

NOVEMBER 13 | 15h00

Faculty of Economics | UAlg | Gambelas Campus | Building 9 | Auditorium (floor -1)

MANAGEMENT MAGIC: HOW TO COMMUNICATE AND MOTIVATE PEOPLE



Key speaker:

Kerry L. Johnson, MBA, Ph.D.

About the Presenter:

Kerry Johnson is an International Speaker and best-selling author of 10 books including, "New Mindset/New Results", "Mastering the Game", and "Peak Performance: How to Increase Your Business By 80% in 8 weeks." You can view his web page at <http://www.kerryjohnson.com>

Contents:

If you are like many top executives, you are likely to spend 90% of your training time learning about the technical issues of your job. Only 10% of your training time is spent learning about people. Yet 90% of what you do everyday involves dealing with people and 10% concerns technical matters. This boils down to the fact that many of those involved in management are good at managing things but poor leaders of people. Management Magic is focused toward helping managers become more productive by learning how to get things done through people.

Recent psychological research has uncovered powerful yet easy to use techniques that will help leaders become better communicators and more effective motivators. These studies, based on work done at the University of California at Santa Cruz, suggest that the ability to communicate is the most important interpersonal skill a leader can have. And the most important aspect of communication is trust. It is the prime reason why a select few achieve peak performance and high productivity from the people who work for and with them. They are their employees greatest cheerleaders, giving them much of the credit and praise for their success. Yet trust is not just an abstract concept. There are step by step techniques available to give leaders the skills necessary to lead people the way they want to be lead and thereby improve their performance.

The benefits you'll receive from this program:

- 1) How to gain trust in the first 4 minutes.
- 2) How people think. How to communicate in a way that best motivates people.
- 3) How to get people to retain 3 times as much in half the time.
- 4) How to praise and correct performance without losing it.
- 5) Interviewing and selection. How to determine when people are telling the truth.
- 6) How to change negative people into those who support your ideas.
- 7) Gender communication. Men and women communicate differently. If you don't know what the differences are, you can't retain or motivate them.

This presentation is for leaders who have heard other management presentations. It is a step beyond standard management practice. It will give the attendees ideas which they will be able to put to use immediately and for the rest of their careers.

ORGANIZATION: