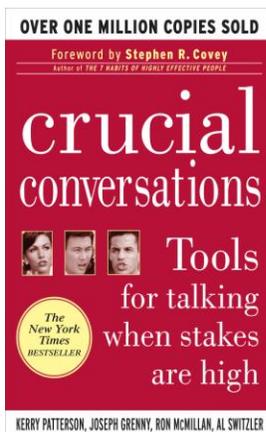


# Leadership for Maximum Engagement

## *Crucial Skills for Team and Organizational Performance*

May 11, 2011

1:00pm-4:30pm



For decades, experts and researchers have studied and dissected what differentiates the best leaders and leadership teams from the worst. This research has led the VitalSmarts team of experts to focus on vision, audacious goals, execution, and accountability. Leadership expert and *New York Times* bestselling author David Maxfield argues that rather than separating the bad from the good, leadership teams will learn more by asking what differentiates the good from the *best*. The best teams achieve something the rest never attain: 100 percent engagement and absolute intellectual honesty.

The Holy Grail of team performance is completely leveraging the hearts and minds of every team member. Typically, the roadblock that derails teams from leveraging their full potential is found in breakdowns of crucial conversations. Failures to fully disclose intellectual differences and fully confront collapses in performance are the root cause of mistrust, politics, and disengagement in top teams.



**David Maxfield** has uncovered causes and solutions to managerial, cultural, and operational inefficiencies that directly affect the bottom line. For over 20 years, Maxfield has researched these issues and helped clients like General Mills, Pizza Hut, Harvard Medical School, and Spectrum Health overcome such hurdles. Maxfield is the coauthor of *The New York Times* bestseller ***Influencer: The Power to Change Anything***. He has taught at Stanford University and the Marriott School of Management at Brigham Young University. Currently, Maxfield is the vice president of research at VitalSmarts, an innovative corporate training company that teaches skills which deliver significant improvements to the results companies care about most. VitalSmarts has helped thousands of organizations, including more than three hundred of the Fortune 500, realize widespread and lasting results through its award-winning training programs.

### This program will help executives:

- Confront collapses in performance due to mistrust, politics and disengagement in teams
- Immediately help improve their crucial conversations
- Influence their team to maximum engagement