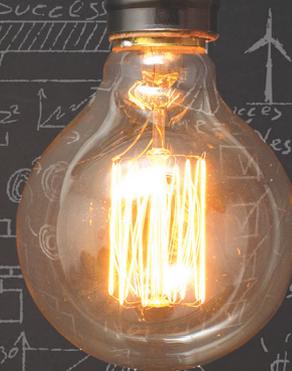


# Creative Leadership



## Motivate and re-energize your team by developing an environment of creativity and collaboration

- **Create** a team environment that's supportive, productive and fun
- **Strengthen** morale and keep employees satisfied
- **Inspire** your people to reach – and exceed – their potential
- **Gain** more credibility and respect from your coworkers, colleagues and employees
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75373-8002

## Lighten up your leadership style

Leadership is serious business — or is it? The truth is, a fun, friendly, high-energy atmosphere at work definitely makes for happier employees. Employees work harder when they are happier and feel valued by their organization. They are also more productive and more likely to tap into their creativity to solve problems and come up with workable solutions. In this course, you'll discover dozens of ways to create an enjoyable, exciting work environment that stimulates and rewards creativity. When employees enjoy coming to work, you can bet they will put more effort into their jobs!



# This is not your ordinary leadership course!

This is training for today's leaders — people like you who are pulled in a million different directions, expected to get more done with fewer resources and forced to cope with budget cuts, corporate crises, reduction of employee benefits, hiring and wage freezes and much more. Tough times call for creativity and innovation in leadership, and that's why this revolutionary course was developed.

In one day of lightning-paced, high-energy training, you'll learn techniques for turbo-charging your leadership skills and getting your employees on track for super performance and a significant boost in productivity. You'll learn how to support an environment of creativity, innovation and passion, regardless of what type of company you work for. You'll learn once and for all what people need from their leaders, and more importantly, you'll learn exactly how to give it to them.

You'll discover new ideas for motivating your best talent to continue performing at the top of their game, while giving your less-than-stellar performers the encouragement they need to really shine. You'll explore ways to tap into your own personal leadership strengths, minimize your weaknesses and develop a unique leadership style that is highly effective, yet reflects your core beliefs and personality.

Fun, fast and highly effective, this training will stimulate your thinking, recharge your batteries and spark your outside-the-lines creativity as you inspire your employees to excellence.

## Is this course for you?

If you are looking for a training experience that's enriching, fun, fast-paced, innovative and jam-packed with ideas, tips and strategies you haven't heard before, don't miss this course! It's designed specifically for people who are ready to commit to developing others and raising organization productivity to a higher level, ready to restore energy and enthusiasm to their workplace and ready to champion an environment of creativity and collaboration. It's perfect for:

- **Managers and supervisors** who have moved into a leadership role
- **Team leaders** responsible for the growth, development and performance of others
- **Anyone who wants to enjoy expanded career choices** and step into a leadership role

## What you will learn in just one day will affect your lifelong leadership effectiveness!

Leadership isn't something you check at the door when you leave the office. It's a state of mind, a way of living your life and a part of who you are as a person. This workshop will help you set the stage for lifelong leadership effectiveness and give you the strategies and techniques to transform yourself into an effective, compassionate and influential leader.

### You'll learn how to:

- **Coach and mentor** your people by encouraging growth and improvement
- **Motivate** others to consistently perform at their personal best
- **Inspire** others through your own enthusiasm and energy
- **Devise** new approaches for solving those same old problems and dilemmas
- **Transform** negative thinking into positive action
- **Set priorities**, delegate when necessary and ask for help when you need it
- **Explore** ideas for reducing stress and burnout on the job — for yourself and your staff

### If you lead, they will follow. Or will they?

They will if you are the type of leader people trust, respect and believe in. Being a leader is more than just convincing others your way is the "right" way. Leadership begins with bringing out the best in others — praising jobs well done, offering encouragement during the rough spots, establishing friendly, supportive working relationships and allowing people free rein to solve problems, make mistakes and get back on track. This course is packed with dozens of fresh ideas and savvy strategies for recognizing, rewarding and valuing achievements, effort and performance. You'll discover the keys to building solid team relationships as you get all types of personalities to collaborate and pull together. And you'll learn how to conquer negative thinking, reduce conflict and foster a cooperative spirit within every one of your team members.

## Don't miss this exciting opportunity to achieve leadership excellence!

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### Creativity and leadership go hand in hand

A characteristic of great leaders is they are open to original ideas, innovative solutions and bold thinking. In this course, we'll help you find your creative side and approach your role as a leader in a whole new way. You'll learn how to foster creativity in your people, reward diversity and stimulate free thinking. You'll gain tips and tools for getting your own creative juices flowing, and learn how to overcome "we've always done it this way" thinking by embracing change, experimentation and new workplace initiatives.

# Creative Leadership



## Course Content

9:00 a.m. to 4:00 p.m.

### Start Here to Become a Creative Leader

- Your “leadership quotient” — why it’s absolutely critical to your success as a leader!
- 11 essential skills every leader must know
- How to avoid common self-sabotaging behaviors that often plague both new and seasoned leaders
- What employees really want from you as a leader: The answers are guaranteed to surprise you!
- Why traditional management models just don’t measure up in today’s workplace and what to use instead
- Your Personal Action Plan — a super tool to build character, strengthen leadership skills and boost your overall effectiveness
- How to implement a leadership style that builds trust, communicates a clear vision and guides your team to higher productivity and organization profits
- Why it’s best to “aim for the impossible” (you’ll be amazed at how close you come!)
- How to build a culture of accountability that rewards ethical behavior
- Ways to create an atmosphere of trust and respect that values employees and promotes loyalty between coworkers
- How to teach and train others to approach challenges and problems with a positive attitude
- Why it’s essential to reward those who keep their word even in the most difficult situations
- What it means to be ethical: key behaviors necessary to model values-based, ethical character

### Establish Communication — the Foundation of Effective Leadership

- What to say and how to say it — “leadership language” that supports synergy and encourages others to agree with you
- How to infuse your communication style with confidence and power
- Fresh strategies and exciting techniques to open up the communication pipeline and keep ideas flowing freely
- Words, phrases and gestures to help you come across as poised, intelligent and trustworthy every time you speak
- Communication guidelines that recognize and respect the individuality of every employee
- Why positive reinforcement is key to gaining support and recognition from your people
- How to effectively overcome communication challenges and roadblocks without steamrolling your opponent
- The secrets of effective praise — when, how and where to give your employees the applause they deserve
- How to offer constructive criticism in a positive light — and what not to say, even with the best intentions

### Support Innovation, Experimentation and Free Thinking in Your Workplace

- How to convert your workplace into a risk-free zone where calculated risks are accepted and encouraged!
- Clever ways to reward those who stretch their mental muscles, think outside the box and share their great ideas
- Why it’s crucial to kick the habit of “that’s the way we’ve always done it” and approach tasks from a fresh perspective
- Tips for working around establishment restrictions that can stifle creativity and crush employee morale

- How to create a safe haven in your workplace, recognizing and rewarding diversity in every form
- Ways to eliminate workplace dynamics that can smother creative thought and action
- Why it is important to always support your employees in public (not following this management edict can destroy your leadership effectiveness)
- How to help employees feel confident in their own good judgment when they make decisions

### **Build Teams That Pull Together, Instead of Apart**

- Ways to celebrate the strengths unique to each player on your team
- How the role of team leader differs from leader
- Why your team's ability to delegate effectively is the key to your success as a leader
- Strategies and techniques to encourage teammates to collaborate, cooperate and turn to one another for help and inspiration
- Fantastic ideas to encourage and support team creativity and growth, including team retreats, think tanks and other team-based activities
- How to create a team culture based on trusting relationships and an "all for one" mentality
- The tools your team members need as they work together to overcome differences and resolve conflicts

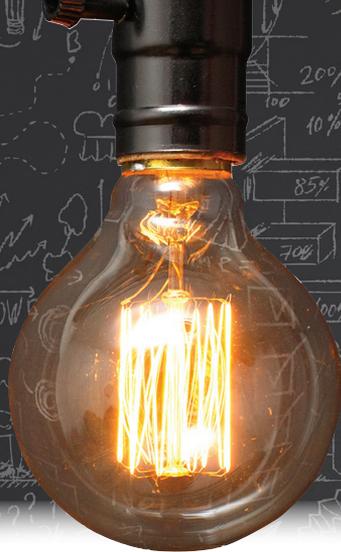
### **Guide Your People to Peak Performance Through Coaching and Positive Discipline**

- The truth about character: how much of an effect does it really have on performance?
- How to help people take responsibility and become accountable for their actions
- Motivational techniques to turn average players into superstars — even your most reluctant employees will show amazing improvement!
- The 80/20 principle: Use it to encourage employees to move beyond their defined jobs to deliver breakthrough ideas and exceptional performance
- How to use goal-setting as an incredible empowerment tool and reap the benefits of increased productivity

- Why poor morale occurs even when benefits and pay are good: Discover the surprising truth!
- When a team is in danger of self-destructing — how to tackle and resolve employee differences and restore team harmony
- Poor attitudes? Negativity? Innovative techniques to make these problems a thing of the past!

### **Be Creative in Solving Problems, Conquering Stress and Burnout and Building Morale**

- Strategies to flex your creative muscles and arrive at workable solutions from a different perspective
- Change happens! Tips and tools for meeting the challenges of change head-on while keeping your big-picture focus
- Flexibility and adaptability skills that will enable you to respond quickly, professionally and effectively in virtually every crisis situation
- How to encourage your team members to apply their brain power and develop creative options to traditional problems
- What to do when creativity creates a mess: how to salvage the situation and chalk it up to lessons learned for next time
- The warning signs of stress and burnout in yourself and your team
- Why creating an atmosphere of laughter and humor can be more valuable than a pay raise
- The secret of playing to your employees' strengths by structuring work and responsibilities around things they love doing
- Low-cost and no-cost ways to build morale and create a fun, positive work environment
- How you can share the spotlight and recognize employee contributions to develop your people into leaders for tomorrow
- Clever techniques for using stressful situations to positively challenge and stretch employees
- How to identify stress red flags and lighten an employee's responsibilities before burnout occurs
- Ways to transform stress into positive motivation — here's how!
- Your own personal "leadership survival kit" for even the most challenging and stressful situations



## Onsite Training Solutions

### Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees you're serious about their professional growth and achieving critical organizational goals and objectives.

### Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

### Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

### Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options. Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

**For a free consultation, visit us online at [careertrack.com/onsite](http://careertrack.com/onsite) or call us at 1-800-944-8503**

## Registration Information

**Enroll Today!** Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete.

**Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

### Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

### Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

### Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

### Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

### Continuing Education Units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. Questions or concerns should be directed to your professional licensing board or agency.

### Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

### HRCI Recertification Credits (HRCI)

This program has been approved for recertification credit hours through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at [www.hrci.org](http://www.hrci.org). This course qualifies for 5.5 HRCI recertification credits.

### Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU, CPE HRCI or PDC credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

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<p><b>1</b> <input type="checkbox"/> <b>YES!</b> Please register me for the one-day, <i>Creative Leadership</i> seminar indicated in Section 5. Group discounts available.</p>		<p><b>5 NAMES OF ATTENDEES</b> (Please list additional names on a separate sheet.)</p>
<p><b>2 IMPORTANT!</b> Please fill in VIP number as it appears on the address label.</p> <p>VIP _____ ( _____ ) if available</p>	<p>#1 Attendee's Name Mr. _____ Ms. _____ Job Title _____ Event # _____</p> <p>Email Address: _____ <input type="checkbox"/> Business _____ <input type="checkbox"/> Home</p>	<p>#2 Attendee's Name Mr. _____ Ms. _____ Job Title _____ Event # _____</p> <p>Email Address: _____ <input type="checkbox"/> Business _____ <input type="checkbox"/> Home</p>
<p><b>3 ORGANIZATION INFORMATION</b></p> <p>Organization: _____</p> <p>Address: _____</p> <p>City: _____ St: _____ ZIP: _____</p> <p>Tele: _____ Fax: _____</p> <p>Approving Mgr's Name: <input type="checkbox"/> Mr. _____ <input type="checkbox"/> Ms. _____</p> <p>Job Title: _____</p> <p>Email Address: _____ <input type="checkbox"/> Business _____ <input type="checkbox"/> Home</p>		<p><b>6 METHOD OF PAYMENT</b> (Payment is due before the program.) Please make checks payable to CareerTrack and return this form to: P.O. Box 738002 Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN).</p> <p>Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).</p> <p>Total amount due: \$ _____</p> <p><input type="checkbox"/> Check # _____ (payable to <b>CareerTrack</b>) is enclosed.</p> <p><input type="checkbox"/> Bill my organization. Attn: _____</p> <p><input type="checkbox"/> Purchase order # _____ is enclosed. (Attach purchase order to completed registration form.)</p> <p><input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa</p> <p>MO. _____ YR. _____ EXPIRATION DATE</p> <p>CARD NUMBER _____</p> <p>Card Holder's Name _____</p> <p>Tax-Exempt # _____</p> <p><i>Please attach a copy of your Tax-Exempt Certificate for payment processing.</i></p>
<p><b>4 QUICK CONFIRMATION</b></p> <p><input type="checkbox"/> Please email or fax my confirmation to me within 48 hours.</p> <p>My email address or fax number is: _____</p>		<p><b>Note:</b> If you've already registered by phone, by fax or online, please do not return this form.</p>

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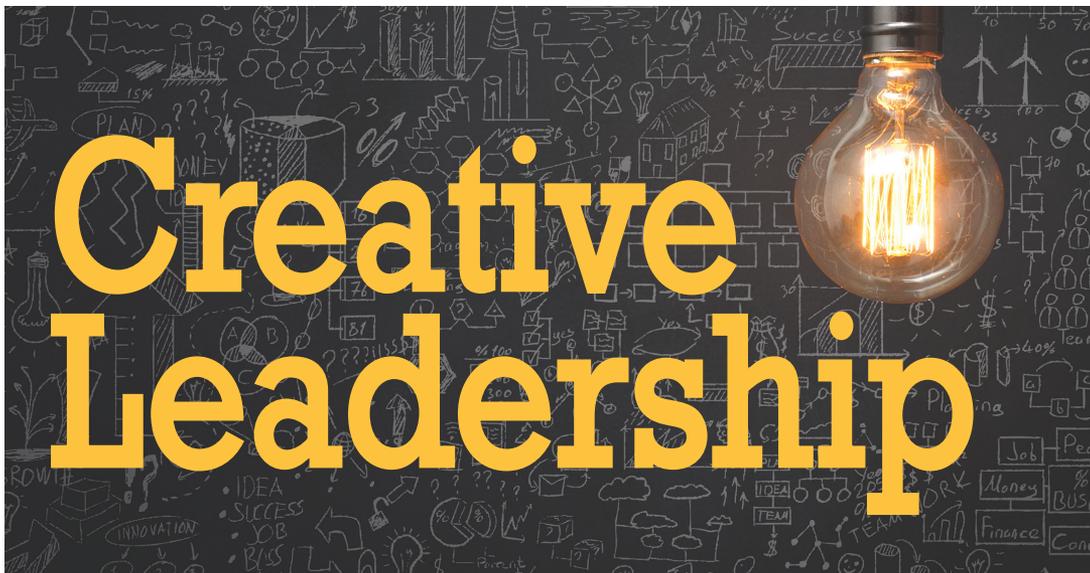


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