

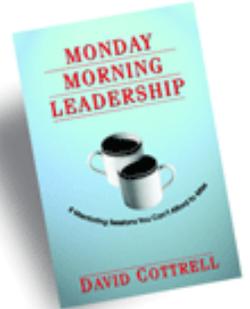
CornerStone Workshops

Monday Morning Leadership

Business Challenge

What if every one of your managers could spend eight sessions with a mentor? What would be the impact on your organization and your business?

Based on the best selling book *Monday Morning Leadership* this workshop is designed to mentor your managers and help them develop the eight key leadership principles outlined in this best selling book. The concepts are simple, doable, and can be implemented immediately. But, more importantly, they work! They work because the principles are relevant to the realities and challenges faced by your managers every day.



Target Audience

Leaders at all levels.

Workshop Length

2 hours to 6 hours depending upon your objectives. The workshop will be facilitated by the author of *Monday Morning Leadership*, David Cottrell or a certified CornerStone facilitator.

Learning Objectives

This fast paced workshop will help your leaders:

- Accept responsibility to become the drivers of your organization.
- Learn how to maintain focus and keep the main thing the main thing.
- Discover the impact of escaping from management land and getting in touch with their people.
- Reinforce that integrity is their most important leadership possession.
- Motivate them to hire tougher so they can manage easier.
- Create an extra twenty minutes a day by doing things faster.
- Learn the principle of buckets and dippers and how to motivate their team.
- Enter the learning zone and make continuous improvement a priority.

Enhance learning by taking the 180-degree *Monday Morning Leadership Profile* prior to this workshop.

For more information, please contact us at clservices@cornerstoneleadership.com
or visit our website at <http://services.cornerstoneleadership.com>

CornerStone Workshops

Management Insights: Discovering the Truths to Management Success

Business Challenge

Everything begins and ends with Leadership... people leave people not companies.

Is Management for me? What's my role? Why do people not do what they are supposed to do? Why do so many managers fail? How do we build a foundation of successful leaders, managers and coaches in today's competitive and stressful business environment?

Based on the successful book, *Management Insights*, this workshop provides a real-world look into management. Discover the Myths and Realities of Management and leave with real-world takeaway tools for building a foundation for success.



Target Audience

Leaders and High Potentials at all levels

Workshop Length

3.5 or 7.0 hours

Learning Objectives

A powerful, full-day workshop conducted on site, which reinforces the concepts, discussed in the best-selling book *Management Insights*. This highly interactive, experiential workshop teaches the participants how to survive and thrive as a leader, manager, coach and key contributor. Areas of emphasis include:

- Taking Responsibility
- Maintaining Focus on “the Main Thing”
- Keeping in Touch with the Team
- Understanding the 12 reasons why people don't do what they are supposed to do
- Hiring Tough
- Coaching
- The impact of integrity for long-term results
- The five communication needs of all employees
- Effective ways to recognize and reward positive performance
- How to build a winning team

Participants leave with a **90 day written action plan** for establishing both short- and long-term management success.

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CornerStone Workshops

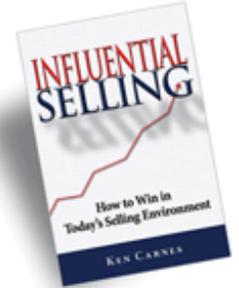
Influential Selling Workshop

Influential Advisor: How to Win in Today's Business Environment

Business Challenge

Like a broken record, the questions that follow almost every sales meeting in the world are the same, tired refrain:

- How can we generate more sales and revenue?
- Are we getting everything we need from marketing?
- How can our sales professionals improve their 'hit rate'?
- How can we win in today's competitive market?



This workshop answers each of those questions. It's designed to stimulate new ways of thinking about your selling efforts and positioning them to align with your clients. People buy from people they know and trust ... but to win in today's business environment you must go beyond Trusted Advisor to an Influential Advisor. Your **thoughts, actions, behaviors, ideas, results and successes** create a competitive advantage for you and your company that drives business value and **RESULTS**.

Learning Objectives

The Influential Advisor Workshop, based on Ken Carnes' newly release book *Influential Selling*, is designed to stimulate new ways of thinking about your selling efforts and positioning yourself to establish Credibility, Trust and Influence. It will provide you and your team with new strategies and activities that will help you start winning today ... and it will change your sales perspective forever regardless of the sales process or selling methodology your company utilizes.

You'll learn the importance of becoming an expert about your products and solutions and how they impact your customers' business. You'll also learn how to find out about the *individuals* you're dealing with to help better understand their business, preparing you to start creating a relationship with your potential client. We discuss how trust and credibility are built when you do your homework. Once you know how to speak your prospect's language you'll be able to promote yourself, in effect becoming "**Brand Me**". Selling your product or service becomes a natural result of the *influence* you have created.

The workshop guides participants through a systematic approach to becoming an *influential advisor*, not just a sales person. You'll leave with tools to help you:

- Become an expert about your own company, your customers, your competitors and your industry;
- Become an expert yourself (Brand Me);
- Create case studies that demonstrate the economic impact your company delivers;
- Develop single-frame Value Propositions that clearly differentiate you from your competition;
- Understand that buyers buy thoughts, ideas and solutions and they value relationships and that *how we influence* and *who we are* create both **value** and **competitive advantage**

Target Audience

Leaders, Sales Leaders, High Potentials, Sales reps and Customer Service reps at all levels

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CornerStone Workshops

12 Choices That Lead to Your Success

Business Challenge

Why do some people have all the luck? Success is easy to them. They get things done, get along well with the boss and seldom have to deal with irate customers or unhappy employees. They walk around the office greeting everyone with a smile... and on top of that they make the most money!

Maybe that is the way it looks on the outside. But, a closer, deeper look into the real situation reveals that no one has all the luck. Success is a disciplined process requiring hard work.

This workshop is about success... how to achieve it, keep it, and enjoy it... by making better choices.

David Cottrell has spent much of his career seeking answers to what separates the successful from those who fail to reach their level of success and has incorporated his findings in the *12 Choices... That Lead to Your success* workshop.

"Success is ultimately realized by people who make more right choices and recover from their wrong choices," said Cottrell. "This workshop outlines the choices successful people make.

Target Audience

Employees and leaders at all levels.

Workshop Length

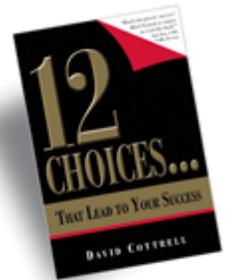
One hour to three hours depending upon objectives. The workshop will be facilitated by David Cottrell the author of *12 Choices ... That Lead to Your Success* or a certified CornerStone facilitator.

Learning Objectives

This fast-paced, highly interactive workshop *will reinforce the principles of success:*

- Making the choice to not be a victim.
- Making the choice of committing to become your very best.
- Making the choice to do something and not just let life happen to you.
- Making the choice to have a positive attitude even when things don't go as planned.
- Making the choice to leave a legacy for others to follow
- And, seven other choices that will lead to your success.

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CornerStone Workshops

The Next Level: Leading Beyond the Status Quo

Business Challenge

“How can we move our organization to the Next Level?”

This question reverberates in almost every board room and meeting room, regardless of industry or current performance.

The Next Level: Leading Beyond the Status Quo workshop will enable you and your organization to move beyond the status quo, step by step ... beginning right now!

The Next Level workshop is about leaving the comfort of complacency to achieve your objectives. It provides a process that will help grow your organization's bottom line and improve performance at all levels.



Target Audience

Leaders at all levels.

Workshop Length

One to three hours depending upon objectives.

Learning Objectives

Participants will create personal plans to leave their comfort zone and move upward to the Next Level. The eight step process to *The Next Level* includes:

- Setting the goal
- Evaluating the current situation
- Equipping yourself to reach the Next Level
- Enduring while facing obstacles to the Next Level
- Re-evaluating performance
- Evacuating the comfort zone
- Sticking to your strategy
- Setting your Next Level

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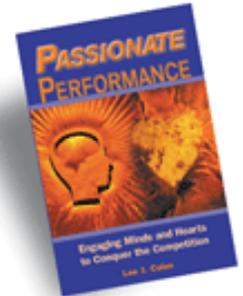
CornerStone Workshops

Passionate Performance: Engaging Minds and Hearts to Conquer the Competition

Business Challenge

Did you know that 83% of U.S. gross domestic product comes from services or information which are created and delivered by people?

The challenge for leaders is revealed in a Gallup poll showing that only 26% of U.S. employees are *fully engaged* at any time. On the other end of the spectrum, 19% of employees are *actively disengaged*, meaning they intentionally act in ways that negatively impact their organizations. The annual cost nationwide to employ this *actively disengaged* group exceeds \$300 billion.



Your people – and the performance they deliver – are the defining competitive advantage for your organization.

Your leaders are the key to engaging employees' minds and hearts so they deliver *value* for your organization.

Target Audience

Leaders at all levels.

Workshop Length

3.5 or 7.0 hours.

Learning Objectives

This fast-paced, highly interactive workshop *helps leaders engage teams and:*

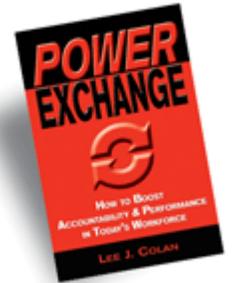
- Assess their **engagement style** and identify the employee needs they can more effectively fulfill.
- Identify **symptoms of disengagement**.
- Practice using **simple tools** that yield the benefits of employee engagement.
- Apply simple steps to become a more engaging leader and achieve *Passionate Performance!*

Enhance learning by taking the 180-degree ***Passionate Performance Profile*** prior to this workshop.

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CornerStone Workshops

Power Exchange: How to Boost Accountability and Performance in Today's Workforce



Business Challenge

Consider this: Early in 2005, the workforce scale tipped once and for all. Generation X and Generation Y worker now make up the majority of the workforce. As a result, two experienced workers are leaving the workforce for every one who enters it. Further, 10,000 Baby Boomers turn 55 years old every day. As this workforce shift continues, so will the shift away from yesterday's workplace norms and expectations.

This new "X/Y" workforce has different expectations about work. Today's X/Y workers:

- want to know "what the deal is" – exactly what you want from them and what you have to offer them.
- have a need to be fully engaged at work to help them find a sense of meaning in their jobs and to remain satisfied.
- feel less connected to the company, and as a result, rely on their supervisors more than any other individual for information, goal clarity, policy interpretation, training, etc.
- expect their input to really matter and will leave if they see it doesn't.

Coupled with this demographic shift is the projected shortage of more than 10 million workers in just five years. These new workforce dynamics and shrinking talent pool create a new leadership challenge. If this challenge is ignored it will leave leaders behind the curve of success. Those who embrace it will boost their team's competitive advantage and be the leaders of tomorrow. The X/Y workforce will require powerful leadership. Unlike yesterday's leaders, **today's leaders must exchange their power for employee performance.**

Target Audience

Leaders at any level.

Workshop Length

3.5 or 7.0 hours.

Learning Objectives

This workshop will help any leader use the four, simple *power converters* to boost accountability and performance in today's workforce. Participants will:

- Learn how to answer the Fundamental 4 - questions employee are always asking.
- Define Rules of Engagement for their teams. Ask the right question to get the full story.
- Think outside the suggestion box to generate lots of improvement ideas. Streamline success by reducing time between idea and implementation.
- Teach employees and at the same time learn from them. Create defining moments for employees and build a sense of ownership.

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CornerStone Workshops

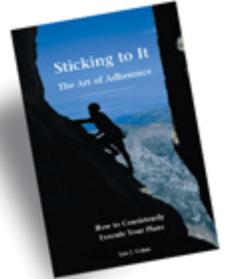
Sticking to It: The Art of Adherence

Business Challenge

The game is won by those who **EXECUTE** their strategies.

Challenges for today's leaders are always changing, but the formula for winning remains the same. The key to winning the game is focusing on "how" more than "what". In other words, strategy gets you in the game – execution gets you in the winner's circle.

Based on the best selling book *Sticking to It: The Art of Adherence*, this fast-paced, interactive workshop reveals the secret to success for high achieving individuals and teams: **Focus, Competence and Passion.**



Target Audience

Leaders at all levels.

Workshop Length

4 hours

Learning Objectives

Put the concepts from this best selling book to work in your organization. This workshop **cuts through the clutter** to help your teams consistently execute their plans. It will help your leaders:

- Find their team's One Thing.
- Learn when to say "No" to stay focused on their One Thing.
- Conduct an 80/20 analysis of their team's performance.
- Write SMART goals.
- Use systems to elevate average performance.
- Identify and track Leader Indicators of future performance.
- Answer the 4 questions employee always ask, whether or not you hear them.
- Demonstrate the two aspects of respect to enhance employee commitment.
- Use team values to create consistent performance.

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CornerStone Workshops

Orchestrating Attitude: Getting the Best from Yourself and Others

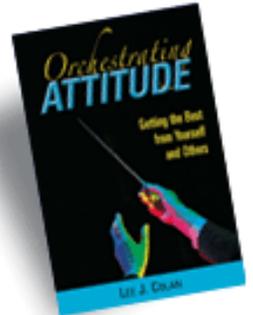
Business Challenge

A landmark study shed light on the ultimate benefit of a positive attitude. In this particular study, **participants who were more positive lived an average of 10 years longer than the other participants.** Considering that smoking has been shown to reduce life expectancy by 5.5 years for men and 7 years for women, your attitude might be a health risk factor worth paying real attention to.

The topic of attitude can be conceptual and confusing. In fact, as we go through life we often hear phrases like: “keep your chin up,” “look on the bright side” or “you need a winning attitude.” Unfortunately, we seldom know how convert these soft sayings into hard results.

The great news is that even in the worst situations **your attitude is something you can always control!**

This book translates the incomprehensible into the actionable. It cuts through the clutter to deliver inspiration *and* application so you can orchestrate your attitude..... and your success!



Target Audience

Employees at any level.

Workshop Length

3.5 hours.

Learning Objectives

Participants will create personal plans to more effectively orchestrate their thoughts, words and actions to get the BEST from themselves and others! This fast-paced, highly interactive workshop helps people become leaders of their own lives by:

- Taking an assessment to measure how well they are orchestrating their own attitudes.
- Identifying thoughts, words and actions that are not serving themselves and others.
- Practicing simple techniques to respond to adversity to create positive outcomes.
- Building an accountability plan and BEST team to support their ongoing success.

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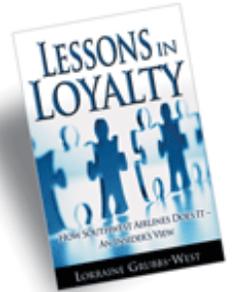
CornerStone Workshops

Lessons in Loyalty Workshop:

How Southwest Airlines Does It, and You Can Too

Business Challenge

- 98% of employees feel they do not receive enough recognition for the work they do (American Management Association).
- 22.5 million of all U.S. workers are “actively disengaged” costing the U.S. economy an estimated \$300 billion per year. Negative workplace relationships are a big part of “disengagement” with jobs (Gallup Management Journal's semi-annual Employee Engagement Index).
- A bad hiring decision will cost the company 100-200% of that employee's annual salary (PeopleFirstSolution).
- 76 million Baby Boomers will become eligible for retirement between 2008 and 2020 with only 46 million Generation X-ers following the boomers (Bureau of Labor Statistics).
- 22 percent of the total U.S. workforce, estimated currently at 148 million workers, is “free agents” (Kelly Services).
- Heart attack survivors who experience 30 minutes of humor daily are less likely to experience second heart attacks, required lower doses of medication, and had lower blood pressure (Mind/Body Health Newsletter)



Join us up close and personal for a day of highly interactive learning based on the book **Lessons in Loyalty-How Southwest Does It- An Insider's View** by former Southwest Airlines' executive Lorraine Grubbs-West. The workshop provides an exciting and comprehensive understanding for creating an unparalleled bond between employees, leaders, and customers. The result? Dedication! Satisfaction! Happiness! Loyalty! And, of course, a Better Bottom Line! Plan to share your ideas, learn from others, be very active, and have a whole lot of **fun!**

Target Audience

Leaders at all levels

Workshop Length

7.5 hours

Learning Objectives

This workshop will guide organizations through the nine lessons in this practical and positive book which emphasize **putting people first**, thereby creating loyal employees, faithful customers and a better bottom line.

- Hire Attitude – Train Skills
- Defining the type of employee, structuring the hiring process, and incorporating recruiting strategies
- Immerse Everyone in the Culture Immediately
- Providing a positive welcome and environment that accurately reflects the company culture, values, and expectations

CornerStone Workshops

Lessons in Loyalty Workshop:

How Southwest Airlines Does It, and You Can Too

- Keep 'Em Learning
- Presenting unique opportunities for employees to grow, professionally and personally
- People Give As Good As They Get
- Showing employees they are highly valued while sharing low cost ideas for high impact recognition
- Find the Kid in Everyone
- Learning to use fun as a strategy: Fun + Strategy = Increased Profits!
- Do More With Less
- Establishing an ownership mentality and implementing a “do more with less” mindset
- Luv 'Em in Tough Times
- Taking care of employees during tough times promotes employees taking care of the company through tough times
- Do What's Right
- Creating a “Do What's Right” environment and mentality in your people
- Nurture the Corporate Family
- Learning the value/importance of nurturing “all your relatives”

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