

The Leader In You

Sponsors:

USDA
Natural
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Conservation
Service

Social
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Institute

and

National
Employee
Development
Center

An Effective Leadership Development Opportunity

The Leader in You program was created in 1995 by the Natural Resources Conservation Service's (NRCS) Social Sciences Institute and National Employee Development Center. The program consists of live satellite seminars as well as a lending library of videotapes. The goal is to feature nationally known authors and CEOs as presenters to bring cutting edge leadership development concepts to the NRCS and The Conservation Partnership.

The Leader in You provides an opportunity for individuals at all levels to enhance their leadership skills as they continue to implement locally led conservation. This initiative also supports the NRCS 2004 priority to implement the President's Management Agenda initiative—Strategic Management of Human Capital. After nine successful years of management by the Social Sciences Institute, in July 2004 the program management will be transferred to the National Employee Development Center.

If you were unable to attend a *The Leader in You* satellite seminar, the lending library allows staff and directors of the sponsors to view a tape of the program at no cost. Most videotapes are two hours in length. Contact your NRCS state training coordinator to borrow a tape for two weeks, obtain handouts, and request certificates of completion. Videotapes are also available from the National Employee Development Center. (Ordering information is on page seven.)

Videotapes are listed in the following categories:

- **Collaborations and Community Building**
- **Leadership Development**
- **Negotiation Skills**
- **Managing Change**
- **Marketing**

In cooperation with:

National
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of
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Association

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of State
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*Fall 2003 and Spring
2004 seminars now
available for loan...*

-Excellence in Leadership and Management
with Ken Blanchard

-Give 'Em the Pickle! with Bob Farrell

-Power Tools for Women! with Joni Daniels

-CATS: The Nine Lives of Innovation with
Stephen Lundin

-Leading Through Influence with Laree Kiely

-The Care of Great Leadership with Marcus
Buckingham

Collaborations and Community Building

#10 Putting Power, Punch, and Pizzazz into Your Presentations

Trainer: Robert Pike, author of the best selling *Creative Training Techniques*.

Robert Pike has taught over 100,000 people worldwide how to improve their presentation techniques to generate more energy, create greater involvement, and reinforce key concepts more quickly. This is not a seminar of theory, but of solid, practical, and immediate how-tos. From the minute the program begins, you will learn effective techniques you can use immediately.

#14 The One to One Future: Building Relationships One Customer at a Time

Trainers: Martha Rogers and Don Peppers, authors of *Enterprise One to One: Tools for Competing in the Interactive Age*.

This seminar's information is based on the premise that successful marketers will build customer share, not market share. Identify and get to know your most valued customers and interest them in supporting conservation initiatives through "mass customization."

#15 Networking for Success

Trainers: Beverly McIntosh and Harvey Mackay, author of *Swim with the Sharks: How to Outsell, Outmanage, and Outnegotiate your Competition*.

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Participants will learn how to network effectively in a competitive environment. In addition, this seminar describes salesmanship, customer service, and negotiation.

#20 Shall We Dance? Creating Alliances and Mergers That Work

Trainer: Lorraine Segal, author of *Intelligent Business Alliances* and founder/partner of The Lared Group, a Los Angeles based alliance management consulting firm.

Segal addresses the high failure rate of alliances and identifies ways alliance members can avoid failure. Participants will learn how to create and define success in alliances and how to manage and mediate within alliances.

Leadership Development

#4 Just in Time Leadership: How to Lead an Organization Through a Period of Transition

Trainer: Stuart R. Levine, CEO of Dale Carnegie Training and co-author of the international best-seller *The Leader in You*.

Levine coaches you on how to lead your watershed or other organization through transition, build strategies based on research, and enhance creativity through cross-functional teams.

#11 The Rise of the Phoenix Organization

Trainer: Dr. James Belasco, author of *Flight of the Buffalo*.

Becoming a phoenix organization requires knowing how to locate present and future opportunities, build real teamwork, and develop solid organizational, personal, and management principles. Dr. Belasco teaches a new formula to deliver superior customer service to create an environment of security and success.

#12 Connective Leadership: Managing Diversity and Interdependence

Trainer: Dr. Jean Lipman-Blume, author of *The Connective Edge: Leading in an Interdependent World*.

Learn how to maximize the benefits of interdependence and diversity in the workplace with a new approach to leadership.

#17 Leadership Techniques for Project Managers

Trainer: Nancy Mercurio, owner and president of Leadership Training Systems

Mercurio examines effective techniques for leading a project, teaching and guiding others, learning to listen productively, minimizing conflict, and meeting deadlines without stress.

#21 Women in Leadership: A Business Imperative in Today's World

Presenter: Rebecca Shambaugh, President and CEO of Shambaugh Leadership Group and founding principal of Women in Leadership and Learning.

Shambaugh will stimulate your thinking about new and effective ways women can develop and build their leadership skills and those of the organizations and communities they serve.

#22 The Rookie Manager

Trainer: Panel format, produced in cooperation with the American Management Association.

The panel provides real world information for inexperienced managers. Issues discussed include delegating for higher production, gaining acceptance as the boss, and achieving high performance.

#23 Beyond Management to Dynamic Leadership

Presenter: Scott Sherman, President and CEO of EnVision Inc., Chairman of the Executive Committee in Southeast Florida, and co-founder of The Professional & Business Forum, Inc.

Sherman addresses how leadership truly differs from management. He challenges the typical view of management and provides participants with new concepts of leadership, enabling managers to empower, challenge, and motivate those around them.

#24 Supercharger 2001: Motivating the Motivators

Presenter: Frank Ingo, president of Ingo Productions, Inc., a Tampa, Florida based firm producing educational and entertainment products and programs.

In a dynamic presentation, Ingo, an award-winning educator and entertainer, discusses how to motivate yourself and others toward success. He challenges participants to realize their self-worth and what they can offer to their organization through concepts like the "Four Ps, Purpose, Passion, Pride, and Principle." Participants will also learn how to "charge, recharge, supercharge, and stay charged" for success.

"Being a leader is like being a lady. If you have to go around telling people you are one, you aren't."

-Margaret Thatcher

#25 Leadership

Presenter: Warren Bennis, professor and founding chairman of the Leadership Institute at the University of Southern California.

Organizations are rapidly moving away from a hierarchical top-down structure and evolving into flat organizations with networks, federations, clusters, and cross-functional teams. Within these new structures, there must be a collaboration between leaders and associates. Bennis discusses a new style of leadership and the success factors associated with it.

#27 Change and Leadership

Presenter: Tom Peters, author of *In Search of Excellence*, and the more recent Series50 books on reinventing work.

As the business world keeps evolving, leadership becomes increasingly important. Tom Peters, described as business' "best friend and worst nightmare" by Business Week, offers a new approach to the changing times in which "you must put yourself in harm's way a dozen times a year or go helplessly stale." Learn how to be an effective leader through specific competencies like strategic thinking, business instinct, and constant innovation which in turn will lead you beyond survival to success.

#31 Leaders Teaching Leaders: Accelerating the Pipeline

Trainer: Andrea Zintz, Ph.D., former VP of Human Resources, Johnson & Johnson

The war for talent in the world today makes it more critical than ever to create a challenging and motivating learning environment for new leaders. Leaders who can share their knowledge and experience with others in a way that inspires them to learn, grow, and contribute to the organization's goals are powerful at accelerating the growth of the leadership pipeline. Programs don't develop leaders. Leaders develop leaders.

The Leader in You **#34 Leading Through Influence**

Presenter: Laree Kiely, Ph.D., President of L. Kiely, Inc., an organizational effectiveness consulting group

Leading through influence is more useful than having power. Kiely teaches viewers how to change other people's behaviors through persuasion even when they have no formal leverage. Learn techniques to develop skills in listening, creating a persuasive message, getting others to share your ideas, and enhancing your credibility.

“Leadership is a potent combination of strategy and character. But, if you must be without one, be without strategy.”

-Norman Schwarzkopf

#35 Excellence in Leadership and Management

Presenter: Ken Blanchard, Ph.D., Chairman of the Ken Blanchard Companies and co-author of *The One Minute Manager* and *Gung Ho!*.

Leadership begins by teaching people in leadership roles how to create a compelling vision that energizes people to get into the habit of forgetting themselves. In order for leaders to equip people, they must understand the dynamics of leadership. Learn how to understand effective leadership behaviors and how to put them into action.

#37 Power Tools for Women!

Presenter: Joni Daniels, founder and principal of Daniels & Associates consulting group.

This energetic program will help you charge up your personal and professional image and teach you creative strategies for emerging priorities. Learn how to access the power you already possess and how you can transfer that power from the kitchen to the boardroom and back.

#39 Leaders at All Levels

Presenter: Laree Kiely, Ph.D., President of L. Kiely, Inc., an organizational effectiveness consulting group.

Leaders are people at all levels of an organization who have the ability to anticipate and respond to new challenges. The differentiating factor between a thriving enterprise and one that constantly struggles is readiness. Learn about organizational readiness and how to become a “ready leader.” This session is for any employee who is ready to begin influencing positive environmental change in the workplace.

#40 The Core of Great Leadership (Formerly titled Now, Discover Your Strengths)

Presenter: Marcus Buckingham, author of *Now Discover Your Strengths* and co-author of *Break All the Rules: What the World's Greatest Managers Do Differently*.

Utilizing over 150,000 interviews collected over the last 25 years by the Gallop Organization,

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Buckingham asserts that there is no standard model for success. Learn how individuals, by discovering their specific strengths, can become better managers and employees.

Negotiation Skills

#1 Negotiation Skills: The Key to Managing Your Career

Trainer: Scott Brown, co-author of *Getting Together: Building Relationships While You Negotiate*.

Brown teaches practical skills to increase your confidence in the negotiations you conduct every day. Learn to negotiate effectively through difficult situations, from angry customers to personal issues.

#13 Since Strangling Isn't an Option....

(New Version of “Resolving Conflicts With Ease”)

Trainer: Sandra Crowe, author of *Since Strangling Isn't an Option*.

The elements of dealing with difficult people and conflict in all types of situations are outlined in this seminar. You will learn to move through difficult situations with ease, power, and strength to feel confident.

#19 Negotiating with Confidence

Trainer: Ed Brodow, leading expert on negotiation. Clients include McDonald's, Microsoft, and AT&T.

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This seminar focuses on the key elements needed for successful negotiations. Learn personality traits of successful negotiators and discover how to turn negotiation into collaboration where the needs of both parties can be met.

#28 Tribal Warfare in Organizations

Trainers: Peg Neuhauser and Ray Bender, co-authors of Culture.com: Building Corporate Culture in the Connected Workplace

This seminar, based on the book *Tribal Warfare in Organizations* by Neuhauser, takes an entertaining look at turf battles between professional groups. Using an anthropological approach, Neuhauser and Bender guide participants through a process to develop profiles for various groups in their work setting in the hopes of crossing cultural barriers for effective negotiation.

#29 Since Strangling STILL Isn't an Option: Managing Difficult People

Trainer: Sandra Crowe, author of *Since Strangling Isn't an Option*.

"Since Strangling Isn't an Option," a past *The Leader in You* Seminar, has been updated to reflect a changing world. In this seminar, participants will learn to move through difficult situations with improved ease, power and strength so they feel confident in the process. Sandra Crowe's program gives participants "empowerment" skills to achieve excellent interpersonal relations with both customers and colleagues.

Managing Change

#2 The Secret of "Real Change": Not What You Think

Trainer: John R. Katzenbach, co-author of *The Wisdom of Teams: Creating the High Performance Organization* and *Real Change Leaders: Lessons From a New Breed*.

As large changes occur at the corporate, state, or federal level, managers must respond. In this seminar, Mr. Katzenbach defines four essential principles of corporate change management and how "Real Change Leaders" are influential in managing this change.

#5 The Coming Age Wave: Implications for the Future of Work, Marketing, and Sales

Trainers: Dr. Ken Dychwald, psychologist and best-selling author of *Age Wave*. Maddy Kent-Dychwald is one of the nation's most insightful and engaging spokespersons on consumer preferences.

This program discusses the current and future lifestyles and consumer preferences of baby boomers and maturing adults. It offers insights into how baby boomers' generational experiences and values set them apart from older and younger cohorts; how the workplace will be affected by an aging workforce and how new products and services will arise to meet needs.

#6 Sacred Cows Make the Best Burgers

Trainer: Dr. Robert J. Kriegel, author of *If It Ain't Broke...BREAK IT* and *Sacred Cows Make the Best Burgers*.

This seminar is for people who deal with customers or are in management positions in an organization experiencing rapid change. Learn "Break-It" thinking and where to look in your organization for areas in need of a change. Also learn how to be a leader, not a manager; a coach, not a cop.

#9 Building Nimble Organizations for Turbulent Times

Trainer: Daryl R. Conner, author of *Managing at the Speed of Change*.

An indispensable guide for people looking for a proven process to help meet today's challenges of turbulence and change with confidence. *Building Nimble Organizations for Turbulent Times* will fundamentally shift the way you view change in your organization and increase your capacity to manage projects involving transitions of any type.

***"Embrace change.
It's going to happen
whether you
like it or not."***

-Odette Pollar, writer

The Leader in You #26 Stress Mastery

Presenter: Todd Nelson, president/owner of the Tree of Life Wellness Center, the largest naturopathic clinic in Colorado.

Our level of stress in the workplace directly affects our productivity, as well as our mental and physical health. Nelson will increase your awareness of common sources of stress and what you can do in response. Learn how to reduce pain and tension due to work stress, as well as develop relaxation techniques.

#30 Strategy in the New Competitive Landscape

Trainer: CK Prahalad, author of *Competing for the Future*.

A new view of strategy focuses on value creation and the influence of a changing competitive landscape. The forces of deregulation, technological and industry convergence, emerging markets, "outsourcing," and the Internet are creating a new competitive dynamic. This is "a new game with new rules." Natural resources managers at all levels need to learn to understand and compete in this environment.

#32 Leading Change

Trainer: Harvard Professor John Kotter, author of over a half dozen books including: *The Heart of Change*, *Leading Change*, *Matsushita Leadership*, and *John P. Kotter on What Leaders Really Do*.

A leader's role is different from that of a manager's. In this seminar, Kotter discusses the traits of leadership and the ways in which

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leaders promote change, the roles of leaders in a global economy, and the balance that is necessary to keep a company successful in the present while moving ahead to meet the demands of the "New Economy."

#33 FISH! Sticks: Keeping the Vision Alive

Presenter: Stephen Lundin, Ph.D., author of the best selling books *FISH!*, *FISH! Tales*, and *FISH! Sticks*.

In March of 2000, the book *FISH!* was released. Since then, its message that work can be fun and that an improved quality of work life is only a few choices away, has inspired tens of thousands to give the *FISH!* Philosophy a try. Effecting change in an organization can be easier than getting change to stick. This seminar introduces the three commitments necessary to get *FISH!*, or anything worthwhile that requires commitment, to stick.

#38 CATS: The Nine Lives of Innovation

Presenter: Stephen Lundin, Ph.D., author of the best selling books *FISH!*, *FISH! Tales*, and *FISH! Sticks*.

Learn the nine essential ingredients of any highly innovative organization or innovative life. Innovation in this seminar means not only generating creative ideas but also putting them to worthwhile use. Learn how to apply techniques for innovation to personal and organizational goals.

Marketing

#3 Swim with the Sharks: How to Outsell, Outmanage, Outmotivate, and Outnegotiate Your Competition

Trainer: Harvey Mackay, author of *Swim with the Sharks Without Being Eaten Alive*, a New York Times best-seller for 54 weeks.

Mackay shares the secrets of how to develop more productive relationships and survive the ever changing job market. He offers tips that will further your understanding of customer service, management, and negotiation.

#7 Be Direct!: Make Your Direct Marketing Pay

Trainer: Lester Wunderman, *Wunderman, Cato, Johnson*.

Whether you want to increase district tree sales, enhance attendance at your field day or seminar, or attract partners to your locally led conservation initiative, this seminar is for you. Learn the 19 secrets for successful direct marketing from the man who coined the phrase "direct marketing."

**#8 It's About Sales:
Develop Selling Skills -
Even If You're Not In
Sales!**

Trainer: Molly Breazeale and Daniel M. Handley, *Dale Carnegie Training*.

Success in today's competitive market requires a whole new set of skills - concrete, practical techniques to establish rapport and create solutions. This seminar will teach you how to better understand customer needs, and to develop strategies that build critical relationships in your community, state or region.

**#16 Capitalizing on
Electronic Commerce:
Utilizing the Internet to
Meet Customers' Needs
(Dec. 1998)**

Trainer: Garrison Krause and guests discuss how to deploy the power of the Internet to improve your bottom line.

Participants will learn which Internet business segments are profitable and why, as well as how to build a framework for an Internet site while keeping in mind the extent of opportunities and threats the Internet poses.

**#18 Achieving Excellence
Through Customer
Service**

Trainer: John Tschohl, labeled the "quality service guru" by *Time* and *Entrepreneur*.

Build market share and improve the performance of your workforce by developing a culture that delivers superior customer service. Learn how to become a true service leader, the practical ways to change attitudes of your entire staff, and how service recovery can be a powerful tool for your staff and your customers.

#36 Give 'Em the Pickle

Trainer: Bob Farrell, a seasoned restaurant entrepreneur who personally opened 157 restaurants with no failures.

One of the keys to success, whether in business or government, is taking care of your customers. To keep them satisfied, you must find out what they want, and make sure they get it--that's the "pickle!" Learn some of the best techniques for successfully serving customers--choosing your attitude, creating consistency, committing to teamwork, and keeping service as the number one priority.

**Where to
Obtain Tapes**

•NRCS State Training
Officers

•NRCS National Employee
Development Center

501 W. Felix St.
Building, 23

P.O. Box 6567

Fort Worth, TX 76115

Phone: (817) 509-3254

Fax: (817) 509-3271

E-mail:

gspiller@ftw.nrcs.usda.gov

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