

## EXECUTIVE DEVELOPMENT PROGRAM

APRIL 23, 2015

8:30 A.M.–12:00 P.M. (HALF DAY)

**PUBLIC \$995 (FULL DAY), \$598 (HALF DAY)**

**UD ALUMNI \$945 (FULL DAY), \$598 (HALF DAY)**

**PARTNER \$897 (FULL DAY), \$598 (HALF DAY)**

# FIRST, BREAK ALL THE RULES: WHAT THE WORLD'S GREATEST MANAGERS DO DIFFERENTLY

The greatest managers in the world do not have much in common. They are of different sexes, races and ages. They employ vastly different styles and focus on different goals. But despite their differences, great managers share one thing: Before they do anything else, they first break all the rules of conventional wisdom. They do not believe that a person can achieve anything they set their mind to. They do not try to help people overcome their weaknesses. They consistently disregard the Golden Rule. And, yes, they even play favorites.

Through the study of over 1 million employees and 150,000 managers, 12 (now 10) employee questions were found to distinguish the strongest teams within an organization from the rest. This proposed measuring stick has proven linkage between employee perceptions and voluntary turnover, customer loyalty, productivity and even profits.

In further review of the best teams, it was found that great managers were the catalyst that turned talent into lasting performance. The talented employee may join an organization because of its charismatic leaders, its generous benefits and its world-class training programs, but how long that employee stays and how productive he or she is are while there is determined by the relationship with his or her immediate manager.

This program will take you into the minds of great managers and reveal new truths of a strengths-based organization. The best managers select employees for talent versus skill/experience, focus on the right outcomes of a role (not the compliance to the steps) and help people grow by becoming more of who they are versus who they are not.

## THIS PROGRAM WILL HELP EXECUTIVES:

- Identify what really matters to your employees.
- Understand what great managers know and do differently.
- Implement tactics to increase employee engagement, profits and customer loyalty and reduce turnover rate.



**Curt Coffman**

*Curt Coffman consults and presents to Fortune 100 and 500 companies, and his work spans the Western Hemisphere, Europe, Asia and the Middle East. A New York Times best-selling author, researcher, business scientist, consultant to the University of Denver and Fortune 100 and 500 organizations, and MBA and Executive Fellow at the Daniels College of Business at the University of Denver, Coffman has invested more than 30 years in the science of high-performance cultures. An insightful and completely engaging speaker, Coffman has presented to thousands of groups on the topic of great cultures and their organizational growth and engaged customers.*

*Coffman virtually created the engagement movement and is currently changing the way organizations think about their culture, their managers and their business results. His mission is to help organizations and their leaders, managers and associates to create more engaging and productive workplaces to secure the loyalty and growth of their customers and business. As senior partner and chief science officer of the Coffman Organization, Coffman has studied hundreds of organizations and millions of employees and customers. He was formerly the global practice leader for employee and customer engagement at Gallup for 22 years.*

*His work launched a new era in employee and management development with First, Break All the Rules: What the World's Greatest Managers do Differently, one of the best-selling management books of all time. He followed that up with another best-selling book, Follow This Path: How the World's Greatest Organizations Drive Growth by Unleashing Human Potential. His new book (co-authored with Dr. Kathie Sorensen) is Culture Eats Strategy for Lunch: The Secret of Extraordinary Results.*