



# The LEADING Edge

## Boosting Team and Culture Performance

**MuniSERV discount!**

Save \$100  
Promo Code MUNI-100

Two-day Workshop led by Jim Clemmer  
Kitchener — April 25-26

Crazy busy leaders can't afford to waste time with endless leadership theories (250,000 books on leadership and culture alone?! ) – they can't afford the trial and error of competing leadership theories – and they definitely can't afford to stall.

*The Leading Edge* workshop cuts to the core of what's known to elevate results. Using evidence-based and practical approaches, it updates, consolidates, and translates proven principals into action you can apply immediately to move your team/organization to peak performance. You'll get 40 years of well-tested leadership approaches, frameworks, and how-to steps boiled down to an essential two-days of learning and planning.

### KEY LEARNINGS

- Tools, techniques, and actions for strengthening your team/organization
- Discover how to shift your team's culture toward much stronger leadership
- Building a common understanding/framework for leading change
- How to develop a culture of leaders at all levels
- Balancing "hard" management systems/processes with "soft" leadership/people issues
- Reframe and refocus challenging personal, team, or organizational changes/adversity
- Practical applications and action plans for you and your team
- Learn how to leverage the leadership skills with the biggest impact on performance
- Balance working ON your team with daily operations IN your team
- Understanding team dynamics and dysfunctional team behavior
- Go "Moose Hunting" with courageous conversations to address key team and organizational barriers
- Take away highly practical and extremely useful leadership resources:
  - Extensive "how to" workbooks with assessments, models, and hundreds of practical application ideas
  - Jim Clemmer's bestselling books, practical application workbooks, and personal implementation guide.

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## Workshop Audience

This session is tailored specifically to:

- Management (supervisors, managers, and executives)
- Senior HR executives
- HR/Organizational Development leaders/coaches
- Anyone leading and driving leadership and organizational culture transformation

## Special Team Discounts

Make the most of this investment by bringing your management team. This session helps individuals hone their leadership edge. And those benefits are magnified when a team attends together. We're offering deep discounts for teams and early registration.

Use this opportunity for your team to work together on specific organization issues while participating in their own development.

There will be a lot of personal learning and applications during this intensive development session. But, of course...leadership isn't a solitary activity in today's interconnected organizations. That's why your participation in *The Leading Edge* will create dramatically higher uplift if you come together as a team.

Save \$100 each when two or more people register and \$200 each when five or more people register from the same organization!



*Jim has keen insight into what it takes to build a transparent and effective culture. His ability to translate principles into relatable and personal action steps is terrific.*

- Denice Torres, Co-Lead J&J Consumer, North America and President, McNeil Consumer Healthcare, HBA 2015 Woman of the Year



## When you attend as a team...

- you can take a rare time out from working **IN** your team to working **ON** your team.
- you can assess your collective leadership and culture performance.
- you can address your obstacles to peak performance.
- you can brainstorm the practical applications most relevant to you.
- you can support each other in following through and following up.
- you can hold each other accountable.
- you can pull together and strengthen your teamwork.

*The past 2 days has and will continue to challenge me to look at how I lead people, and not always manage them. Thanks very much. Tremendously insightful.*

- Clint Caron, District Manager, Purolator Courier Ltd.

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## Participant Materials

This workshop includes seven valuable resources...at no extra cost. In addition to *The Leading Edge* “how to” workbook with hundreds of practical application ideas, you will receive signed copies of Jim’s most recent books, *Growing @ the Speed of Change* and *Moose on the Table: A Novel Approach to Communications @ Work*, as well as his bestseller, *The Leader’s Digest*, and the *Growing the Distance: Self Study System* (bestselling book, workbook and CD) for self-assessment, practical implementation ideas, priority setting, and action planning to continue to learn even after the workshop has ended.

## Past Participant Organizations

Managers from hundreds of organizations such as IBM, Blackberry, Petro-Canada, American Express, Westjet, General Motors, Bombardier, Toyota, Syncrude, healthcare, and public sector (municipal, provincial, and federal) organizations have attended past sessions.

## Past workshop participants include:

- IBM
  - Blackberry (Research in Motion (RIM))
  - American Express
  - Petro-Canada
  - Royal Bank of Canada
  - Westjet Airlines
  - Bell Canada
  - Bombardier Aerospace
  - Air Canada
  - General Motors of Canada
  - Hewlett-Packard
  - University of Waterloo
  - Toyota
  - Hydro One
  - Syncrude
  - The Co-Operators
  - Riverdale Homes Ltd.
  - Dozens of municipalities
  - Manulife Financial
  - Most provinces
  - Waterloo Region Police Service
  - Rogers
  - Baytech Plastics
  - Numerous federal departments and agencies
- ...and many others attended past sessions, with consistently high ratings

## Jim Clemmer - Workshop Leader

For over 40 years Jim Clemmer’s practical leadership approaches have built stronger people and stronger organizations. He’s an “edutaining” and energizing keynote and workshop leader with the right balance of rich content, appropriate humor, inspiring insights, and practical how-to implementation steps.



Jim’s 2,000 plus presentations and seminars/retreats, seven international bestselling books, columns, and newsletters are helping hundreds of thousands of people worldwide because they are inspiring, instructive, and refreshingly fun. And most of all – because they work.

**This is a two-day, interactive, leadership learning, assessing, and planning experience led by Jim Clemmer**

**KITCHENER – APRIL 25-26, 2018**

**HOLIDAY INN KITCHENER – CAMBRIDGE CONFERENCE CENTRE**

**YOU WILL FIND THE REGISTRATION FORM ON THE BACK PAGE OR REGISTER ONLINE AT**

[www.clemmergroup.com](http://www.clemmergroup.com)

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**Agenda - Day 1 - LeaderShift**

**Transforming Good Managers into Great Leaders**

| From Good Manager                         | To Great Leader                               |
|---|---|
| Pushes for results                        | Inspires outstanding performance              |
| Directs and controls                      | Coaches and influences                        |
| Solves problems                           | Guides problem solving and owning solutions   |
| Gives feedback                            | Gives and asks for feedback                   |
| Focuses on fixing weaknesses              | Builds and leverages strengths                |
| Sets high goals and standards             | Energizes with compelling vision and strategy |
| Builds strong teamwork                    | Fosters a culture of extraordinary effort     |
| Uses his/her technical expertise          | Develops strong expertise in others           |
| Reduces turnover and increases engagement | Attracts and retains the very best people     |

**Lead, Follow, or Wallow:**

**Critical Choices to Change or Be Changed**

- When the Shift Hits the Fan – Thriving in Turbulent Times
- Taking the Lead – Leadership is an Action, Not a Position
- Critical Change Choices: Leading, Following, or Wallowing
- Uplift: The Resilience Track to Bounce Back from a Set Back
- The New Science of Positive Psychology – Neuropathways to Positivity in a Negative World
- Act Like a Leader: Practical Applications and Plans

**Sharpening Up: Strong Leadership Cutting through the Management Maze**

- 7 Deadly Time Traps – Don't be Unprepared, Ensnared, and Impaired
- Honing the Leadership Edge to Powerful Performance Upshifts
- People Smarts: The EQ Edge
- Check Your Balance: Soft Skills and Hard Results
- Act Like a Leader: Practical Applications and Plans

**Hone Your Leadership Edge: Proven Principles Powering Peak Performance**

- Yield of Dreams: Tapping Into a Renewable and Infinite Energy Source
- Don't Take the Edge Off: What You Control, What You Can't, and What You Can Influence
- The Heart Part: Fostering Communications, Openness, and Trust
- Reduce the Moose: Courageous Conversations to Put Key Issues on the Table
- Unhealthy Meeting Disorders: A Toxic Waste of Time
- Logic on Fire: An Inspiring Combination That Ignites and Engages
- In the Key of E: Engaged, Enabled, and Energized
- Motivation is an Inside Job: Beyond Manipulation to Inspiration
- Coach Diem: Seize the Coaching Moment to Up Their Game
- Information versus Communication: Controlling Rather Than Controlled by Technology
- Rank, Spank, and Yank: Rise Above Lethal Performance Management Practices
- Smashing Silos and Turfing Turfdom: Skirting Team Traps and Dysfunctions
- Thin Edge of the Wedge: Building Peak Performance Teams
- Act Like a Leader: Practical Applications and Plans

**Pivot Points: Leverage Strengths to Multiply Developmental Effectiveness**

- Myth Perception: Don't Get Lost in the Leaders-Are-Born Maze
- Do They See What You See: Their Perceptions Are Your Reality
- Growing Gains: How to Play to Your Strengths
- Act Like a Leader: Practical Applications and Plans

“.....  
Motivating, thought provoking, inspiring,  
informative, practical.  
.....  
– Shawna Rainey, Manager, Employee Development,  
Air Canada  
.....”

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**Agenda - Day 2 - CultureShift**

**Is Your Culture by Default or by Design?**

Far too many team and organization cultures foster poor or mediocre results. And many leaders feel they can't do much to change behaviors and culture. But overwhelming research shows that's not true. Leaders have a major impact on "the way we do things around here." A team or organization's culture ripples out from its members and leaders. The single biggest key to transforming a team or organization's culture starts with its leaders defining and developing their behaviors.

Teams and department/divisions with exceptionally strong leaders build thriving peak performance local cultures even if the bigger culture they're part of, and leader they report to, are weak. Organizational culture exists simultaneously and independently at three levels: the unit/team, department/division, and entire organization, and developing the culture at every level is crucial.

**Culture Rift, Drift, or Shift: The Critical X Factor That Boosts or Blocks Results**

- Making People Stronger for Teams/Organizations and Teams/Organizations Stronger for People
- The Excellence Edge: Great Team/Organization Cultures Soar Way Beyond Good
- Team/Organization Culture Stepping Stones or Stumbling Blocks
- Fatal Failure Factors: Why 70% of Change Efforts Fizzle Out
- Is Your Team/Organization Culture by Default or Design?
- Act Like a Leader: Practical Applications and Plans

*This session is irreplaceable – you had to be there. I can tell others about some of the ideas and I can read the book, but today was so full of insight that it should not be missed.*

- Pat Bowyer, Program Development Coordinator,  
Construction Safety Association of Ontario

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**Setting the Culture Compass: Proven Pathways to Avoid the Swamps and Sinkholes**

- 3 Core Questions That Define a Team or Organization's Culture
- Overloaded and Overwhelmed: Pruning and Prioritizing
- True North: Customer-Centered and Serving the Servers
- What's Measured is Treasured: Rewards and Feedback Illuminate or Infuriate
- Structure, Processes, and Systems: Limiting or Liberating Performance
- Learning and Development Ignites or Impedes Culture Lift
- Charting the Course: From Inspiration to Application
- Act Like a Leader: Practical Applications and Plans

**From Lip Service to Leadership: They See You Loud and Clear**

- The Snicker Factor: What You Do Overshadows What You Say
- The Shift Key: Culture Ripples Out from the Leadership Team
- Leveraging Leadership Time: Change Begins Here
- Act Like a Leader: Practical Applications and Plans

**Getting Your Shift Together**

- From Lip Service to Leadership
- Implementation Pathways, Pitfalls, and Plans
- Personal/Team Development Plans: It's All In the Follow Through
- Workshop Reflections and Wrap Up

*Excellent, fast paced session filled with useful, easy to implement tools. Jim is an excellent presenter and very knowledgeable – high IQ and EQ!*

- Beth Ferrone, HR Manager,  
The Co-operators General Insurance Co

# REGISTRATION FORM

Register NOW for



2-Day Workshop

## REGISTRATION FEE

The fee for this 2-day workshop is \$1,195.00 plus applicable tax

**MuniSERV DISCOUNT - SAVE \$100**  
Use Promo Code: MUNI-100

This includes all workshop materials, lunches, refreshments, but not accommodations.

## LOCATION

Holiday Inn Kitchener – Cambridge Conference Centre

30 Fairway Road South, At Hwy. 8, Kitchener, ON

Workshop begins at 9:00am and runs until 5:00pm each day

Register to attend this powerful leadership development workshop today!

**YES!** Register me for *The Leading Edge* workshop in Kitchener - April 25-26, 2018

“.....  
Very useful two days investment.  
.....  
- Anna Lee, Manager,  
Insurance Corporation of British Columbia  
.....”

## CANCELLATION POLICY

Registrants who provide written notice of cancellation at least 30 days in advance of the session start date will receive a full refund. Cancellations received at least 14 days in advance of the session start date will receive a full refund, less a \$300 administration fee. Cancellations less than 14 days prior to the session will not receive a refund, but may send a substitute participant in their place. Non-attendance will incur full session fee. The CLEMMER Group's liability is limited to reimbursement of paid workshop fees.

Register on-line at: [www.clemmergroup.com](http://www.clemmergroup.com)

e-mail to [service@clemmergroup.com](mailto:service@clemmergroup.com)

or fax this form to: **(519) 748-5813**

or mail this form to the address below:

**The CLEMMER Group**  
**10 Pioneer Drive, Suite 105**  
**Kitchener, ON N2P 2A4**

Name \_\_\_\_\_

Name Used by Colleagues \_\_\_\_\_

Title \_\_\_\_\_

I am registering a team - please contact me for details.

Organization \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Prov/State \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Promo or Group Code \_\_\_\_\_

Payment Details:

I will be sending you a cheque prior to the session.  
(Please make cheque payable to The CLEMMER Group.)

Please send me an invoice, to the address entered above.

Please charge this to my credit card:

AMEX  MasterCard  VISA

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PLEASE CONTACT US WITH ANY QUESTIONS YOU MAY HAVE

Phone: (519) 748-1044 Fax: (519) 748-5813 E-mail: [service@clemmergroup.com](mailto:service@clemmergroup.com)