

Take your management skills to the next level with this powerful new 2-day program from CareerTrack!

# Manager's Master Course

Implement proven techniques and strategies to be a successful manager in today's professional environment

## Enroll Today!



**PHONE**  
1-800-556-3009



**FAX**  
913-967-8847



**ONLINE**  
[www.careertrack.com](http://www.careertrack.com)



**MAIL**  
CareerTrack  
P.O. Box 219468  
Kansas City, MO  
64121-9468

**You are just two days away from becoming a more capable, confident and effective manager ...**

- Master organizational skills for managing projects and meeting deadlines
- Discover the self-management habits great managers practice daily
- What makes a good delegator? Skills and strategies for enlisting others' help
- Low-cost and no-cost motivational techniques to boost on-the-job enthusiasm
- When employees seem stuck in a rut: how to energize, challenge and encourage them to get back on track
- Tips, tools and techniques for reaching mutually agreeable conflict resolutions
- And much, much more! See inside for details!

**Express Enrollment!**

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 CAREERTRACK.

# Management has undergone a sea change. Are *you* prepared to sink or swim?

**Management isn't the same** as it was even just a few years ago — changes in our country's economic profile have required managers to rethink their priorities, their management style and their role within their organizations.

**Today's managers are expected to be superheroes:** flexible enough to embrace change and uncertainty, creative enough to excel with limited resources and reduced manpower and powerful enough to survive and thrive in a business world rocked by crises, upheavals and economic strife.

**Now more than ever, your success depends on your team's performance** and your ability to lead, motivate and inspire them to reach their personal best. Leading by example, coaching, counseling, mentoring, delegation tactics, conflict resolution, interviewing and hiring techniques — if you don't excel in every single one of these areas, your ability to manage others effectively could be in jeopardy.

## Your future as a successful manager starts here ...

Our CareerTrack business experts have created an exclusive new training event to give both newer **and** seasoned managers an exciting opportunity to master the critical management skills that will set them apart as effective leaders.

**Manager's Master Course** offers two full days of training that are absolutely jam-packed with innovative new management strategies, fresh ideas for getting the most out of (ever-more limited) resources and field-tested techniques for developing your skills as a manager and a leader.

Why a two-day course? We've found that the framework of a two-day program allows participants to dig that much deeper into the material, gives them the freedom to participate in more detailed discussion, allows ample time for Q&A sessions and provides more focus on applying learned techniques to specific situations.

**Don't let this opportunity pass you by! Register now, and get your management career in gear for the future!**

## *Manager's* **Master Course**

# Discover how effective managers deal with change and uncertainty ... offer support and encouragement ... and bring out the best in their people on a daily basis.

*Manager's Master Course* focuses on hands-on, practical skills and current best practices for becoming a more resourceful, successful manager — all in just two empowering days of focused and intensive training. A must-attend event for recently promoted and experienced managers alike, this program offers an exciting blend of real-world strategies, proven management techniques and innovative ideas for surviving and thriving in today's chaotic business environment.

## You'll learn how to:

- **Stimulate innovative thinking and risk-taking in your employees**

Successful managers create an environment that allows employees to spread their wings, think outside the box, explore creative ideas and take risks — without worrying that they will be chastised if their ideas don't "fly" the first time. We'll show you ways to give your employees more freedom to think creatively, as well as how to provide them with constructive criticism and positive feedback.

- **Encourage behaviors that lead to performance improvement**

When your employees are successful, high-performing team players, everyone wins (Especially you, their manager!). Discover new tools and techniques for turning around less-than-satisfactory performance, ways to motivate and reward that garner exceptional results every time and methods for helping employees persevere through difficult situations brought on by workplace change.

- **Lead by example**

True leaders model the behaviors they desire in others. We'll show you the mentoring and coaching skills that will encourage your employees to perform their best for you. You'll learn how to communicate goals and expectations clearly, earn (rather than demand) others' trust and respect and become the type of manager who inspires others to go the extra mile for you.

- **Deal with troublesome employees and difficult situations**

As a manager, it's up to you to step in when bad attitudes, uncooperative behavior or employee conflicts crop up. What you learn here will help you lessen the effects "toxic" employees have on the rest of your team, help mediate conflicts when necessary and support a more harmonious work environment for all involved.

*If you are serious about gaining a competitive edge by honing your management and leadership skills, this is one course you shouldn't miss.*

Immerse yourself in two days of intensive training designed specifically to address the issues, problems and concerns facing today's managers.

# Course Content

## Day One |

### **The pace of the leader is the pace of the pack — how to set the pace that's right for your pack**

- Own your role as leader — how to believe in yourself and your abilities
- Self-Assessment: take stock of your management skills versus your experience and find out where you can improve
- Managing former peers: how to gracefully transition into a leadership role
- Friendship in the workplace: “just enough” versus “crossing the line”
- 10 truths every new manager must know to achieve success as a leader
- Tools and techniques to help you build trust and establish credibility

### **Style *does* matter! — defining, understanding and applying the different management styles:**

- Autocratic
- Paternalistic
- Democratic
- Laissez-faire
- MBWA (Managing By Walking Around)

### **Managing projects, deadlines and people — how to keep everything (and everyone) on track and moving forward**

- Successful self-management: great managers practice these habits daily!
- Effective organizational skills every manager needs to have in their toolbox
- Managing the dreaded “three P’s”: Procrastination; Poor Planning; Personal Disorganization
- How to prioritize when everything's a priority: management secrets for deciding what takes precedence
- How to handle impossible deadlines with tact, calm and professionalism

### **You can't do it *all* yourself ... how to harness the power of delegation and get more done in less time**

- 9 steps to successful delegation
- How to let go without losing control
- What makes a good delegator? Skills and strategies for enlisting others' help
- What you should delegate and — more importantly — what you shouldn't
- Using delegation as an effective tool for empowering employees
- Common problems that crop up during delegation and how to avoid them

# Day Two |

## **Recruiting and interviewing techniques guaranteed to sift out top candidates every time**

- How to conduct a winning interview
- Q&A: knowing what interview questions to ask to snag the perfect candidate
- The legal side of interviews: what you can ask, and what you can't
- Matching people to jobs — follow these tips for getting it right

## **Managing through motivation — techniques to inspire exceptional performance in your team**

- Coaching versus managing — how they differ, when it's appropriate to use one over the other
- How to lead by example and become a positive change agent for your organization
- The benefits of cross-training — how it can refresh stale attitudes and motivate bored or burned-out employees
- Low-cost and no-cost motivational techniques and rewards to boost on-the-job enthusiasm
- When employees seem stuck in a rut: how to energize, challenge and encourage them to get back on track
- What to say — and what not to — when praising your employees for a job well done
- Inspirational communication techniques every manager should be aware of
- How to tap into your team's unique talents, both as a group and individually
- What do your employees want and need from you? How to give effective feedback that gets positive results

## **Keeping the peace: dealing with conflicts and difficult people**

- It takes two to create a conflict — how to stay objective, see both sides of an issue and act fairly and rationally
- Tips, tools and techniques for reaching mutually agreeable conflict resolutions
- How to deal effectively with absenteeism and tardiness
- Strategies for keeping your cool during any situation, no matter how stressed you may feel inwardly
- Performance problems: how to address them using a measurable performance plan

## **The future is in your hands**

- Motivating the motivator: how to keep your energy up, your outlook positive and your own performance high
- The importance of achieving balance between your professional and your personal life
- Best Practices: take a look at these five fascinating examples of great managers/leaders
- How to achieve continued growth, forward momentum and success throughout your management career
- Attitude is everything!

**Enroll today!**  
**[www.careertrack.com](http://www.careertrack.com)**

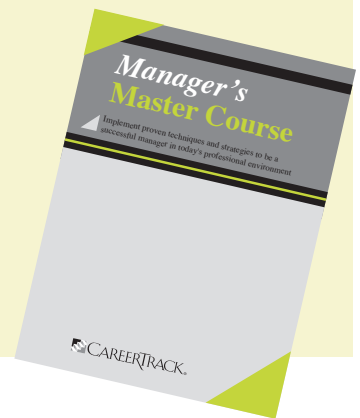
# Can you *afford* to take two days away from the office?

The better question might be, can you afford *not to*? The truth is, what you learn here will give you hundreds of skills, tools and techniques that you'll use over and over again throughout your management career. You'll also gain invaluable benefits from sitting shoulder to shoulder with other managers, many of whom struggle with the same issues and concerns you do everyday. Enjoy networking opportunities, a shared sense of camaraderie, bonding with your peers over shared experiences — it all adds up to an extraordinary learning event you won't soon forget.

You've heard the old saying, "If you do what you've always done, you'll get what you've always gotten." This course represents a way for you to transform your management style, tap into your hidden potential as a manager and achieve more than you ever thought possible. Don't be satisfied with the same old routine ... attend ***Manager's Master Course*** and become the exceptional manager you know you can be!

## A Manager's Reference Guide is yours to keep — absolutely free!

Your tuition includes a comprehensive workbook that covers everything you'll learn over your two days with us. This invaluable reference guide simplifies note taking, freeing you to listen, learn and participate. Packed with charts, checklists, information, how-to guides and much more, you'll use it again and again as a trusted reference and resource once you return to the office.



## 100% satisfaction guarantee means you've got nothing to lose, and everything to gain!

We are absolutely positive that the management skills you learn here will help you enjoy greater success as a manager, both now and in your future career. 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'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

# ***Manager's*** **Master Course**

# 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 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 <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 4 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 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 final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 12 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](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

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## Onsite Training Solutions

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

Bring our powerful, high-impact training programs to your organization and show your employees that 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!

Onsite 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**

# Manager's Master Course

Implement proven techniques and strategies to be a successful manager in today's professional environment

You are just two days away from becoming a more capable, confident and effective manager ...

**You'll learn:**

- Self-management habits top managers share amongst one another
- Exceptional organizational and project management skills
- Proven skills and strategies for successful delegation
- Motivational techniques to boost team performance
- Tips, tools and how-tos for resolving conflicts
- And much, much more! See inside for details!

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To update your contact information, see page 7.

**Your VIP# is WINQ**

**Express Enrollment!**

**events.careertrack.com**

Call 1-800-556-3009 • Fax to 913-967-8847 • Mail your registration form!



**YES!** I'm ready to learn proven management techniques.

Enroll me today! Group discounts available; see page 7 for details.

**ID#**  
**916908**

**SEMINAR**  
**1**

Seminar City: \_\_\_\_\_

Seminar Date: \_\_\_\_\_ Event #: \_\_\_\_\_

**YOUR ORGANIZATION**  
**2**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_

Tele: \_\_\_\_\_ Fax: \_\_\_\_\_

Approving Mgr's. Name:  Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

**Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

**WHO WILL BE ATTENDING**  
**3**

Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_  Business  Home

Email Address: \_\_\_\_\_  Business  Home

Mr.  Ms. \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_  Business  Home

Please list additional names on a separate sheet.

**METHOD OF PAYMENT**  
**4**

**Important: Send your payment now. Tuition is due before the seminar.**  
Make checks payable to CareerTrack and return this form to: P.O. Box 219468, Kansas City, MO 64121-9468.  
Our federal ID# is 43-1830400 (FEIN).  
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%).

**Please check one of the following:**

1.  Registration fee enclosed. Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

2.  Our Purchase Order is attached. P.O. # \_\_\_\_\_

3.  Bill my organization. Attention: \_\_\_\_\_

4.  Charge to:  AmEx  Discover  MC  Visa Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Acct. #: \_\_\_\_\_

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.

**REGISTRATION FORM — Manager's Master Course**