

An empowering
day of training

LEADERSHIP & MANAGEMENT SKILLS FOR WOMEN

*Discover fresh ideas and new
techniques to influence,
motivate and mentor others*

Enroll Today!

**Become the leader you've always wanted to be! Attend
this dynamic, results-oriented training and learn how to ...**

- Gain respect through your words, actions and judicious "use of power"
- Improve your decision-making and problem-solving skills
- Shatter the old cliché of the "aggressive" woman (compared to the "assertive" man)
- Motivate and mentor: you and your team will reap the benefits
- Tap into the realities of power, politics and leadership to cultivate and use your influence
- Lead in times of crisis by keeping your cool — and seeing that others keep theirs
- Establish your image as a leader by coming across as authoritative, self-possessed and in control
- And much, much more! (See inside for details)

**Call now to reserve your spot — seats fill fast for this
popular course.**



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This course qualifies for CPE credits.
See details on page 6.

SUCCESS STRATEGIES FOR EFFECTIVELY DEVELOPING THE LEADER WITHIN YOU

What makes a great leader?

Think of the leaders you admire — both men and women. Great leaders are able to see all sides of an issue, stay calm in the midst of chaos and easily defuse conflicts. Adept at championing their causes, they are charismatic public speakers, persuasive communicators and empathetic listeners. To top it off, they usually possess strong organizational and delegation skills.

Great leaders bring out the best in others because they know how to build trust, encourage confidence and command respect. Most important, however, is the ability of great leaders to inspire others to want to follow their initiatives, adapt their ideas and perform above and beyond their own capabilities on a regular basis. How can you become a more powerful, effective and respected leader? Read on ...



Leadership with a woman's touch ...

This seminar will empower you, inspire you and boost your confidence as a leader. Through real-world case studies, eye-opening exercises and spirited discussion, you will learn how to bring out the best in your people and lead from a position of firmness, fairness and quiet strength.

- Discover the areas where women traditionally lack power as leaders, and learn how to overcome common obstacles to success
- Take a look at how women leaders at today's top corporations make the most of their influence and visibility
- See how you can become the type of leader who inspires loyalty, deep commitment and exceptional achievement

True leaders are able to accomplish their goals and make a difference in the world even as they stay true to their personal values, ethics and beliefs. Join us for this empowering, exciting day of training ... and come away with a renewed sense of optimism, a firmer commitment to yourself and your career and the practical knowledge to make it all happen.

We look forward to seeing you there!

Can you honestly learn to be a better leader through just one day of training?

Absolutely! This seminar is designed to deliver the most information in the least amount of time. The specialists at CareerTrack have worked tirelessly to compile hundreds of hours of material from many different sources. They have distilled that information down to the best of the best — only the most relevant, timely and reliable leadership and team-building tools and techniques made the cut. The result is a power-packed, highly focused seminar that delivers the training you need and allows you to build on what you learn throughout the day. From the psychology of leading others to skills such as organization and communication, you will find that superior course content marks this seminar as one of the most comprehensive, worthwhile training sessions you've ever attended — or your money back!

5 REASONS YOU MUST NOT MISS THIS INCREDIBLE OPPORTUNITY!

1. Discover the truth about women and leadership in the 21st century.

Over the past two decades, women in the corporate world have made great strides in leadership. There are more women CEOs, more women in leadership roles at major corporations and more women than ever before in the workforce. Despite this, women in leadership roles still face a unique set of challenges, problems and obstacles. *Leadership and Management Skills for Women* takes an in-depth look at how you can swiftly develop your skills and become a more powerful, persuasive and respected leader.

2. Identify and capitalize on your own personal leadership style.

Your leadership style is all your own — as one-of-a-kind as you are. This seminar will help you pinpoint the approach that best suits your personality and behavior characteristics. We'll arm you with the tools and techniques to develop your specific strengths, and show you how to minimize your weaker areas. You will learn how to cultivate a stronger professional image and to eliminate behaviors that may inadvertently harm your credibility.

3. Learn the proven leadership “tricks” that work for others — and make them work for you, too!

This course is in no way about creating “cookie cutter” leaders. However, there are a number of essential leadership skills and valuable techniques known to bring favorable results in a broad variety of situations. To that end, we'll familiarize you with the strategies and approaches today's top leaders rely on to instill loyalty, develop smart solutions and tackle common leadership challenges with authority, confidence and decisive action.

4. Find out the truth about team leadership — and how you can succeed where so many others fail.

Getting a team of individuals to pull together and work toward common goals can be both frustrating — and extremely rewarding. Developing, motivating and guiding a team to achieve success calls for a set of highly specialized skills. In this seminar, we'll cover team-building strategies that deliver results every time. You will discover foolproof techniques for building morale, increasing productivity, dealing with team conflicts and setting and implementing realistic team goals.

5. Boost your working knowledge of critical leadership skills.

Most leaders are not “born” leaders. They are people who, having been thrust into leadership roles, have learned — through trial and error — how to lead effectively. You'll come away from this seminar with a wealth of information, invaluable ideas and priceless strategies that you can immediately put to use to achieve your leadership goals. We'll teach you how to mentor, motivate and inspire others through a variety of practical, proven methods. You will learn what it takes to gain the respect of others, project a strong and positive professional image and build your effectiveness as a leader.



Who should attend?

If you're a woman who is ready to take the next step in your career, expand your role as a leader within your organization or improve your decision-making and problem-solving skills, you shouldn't miss this course. Team leaders, managers, supervisors, department heads, small business owners — and any woman who has recently stepped into a leadership role — will benefit. This seminar will help participants reach their full leadership potential, acquire the tools and techniques they need to perform their jobs more effectively and set the course for a brighter career future.



Free Digital Resources for Every Participant



Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

COURSE

Determining Your Leadership IQ — How Much Do You Really Know?

- The characteristics of effective leaders in the 21st century workplace (Hint: they're not what they once were)
- What women bring to the leadership role: a look at our unique contributions
- The traits that help us or hold us back — and why
- How to find out which of the many myths and stereotypes are working against you
- Five characteristics all successful women leaders share — and how to cultivate them in yourself

Discovering Your Leadership Style — It's as Individual as You Are!

- How to identify your own unique leadership style and use it to your advantage
- Why you should understand and appreciate other leadership styles — even if they aren't right for you
- Emotional intelligence: its role in leadership, and why many women have a natural edge here
- How to overcome or minimize your leadership weaknesses while capitalizing on your strengths
- A look at personality traits and how they affect leadership style

Positioning Yourself as a Powerful, Effective Leader

- How to overcome fear and female stereotypes
- Tips for adapting your leadership style to either gender
- What you should know about working with different age groups: Veterans, Boomers, Generation X, Generation Y and Millennials

CONTENT

- How to wield your natural leadership powers more effectively
- Office politics: strategies for avoiding potential minefields and remaining a “neutral party”
- How to use informal lines of power to boost your leadership status
- The art of dealing with power plays — without losing your “femininity”

Strengthening Your Personal Leadership Style

- How to put an end to traditional myths and stereotypes about “women leaders”
- Your leadership present and future — why you should know and capitalize on the strengths of your leadership style
- The image of a leader — strategies for coming across as authoritative, self-possessed and in control
- Why it’s important to increase your influence and power without succumbing to dirty office politics
- How to become known for your sound decision-making and savvy problem-solving skills
- Ways to neutralize conflict between individuals, teams and departments — and channel it productively
- Negotiation skills that put you on the path to success and bring win-win agreement every time

Developing the High-Impact Communication Skills Every Leader Must Have

- Tips for messages that really come across: creating communications that move others to act
- The nervous presenter — how to stay calm when presenting ideas to top management and let your natural expertise, professionalism and style show through

- Five ways to make a powerful, positive impact at a meeting
- Hints to help you shatter the old cliché of the “aggressive woman” and assert yourself without seeming pushy
- How to listen for power and influence — instead of empathy

Leading Your Team Successfully

- Relationship-building skills that will rally your “troops,” boost morale and get people to trust and respect one another
- How to manage expectations and reduce surprises
- The dos and don’ts of leading others
- Guidelines for developing long- and short-term strategies for leading
- How to make motivating and mentoring work for you and the team
- Simple techniques that bring out the best in your team members
- Praise, rewards and recognition — how to show you value your team members and encourage them to perform at their peak

Planning and Organizing — Essential Leadership Tools

- How to quit letting things happen, set goals and take charge of the future
- Why the superwoman role is a bad idea — and how to set priorities that make sense
- The “Wise Use Movement:” making time work to your advantage as you move toward your goals
- Succession planning: what it is, why all good leaders use it and how you can use it too

Affordable Tuition • Group Discount

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 that 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 www.careertrack.com/faq.
- 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. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.careertrack.com/certificate. Certificates will be available 10 days after your event has ended.

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Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident that this seminar will provide you with the success strategies to help you develop your leadership skills. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we will arrange for you to attend another one of our seminars or receive a full refund — *hassle-free.*

- **Online** careertrack.com
- **Call** 1-800-556-2998

- **Fax to** 913-967-8849
- **Mail** your registration

1 <input type="checkbox"/> YES! Please register me for the one-day Leadership & Management Skills for Women seminar indicated in Section 5. Group Discounts available; see page 6 for details.	
2 IMPORTANT! Please fill in VIP number as it appears on the address label. VIP	
3 ORGANIZATION INFORMATION Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's Name: <input type="checkbox"/> Mr. _____ <input type="checkbox"/> Ms. _____ Job Title: _____ Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home	
4 QUICK CONFIRMATION <input type="checkbox"/> Please email or fax my confirmation to me within 48 hours. My email address or fax number is: _____	

5 NAMES OF ATTENDEES (Please list additional names on a separate sheet.) #1 Attendee's Name Mr. _____ Ms. _____ Job Title _____ City Event # _____ # Email (required): _____ <input type="checkbox"/> Business <input type="checkbox"/> Home	
#2 Attendee's Name Mr. _____ Ms. _____ Job Title _____ City Event # _____ # Email (required): _____ <input type="checkbox"/> Business <input type="checkbox"/> Home	
6 METHOD OF PAYMENT (Payment is due before the program.) Please make checks payable to CareerTrack and return form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; plus applicable county surcharge), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax). Total amount due: \$ _____ <input type="checkbox"/> Check # _____ (payable to CareerTrack) is enclosed. <input type="checkbox"/> Bill my organization. Attn: _____ <input type="checkbox"/> Purchase order # _____ is enclosed. (Attach purchase order to completed registration form.) <input type="checkbox"/> Charge to: <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER <input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> MO. _____ <input type="checkbox"/> YR. _____ EXPIRATION DATE CARD NUMBER Card Holder's Name _____ Tax-Exempt # _____ Please attach a copy of your Tax-Exempt Certificate for payment processing. Note: If you've already registered by phone, by fax or online, please do not return this form.	

LEADERSHIP & MANAGEMENT SKILLS FOR WOMEN



To update your contact information, see page 6.

Your VIP# is WINQ



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