

EXECUTIVE DEVELOPMENT PROGRAM

APRIL 16, 2014

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UD ALUMNI \$945

PARTNER \$870

ALL IN: HOW THE BEST LEADERS CREATE A CULTURE OF BELIEF AND DRIVE RESULTS

To have any hope of succeeding as a leader, you need to get your people “all in.” A strong culture is a competitive differentiator that can separate your organization from others.

Whether you lead the smallest of teams or a multicontinent organization, you are the owner of a work culture – congratulations – and few things will have a bigger impact on your performance than getting your people to buy into your ideas and your cause and believe what they do matters.

Teaming up with research giant Towers Watson, Elton and his co-author, Adrian Gostick, conducted an unprecedented 300,000-person study during the worst of the recession. Based on this breakthrough research and their extensive consulting experience with the who’s who of successful companies, Elton presents a seven-step roadmap that all leaders can follow to create a high-achieving culture within their own teams.

With the most current data available on corporate culture, Elton offers specific how-tos for each of the seven steps. He will relate fascinating stories of leaders in action that vividly depict just how these powerful methods can be implemented. This program will empower leaders everywhere to inspire a new level of commitment and performance.

THIS PROGRAM WILL HELP EXECUTIVES:

- Understand three research-based characteristics of the world's most profitable and productive organizational team cultures.
- Implement seven steps today's most successful leaders use to generate buy-in.
- Build a productive workgroup culture of their own where employees commit to the culture and give that extra push of effort.



Chester Elton

Called the “apostle of appreciation” by the Globe and Mail, Canada's largest newspaper, and “creative and refreshing” by The New York Times, Chester Elton is co-author of several international best-sellers. All In, The Carrot Principle and The Orange Revolution, by Simon & Schuster, were New York Times and No. 1 Wall Street Journal best-sellers. His books have been translated into more than 30 languages and have sold more than a million copies worldwide.

As a motivation expert, Elton has been featured in The Wall Street Journal, Washington Post, and Fast Company and has appeared on NBC's Today show, CNN and CBS's 60 Minutes. He is a regular contributor to Inc. Magazine, which recently dubbed Elton and his co-author “the culture gurus,” and you may have read his articles on LinkedIn. As an LinkedIn Influencer, more than 300,000 people view Elton's posts every month.

As founder of the global consulting company The Culture Works, Elton works with the leadership teams of firms such as Cigna, American Express, Procter & Gamble, AT&T and Texas Roadhouse.