



# Learn the new rules of Leadership and become the Leader of tomorrow

17th July | 9 AM to 5 PM

**Register Now!**

**Joy Baldrige**

## DESCRIPTION

### THE NEW RULES IN LEADERSHIP

True 'New Rules' in leadership involves empowering and educating team members, managers, and senior-level executives on how to embrace and implement innovation and self-management practices more effectively. In doing so you will create a team of highly motivated strategic thinkers and activity-driven profit centers within your organization. Below is an overview of a seminar designed to assist you in setting the foundation for acquiring these skills sets and competencies that result in increased revenue, morale, motivation, productivity and reduced frustration and stress. This engaging, entertaining and highly interactive full-day session is filled with tons of tangible takeaway tools that can be instantly applied to take your leadership effectiveness to greater heights. The seminar leader, Joy Baldrige, CPC, CSP, is a world-renowned expert in leadership and results-driven business innovation best practices. This session is not to be missed!

## AGENDA

### NEW LEADERSHIP RULE #1

#### THE NEW ROLE OF A LEADER

The Changing roles and new rules in leadership Introduction to the Change Chart  
Minor Change = Major Impact Expectation Leadership: Secrets of the top most successful leaders of today The 10 best traits of exceptional leaders– Case studies of effective vs. ineffective leaders Implementing the new "Culture Code"

## NEW LEADERSHIP ROLE #2

### WORDS ARE CONTAINERS OF POWER!

**Learn the “Nothing Left Unsaid” formula of positive behavior change Discover the**

New Velvet Hammer method of communication excellence

Develop trusted relationships better and sooner

Make potentially difficult conversations easier

## NEW LEADERSHIP RULE #3

### CREATING SELF-MANAGEMENT PROFIT CENTERS

Self-management definition and evolutionary/revolutionary process

Self-discipline and direction

Self-enhancement

Self-praise and reward methods

## NEW LEADERSHIP RULE #4

### PROBLEM SOLVING STRATEGIES

How to become a solution-seeker

Evaluating all the possibilities and prioritizing

Assertiveness: Taking charge with agility and decorum

## NEW LEADERSHIP RULE #5

### STRATEGIC THINKING

**Asking questions of yourself and others to determine what’s best to do, when and how**

Evaluating what is working well, what is not, and how to adapt your plan accordingly

Determining the most important use of your time

Expectations: Staying on track with expectations of your manager, your employees, your contacts and yourself

Exceeding expectations: What will it take to go a step beyond - to be the very best?!

## NEW LEADERSHIP RULE #6

### MINOR CHANGE = MAJOR IMPACT - FUTURE THINK

Creating a stress reduction high gain business plan

Affirmations and self-contracts

Visual Purple Restoration – Energy renewal essentials

**Commitment to use your most preferred ‘Golden Nuggets’**

Summary, action plan, accountability and assignment

## WORKSHOP INVESTMENT:

AED 1,900 Per Participant for Public Workshop

AED 30,000 per Speaking Engagement



#### PROGRAM DIRECTOR:

Joy Baldrige, CPC, CSP, is a renowned self-management expert who helps the best companies in the world become even better at increasing revenue and productivity while decreasing stress and frustration. She began her speaking and training career at birth. She was born into a family of driven entrepreneurs and dynamic educators. Her parents founded the Baldrige

Learning Center in 1956. Her first official speaking engagement was at the White House, at the age of 19. She got there by cold calling the president.

In 1992, Joy founded Baldrige Seminars International, a professional development organization that focuses on management, leadership, sales, communication and priority management skill development. In her seminar and keynote presentations Joy shares innovative ways to adapt to change while increasing revenue, productivity and profitability. Her keynote presentations and seminars are highly entertaining, extremely informative and completely customized. They are known for producing immediate, positive, and tangible results.

Joy is the author of *The Fast-Forward MBA in Selling*, published by John Wiley & Sons, Inc. **This book provides an abundance of what she calls “Golden Nuggets” of information:** Useful real-world tips, case studies and strategies designed specifically to help create self-managed business professionals. Joy has appeared as an expert in many publications including: *Time Out New York*, *B to B Media Business*, *Working Mother*, *SUCCEED*, *American Health*, *SELF*, *Parents* and *Selling Power*. She has been a guest on many radio programs, and was the host of a talk show on **Cablevision where she interviewed CEO’s of fortune 500 companies and asked how they were able to make it to the top.**

Joy speaks, trains and consults with a wide range of corporate talent both domestically and globally. Her clientele consists of 200+ corporations, publishing/media organizations, associations and government agencies including American Express, 3M, GE Capital Corporation, Time Inc., Toshiba America, Inc., United States Surgical Corporation, Time/Warner, Energizer, National Geographic, GQ, Vanity Fair, Oprah, Newsweek, Architectural Digest, Rolling Stone, UBS, Citigroup Private Bank, Coldwell Banker, JP Morgan, PepsiCo, Club Med, IBM, Xerox, Basement Systems, The American Bar Association, United States Tennis Association, Bigelow Tea, American Society of Interior Designers, National Kitchen and Bath Association, The American Management Association and Magazine Publishers of America..

To Register contact [Book@mena-speakers.com](mailto:Book@mena-speakers.com)

#### Video Links:

<https://www.youtube.com/watch?v=i-ldTmQ0rkw>

<https://www.youtube.com/watch?v=FoQ2sJY7puQ>

<https://www.youtube.com/watch?v=bv586yVYMdU>