

# The Management Conference

Choose from  
**8 dynamic workshops**  
and **2 top-rated trainers** at  
this essential conference.

Outstanding managers and supervisors do more than direct — they lead, build morale, encourage teamwork and create enthusiasm.

**Enroll Today!**



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913.967.8849



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CareerTrack  
P.O. Box 738002  
Dallas, TX  
75373-8002



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1.800.556.3009



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



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**Spend a day with us and gain powerful tools to become an effective manager.**

# Discover the management techniques that get results.

The best managers and supervisors aren't born that way. Over time, they develop the skills needed to successfully juggle the many tasks each day brings. They learn to give clear direction, make their ideas known and resolve conflicts. These highly effective managers and supervisors know how to do their jobs by adopting proven techniques and applying them to their unique situations.

**The Management Conference** is designed for people like you — busy professionals who recognize the value of others' experience and want to benefit from it. In just one day, you'll discover ideas and tools you'll start using the very next workday.

This one-day conference is like no other conference you've attended. It addresses specific areas of knowledge and action essential to facing your daily challenges, including:

- Learning basic management skills
- Communicating effectively
- Delegating responsibility
- Motivating employees
- Building a strong team
- Overcoming employee attitude, performance and emotional problems
- Managing change

You'll leave this conference with renewed enthusiasm and confidence, ready to be the kind of manager or supervisor who can negotiate the dynamic workplace of the 21st century. It's an opportunity for growth that will help you find your place among the ranks of the very best.

## **What you'll gain in a single day:**

**A learning experience tailored to your needs.** Your schedule is up to you. Our 2-track, 4-session format allows you to attend the sessions that will give you what you want. There's a wide range of opportunities to improve your performance.

**A chance to learn from the people who know.** The techniques and insights you'll come away with are not "theoretical." They've been perfected through experience. You'll learn from the people in the trenches.

**Ideas and methods you can apply as soon as you're back on the job.** Chances are, before you're an hour into your next workday, you'll have an opportunity to put what you've learned into practice. Before the day is over, you'll see your effectiveness increase significantly.

## **Guaranteed results!**

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this conference will provide you with powerful tools to become a more effective manager. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your conference 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*.

## **We know your time is valuable.**

That's why we've designed a conference that makes the most of it. When you attend our conference, you can be assured you'll leave with new knowledge and valuable skills you can use immediately. Our trainers and materials are top-notch and we don't make promises we can't keep.

**In just one day, you'll get up-to-date information and the most useful skills from the best trainers in the industry.**

# Set the stage at the opening session —

## ***Management in the 21st Century: Best Practices of the Past, Present and Future***

Our opening presentation will not only give you valuable, useful information, but it will put you in the right frame of mind to get the most out of your sessions. You'll learn how successful managers and supervisors have helped companies succeed in a competitive environment. Throughout the day, you'll build a repertoire of strategies and techniques based on these real-life examples.

<b>Conference Schedule</b>		
8:30 a.m. - 9:00 a.m.	Registration	
9:00 a.m. - 10:00 a.m.	Opening Presentation <b><i>Management in the 21st Century: Best Practices of the Past, Present and Future</i></b>	
10:00 a.m. - 10:15 a.m.	<i>Break</i>	
	<b>Track I</b> Becoming a More Effective Manager and Leader	<b>Track II</b> Overcoming Management and Supervisory Challenges
<b>Session I</b> 10:15 a.m. - 11:15 a.m.	From First-Time Manager to Seasoned Professional	Overcoming Negativity and Attitude Problems in the Workplace
11:15 a.m. - 11:30 a.m.	<i>Break</i>	
<b>Session II</b> 11:30 a.m. - 12:30 p.m.	Managing Multiple Projects and Priorities	Using Criticism and Discipline to Turn Around Problem Employees
12:30 p.m. - 1:45 p.m.	<i>Lunch on your own</i>	
<b>Session III</b> 1:45 p.m. - 2:45 p.m.	Powerful Communication Skills	How to Handle Anger and Emotion in the Workplace
2:45 p.m. - 3:00 p.m.	<i>Break</i>	
<b>Session IV</b> 3:00 p.m. - 4:00 p.m.	Making the Transition from Manager to Leader	Managing Through Change
4:00 p.m.	<i>Conference Concludes</i>	

See a complete Conference Schedule on pages 4 and 5.

# The Management

## CONFERENCE CONTENT

Two tracks,  
four dynamic sessions!

### TRACK I:

#### Becoming a More Effective Manager and Leader

SESSION I: 10:15 - 11:15 A.M.

##### From First-Time Manager to Seasoned Professional

Now that you're a manager or supervisor, your relationship with your former peers has changed and many of them may be your employees. It's up to you to make the transition as smooth as possible. This session will give you an overview of basic management skills and help you identify and overcome common problems. You'll leave with the knowledge you need to maximize your performance and the performance of the people you manage. This session will cover critical topics, such as:

- Ways to dodge the problems that often derail new managers
- How to start off on the right foot
- Hints for reading your boss so you give and get the most support
- What to expect from your new position
- How to assess your people and your team to get the most out of everyone

SESSION II: 11:30 A.M. - 12:30 P.M.

##### Managing Multiple Projects and Priorities

How do you decide which task to tackle first when they're all stamped "urgent?" How do you decide what's really urgent and what's just important? How do you keep tabs on several projects at once without losing your cool? In this session, you'll learn ways to set priorities and manage tasks more efficiently, including:

- A tracking system to monitor your own projects — and the projects of those you manage
- Ways to identify shortcuts and save time
- How to eliminate redundancy
- Techniques for cutting the clutter on your desk, in your files and on your computer
- Jobs to tackle when your energy is high
- How to handle demands from others

SESSION III: 1:45 - 2:45 P.M.

##### Powerful Communication Skills

Communication is more than *what* you say — it's *how* you say it. If your words say one thing, but your body language says another, your message loses clarity and creates confusion. Clear communication is among the most important tools of effective management. This session will give you the keys to successful communication, so you can get your position and ideas across.

- How communicating as a manager or supervisor differs from communicating as an employee
- The vital role of planning
- Secrets for defusing a tense situation when an employee disagrees with you
- Keys to using and reading body language to enhance understanding
- How to convey a warm and caring attitude

SESSION IV: 3:00 - 4:00 P.M.

##### Making the Transition from Manager to Leader

There's a world of difference between managing and leading. A manager can get people to do their work, but a leader helps people work with enthusiasm and commitment. Your ability to stretch yourself and learn can mean the difference between being a good manager and an outstanding leader. This session will show you how to draw on every inner resource you have and become the kind of leader who inspires employees to perform at peak capacity.

- How to move from the tried-and-true to innovative solutions
- Why you must communicate your vision to your employees
- What kind of leader you are and what kind you could be
- How to adapt your leadership style to specific situations

# Conference

## TRACK II:

### Overcoming Management and Supervisory Challenges

SESSION I: 10:15 - 11:15 A.M.

#### Overcoming Negativity and Attitude Problems in the Workplace

Negativity and bad attitudes are more than unpleasant. People who won't take responsibility, expect special treatment, act angry or moody, work carelessly and won't show respect are a work-hazard. They can damage productivity, drive away good employees and constitute one of the most difficult challenges a manager or supervisor will ever face. This session will show you how to identify the causes of negativity and attitude problems, help you develop a strategy for addressing them and reveal ways to create a work environment that encourages cooperation and harmony.

- How to quickly identify negativity in your employees
- What to do when negativity becomes contagious
- Effective ways to address the most common negative behaviors
- Why negativity and bad attitudes develop
- How to help your employees survive in a negative environment and protect yourself from other people's bad attitudes

SESSION II: 11:30 A.M. - 12:30 P.M.

#### Using Criticism and Discipline to Turn Around Problem Employees

The ability to criticize or discipline employees without breaking their spirit is among the most important skills a manager or supervisor must develop. This kind of situation demands diplomacy and tact,

along with careful consideration of where, when and how the communication happens. In this session, you'll learn how to avoid making the person you're criticizing defensive so your message gets through, what should happen if the problem doesn't go away after it's pointed out and how you can turn a negative situation into a positive experience for the employee and for you.

- Techniques for avoiding accusations, hostility and defensiveness
- How to document the encounter to prevent any misunderstanding
- Why you should develop a plan for improvement and get the employee to support it
- What to do if every effort fails and employee performance doesn't turn around

SESSION III: 1:45 - 2:45 P.M.

#### How to Handle Anger and Emotion in the Workplace

People don't turn off their emotions when they enter the workplace. If they're angry or upset at home, those feelings are likely to carry over to their jobs. When emotions flare, the effects can be devastating to morale. In today's environment, an emotional outburst can even spark fears of violence.

Handling anger and strong emotion is an important managerial and supervisory skill. It can mean the difference between high and low productivity, keeping and losing good employees and maintaining or destroying the overall effectiveness of the workplace.

In this session, you'll learn how to manage emotions — yours and others'. You'll leave with tools to help you react appropriately when the anger is directed at you and you'll be able to defuse potentially explosive situations.

- Ways to avoid unintentionally worsening a conflict
- What to do when someone — including your boss — starts yelling
- How to communicate with an emotional person
- When to back down and when to hold your ground
- How and when to let someone "save face" after an emotional outburst

SESSION IV: 3:00 - 4:00 P.M.

#### Managing Through Change

Change is constant — that is a given. How to be an effective manager or supervisor in the midst of change is not. However, it's important to learn how to manage through it because change is frightening to many people. They might see it as a threat to their jobs, and living under a threat — real or imagined — is devastating to morale and motivation. This session will show you what steps to take when change threatens jobs and how to communicate change and position it positively.

- How to build a positive case for change
- Tips to assess and address your employees' responses to change
- How to develop a positive vision of change for your team
- Why it's important to keep communication open during organizational change
- How to plan for change
- Guidelines for implementing change and evaluating progress
- What you can do to turn a changed environment into a new workplace culture

# Experience, Knowledge, Talent

## You can count on us for superior seminar trainers.

### The best of the best:

Our extensive and ongoing recruitment program ensures the best of the best lead every one of our seminars. We look for — and find — those professionals who meet our exacting standards for powerful presentation skills, real-world business experience, top professional credentials and training acumen.

### Experience plus training:

Our seminar trainers have some of the best qualifications in the business. All of our trainers are experienced, high-achieving professionals ... but we don't stop there.

Our seminar trainers stay on the cutting edge of business and management through extensive study, networking and workshops.

### Energetic and stimulating:

We know you're coming to our conference to learn, but that doesn't mean it can't be fun, too. That's why we bring you trainers who are lively, energetic and exciting. We make it a point to recruit charismatic, dynamic trainers who can grab your attention and keep it for an entire day.

## 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 course 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

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 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.nasbaregistry.org](http://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](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

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- **Online** [careertrack.com](http://careertrack.com)
- **Fax** to 913-967-8849
- **Call** 1-800-556-2998
- **Mail** your registration

**1**  **YES!** Please register me for the one-day *Management Conference*. Group discounts available; see Registration Information on 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:  MR. \_\_\_\_\_  MS. \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_  Business  Home

**4 QUICK CONFIRMATION**

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 \_\_\_\_\_ EVENT # \_\_\_\_\_

EMAIL (REQUIRED): \_\_\_\_\_  BUSINESS  HOME

#2 ATTENDEE'S NAME  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_

JOB TITLE \_\_\_\_\_ EVENT # \_\_\_\_\_

EMAIL (REQUIRED): \_\_\_\_\_  BUSINESS  HOME

**6 METHOD OF PAYMENT** (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 92-20532280 (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: \$ \_\_\_\_\_

MCheck # \_\_\_\_\_ (payable to **CareerTrack**) is enclosed.

MBill my organization. Attn: \_\_\_\_\_

MPurchase order # \_\_\_\_\_ is enclosed. (Attach purchase order to completed registration form.)

MCharge to: MAMEX MDISCOVER MMC MVISA

MO. \_\_\_\_\_ 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.

## 4 ways to order



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To update your contact information, see page 6.

**Your VIP# is WINQ**

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