunters don't want you to know – roadmaps to where the bright, motivated people you need are hiding.

You'll learn:

- How to find people who truly WANT to work (as opposed to the all-too-plentiful folks who just want a paycheck.)
- How to spot red flags on job applications virtually instantly – the kind of signals that fairly scream “don't waste your time interviewing this one.”
- Hiring techniques that absolutely slash turnover – letting you avoid unnecessary recruitment and training that costs money and makes you look bad.
- The most revealing interview questions. Use these when you *really* need to know what kind of person you're talking to.
- A special “Truth Serum” that will give you the power to tell when people are lying.

Bonus #2: Managing Generation Y & Gen X Managers *Crucial for Boomer*

They're energetic, tech savvy and full of potential. Unfortunately, these young employees are also so used to being showered with constant praise they tend to wilt (or bristle) if you criticize them for the slightest thing.

They were raised in a world where gratification was instant, rules and dress codes nonexistent and everyone got a trophy just for being there.

Manage them right and they'll bring creativity and enthusiasm to your team. Ignore the important ways they differ from Boomer and Gen X workers and they'll job hop at a moment's notice.

Bonus #3: Delegating Your Way to Success

Inspiring your team doesn't count for much if you don't actually let them DO WHAT NEEDS TO BE DONE.

I'll show you:

- why doing it yourself only looks easier.
- how to “backbrief” so effectively your employees always know exactly what's expected of them.
- a strategy for setting deadlines that absolutely assures the job gets done on time.
- why planning for failure is the best way to avoid it.

“I learned more in Glenn's program than in ten years as a supervisor!”

--Rosemary Galayda, Lake Country Prosecutor
Painesville, OH

Why THIS Seminar? My Experience and Your Convenience **PLUS – It's Guaranteed!**

You want to lead, make a difference and, quite frankly, be a star. So you're more than ready to learn the most successful management strategies on the planet.

But where? And from whom?

We'll see you on Thursday, December 1 at
HILTON COLLEGE STATION & CONFERENCE CENTER, 801 UNIVERSITY DRIVE EAST,
COLLEGE STATION
We'll start at 8:30 and end at 12 noon

May I suggest that the seminar I'll be holding in conjunction with the Bryan / College Station Chamber of Commerce on December 1 is your very best choice.

Not only have I walked a ton of miles in your shoes as a business owner with plenty of people to manage, I'm also the best-selling author of four books on management.

What's more, supervisors in 17 countries look forward eagerly to my weekly management newsletter and literally thousands of managers say the skills I've taught them have made them – and their organizations – happier and more productive. So when I say I'm experienced, I mean it – and I'm willing to back up that claim with this **rock-solid GUARANTEE:**

If you aren't completely satisfied with the tools, strategies and tactics you learn at my seminar, I'll refund 100% of your tuition – no questions asked.

- Plus, I'm bringing all that experience right to your neighborhood – so you won't waste a single drop of that precious gas. And you can be stingy with your organization's budget and your own valuable time – because this seminar takes only 3 hours and costs just \$149.

So there you have it – the strategies and tools you need to take charge, make things happen and become the kind of manager people admire, consult and, yes, envy. All available at a location near you for a price you can afford.

I look forward to meeting you at the seminar.



Glenn Shepard

P.S. If you're ready to move up from being a good manager to being a star **YOU NEED THIS PROGRAM** – because I'll show you how to build and lead a team that gets things done, impresses the higher ups and make you look good day after day after day.

P.P.S. My private clients pay \$500 per hour to consult with me and tell me I'm worth every penny. So this seminar is one heck of a bargain

P.P.S. Keep in mind that there is **zero risk** to attending this seminar because if you're not totally satisfied I'll refund ALL your money.

Yes! I want to be the manager other managers admire (and bosses throw money at) and I can hardly wait for all of Glenn's leadership tips and tools. What's more, I understand that if I'm not completely satisfied I'll get all my money back with no questions asked. Please copy this form for additional attendees.

Name _____

Company _____

Address _____

City/St/Zip _____

Phone _____ Fax _____

Email _____

Tuition: ~~\$199~~ Only \$149 for Chamber members

When 3 or more enroll, the 4th person attends for FREE

Check enclosed payable to Bryan/College Station Chamber of Commerce

Charge to Visa MC American Express

Card # _____

Exp ___/___ V-Code _____ Billing Zip Code _____

Cardholder Name _____

Signature _____

Mail this form to:

Bryan/College Station Chamber of Commerce
P.O. Box 3579
Bryan, TX 77805

Or Fax to: 979-260-5208

Or phone reservation to: 979-260-5200

This program has been approved for 3.50(General) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute. Please be sure to note the program ID number on your recertification application form.