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TRAINING SERIES  
**MANAGING TO LEAD IN TODAY'S  
WORKFORCE**

SEATTLE, WA MARCH 3  
CHICAGO, IL MARCH 18  
WASHINGTON, D.C. APRIL 2

To register visit [www.MarketingPower.com/tsmanagingworkforce](http://www.MarketingPower.com/tsmanagingworkforce)  
or call 800.AMA.1150.



AMERICAN MARKETING ASSOCIATION  
**TRAINING SERIES**

SEATTLE MAR 3 | CHICAGO MAR 18 | WASHINGTON, D.C. APR 2

The majority of people probably know from experience that there are good bosses, and there are bad bosses. This full-day course is designed to be a step-by-step guide to help participants become inspiring managers with the knowledge and skills to lead teams and achieve results. The acronym L-E-A-D-E-R highlights the essential skills to assist managers in improving productivity and job satisfaction among their diverse team members.



## MANAGING TO LEAD IN TODAY'S WORKFORCE

# MANAGING TO LEAD IN TODAY'S WORKFORCE

Managers often know what the deliverables are, but they rarely get a plan of attack on how to lead their team effectively to reach those goals. In this course, managers become leaders as they learn the practical techniques to communicate, delegate, evaluate, and motivate employees. This training takes the guesswork out of excelling as a manager.

Participants leave this management course with the ability to:

- Recognize the different characteristics and styles of the four generations in the workforce
- Understand the process of setting up a high functioning group
- Create a meeting and communication structure to keep teams working smoothly
- Manage personal time and the team's time effectively
- Give constructive informal and formal feedback
- Inspire, empower, and motivate through action
- Delegate effectively without micromanaging
- Earn the respect, confidence, and trust of their team
- Walk the fine line between "one of the guys/gals" and "management"

This enlightening and dynamic curriculum allows participants to leverage their strengths and shine as a top-notch manager.

## ABOUT THE INSTRUCTOR

BRAD KARSH is President and Founder of JB Training Solutions, a company dedicated to helping individuals succeed in the workplace. An industry expert in his field and an accomplished public speaker and author, Brad Karsh has been featured on *CNN*, *CNBC*, and *The Dr. Phil Show* and has been quoted in *The Wall Street Journal*, *The Washington Post*, *New York Times*, *USA Today*, and many others. Brad is an advice columnist for both *Yahoo!* and *AdAge*, and he is author of *Confessions of a Recruiting Director* (Prentice Hall Press, 2006).

Prior to starting JB Training Solutions, Brad spent 15 years at advertising giant Leo Burnett in Chicago. He began his career in Account Management, working on clients including McDonald's, Procter & Gamble, and Pillsbury. He then moved into HR where he was responsible for hiring and training hundreds of employees.

## SCHEDULE

8:00 AM – 8:30 AM	REGISTRATION & CONTINENTAL BREAKFAST
8:30 AM – 10:15 AM	<p>GENERATIONAL UNDERSTANDING</p> <ul style="list-style-type: none"> <li>• 60% of workplaces suffer from generational tension</li> <li>• Traditionalists: (1900-1945)</li> <li>• Boomers: (1946-1964)</li> <li>• Generation X: (1965-1980)</li> <li>• Millennials: (1981-2000)</li> </ul>
10:15 AM – 10:30 AM	BREAK
10:30 AM – 12:00 PM	<p>BUILDING A STRONG FOUNDATION</p> <ul style="list-style-type: none"> <li>• Laying out clear goals and expectations</li> <li>• Clarifying roles and outlining responsibilities</li> <li>• Exchanging feedback – the good, bad, and ugly</li> </ul>
12:00 PM – 1:00 PM	LUNCH
1:00 PM – 2:45 PM	<p>MOVING FORWARD WITH SUCCESS</p> <ul style="list-style-type: none"> <li>• Adjusting communication styles</li> <li>• Delegating responsibility and letting go</li> <li>• Putting it into practice</li> </ul>
2:45 PM – 3:00 PM	BREAK
3:00 PM – 4:00 PM	<p>TAKING YOUR TEAM TO THE NEXT LEVEL</p> <ul style="list-style-type: none"> <li>• Engaging and involving direct reports</li> <li>• Rallying and motivating the team</li> <li>• Case studies on motivation</li> </ul>
4:00 PM – 5:00 PM	<p>BRINGING IT ALL TOGETHER</p> <ul style="list-style-type: none"> <li>• Case studies on sticky scenarios</li> <li>• Discussing and tackling real-life situations</li> <li>• Creating an action plan</li> </ul>

## LOCATIONS

<p><b>MARCH 3</b> SEATTLE, WA <i>The Westin Seattle</i> 1900 Fifth Avenue Seattle, WA 98101 206.728.1000 www.westinseattle.com</p>	<p><b>MARCH 18</b> CHICAGO, IL <i>Gleacher Center</i> 450 N. Cityfront Plaza Drive Chicago, IL 60611 312.464.8787 www.gleachercenter.com</p>	<p><b>APRIL 2</b> WASHINGTON, D.C. <i>Hotel Rouge</i> 1315 16th Street, NW Washington, D.C. 20036 202.232.8000 www.rougehotel.com</p>
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## PRICING

MEMBER	\$775
NON-MEMBER	\$995

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## EARLY REGISTRATION DEADLINES\*

SEATTLE	FEBRUARY 3
CHICAGO	FEBRUARY 18
WASHINGTON, D.C.	MARCH 2

\* Please add an additional \$100 to price after early registration deadline(s).

## TO REGISTER VISIT

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