

David Cottrell

Leadership and Life Lessons You Can't Afford to Miss



The First Two Rules of Leadership: Don't Be Stupid. Don't Be A Jerk.

Do your leaders want to do great things, but are overwhelmed with the complexities of leading? *Don't Be Stupid. Don't Be a Jerk* are the two greatest rules for leaders to achieve extraordinary results with class. Based on his latest book, David Cottrell's keynote is direct and simple: think your decisions through and take care of your team. It is grounded on solid principles that apply to businesses in every industry. If you are searching for a speaker who will provide your team with tried and proven techniques that improve employee morale, decrease turnover, improve results plus help them have a whole lot more fun leading, this is for you.

This keynote provides a clear path to increased results and higher job satisfaction for the leader and the people he/she is leading. After attending this presentation, your leadership team will:

- Make smarter decisions and treat people with dignity at the same time.
- Develop synchronization on your team to get everyone moving toward your goal.
- Coach smart, deal with poor performers, and focus on what's really important
- Attack complacency, lead with confidence and encourage positive performance

The First Two Rules of Leadership: Don't be Stupid, Don't be a Jerk gives you the expert tips and techniques you need to treat your team with dignity and respect—so you can all enjoy the benefits of winning with class.

PROGRAM FORMAT: Keynote or two-hour workshop

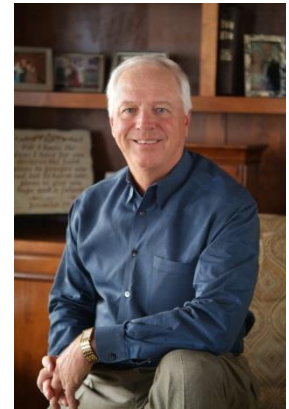
PERFECT AUDIENCE: Managers, Directors, Team Leaders and Supervisors

ABOUT THE PRESENTER: David Cottrell has created a legacy of leadership excellence. During his three decades of leadership experience in corporate America, David has lived the obstacles, frustrations and issues today's leaders face. The best-selling business author of more than 25 highly acclaimed books, David has been a featured expert on public television and has shared his leadership philosophy and lessons with more than 500,000 managers and leaders worldwide. He is currently CEO and President of CornerStone Leadership Institute.

What makes David different from all other leadership experts, and why is he such a sought after speaker?

David has walked in leaders' shoes. In sales and executive management positions with FedEx and Xerox and the successful turnaround of a Chapter 11 company, he created a legacy of leadership excellence. His wisdom and sincerity come from one who has "been there." David's depth of knowledge and experience make for content-rich learning experiences that few other speakers can match.

Here is a sample of what others have said about his presentations:



"I just wanted to send you a short note to let you know what a great success David Cottrell's presentation was at our meeting last week. He hit a home run with our audience – his messages really connected with our people. Great presentation, tremendous positive energy and a message that was dead on perfect for our folks."

Champion Technologies

"And we just can't thank you enough David, for your participation and your FANTASTIC presentation! You gave us so much of your time and you inspired us with your wisdom and your many positive messages. We will never forget you or what you shared, and your messages will continue to help guide us as we work hard to make The Container Store all that we want it to be!"

Melissa Reiff
President
The Container Store

"Your message was right on target for us, and you delivered it with a style that made it very meaningful...It simply could not have gone better."

Kevin Sabin
President and COO
Arvest Bank Group