



**GREATER
CHAPIN**
CHAMBER of COMMERCE
And Visitors Center

Leadership Lab
Presents

“How to Supervise People & Lead a Team”

A SHRM Accredited Seminar with Management Expert and International
Best Selling Author Glenn Shepard

Learn the simple but powerful strategies you need to solve your worst workplace problems, energize your people and be the manager other managers envy and bosses can't wait to reward. Move beyond simply managing to truly leading your team.

An Accredited Workshop for Managers and Frontline Supervisors

April 7, 2020

8:30am - 12:00 noon

You'll Discover:

- How to find good people when the labor market is super tight
- How to motivate unmotivated people
- How to do performance evaluations
- How to get people to come in early, stay late, and give you more than you ask for
- How to get former peers to respect your authority when you've been promoted from within
- Plus much more!

“In over 30 years in management and 20 years in the Navy, this course taught me better than any other.”

David Boss
Northeast Iowa Community Action Corporation
Decorah, IA



This management workshop is accredited by
the Society for Human Resource Management
and the HR Certification Institute for
professional continuing education credit.

Register at www.LeadInChapin.com or (803) 345-1100

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“Be the Manager Other Managers Envy and Bosses Can’t Wait to Reward”

Dear Chamber Member:

You know who I'm talking about. She's the one who turns other managers green with envy... the one they're talking about when they say things like:

“Hey, if my team were like his team I could work wonders too.”

“Of course she always meets deadlines. HER people actually care.”

“I don't get it. I've got a bunch of difficult people and he doesn't have a single one.”

“It's not fair. Her team never makes her look bad.”

So how do they do it?

Sheer good luck? Not likely.

Exceptional talent? Not always.

an asset (even the really difficult ones). AND they've learned how to turn ALL their people into an enthusiastic, committed, well-led team.

“In an industry where 200% turnover of hourly employees is considered excellent, and 125% turnover of managers is average, ours has been 185% for hourly and 50% for managers for the past three years thanks to what we learned in this seminar.”

Ken and Shelly Clark
Subway
Horseheads, NY

“I have taken many seminars and CE courses in motivation and management. THIS IS NOT A SEMINAR! This is a life changing practical and absolute ESSENTIAL for anyone who manages people. Our doctor's schedule was crossed out – totally – so we could attend this 'meeting'. I am not referring to it as a 'seminar'. Seminars are usually dry and boring and a regretful waste of time. This was empowering, motivating and instills confidence!”

Chrisann Tallis
American Vision Center
Bloomington, IL

Nope. What sets these “Super Star” managers apart are a couple of absolutely essential things.

They've learned how to turn **EVERY** employee into

If THEY Can Do it, So Can YOU

Look, every manager gets stuck with problem employees from time to time -- employees who drag in late, bring the “Drama, Drama, Drama” of their personal lives to work, don't follow through on job assignments, challenge your authority, and make your job a LOT harder than it has to be.

The best managers, though, have learned how to deal with problems like those without missing a beat. And you can too, during a short, intensive and (amazingly enough) enjoyable one-day-only management workshop that will show you how to effortlessly

- **defuse tension,**
- **derail toxic behavior and**
- **defang even the most malicious employees**

So you can manage those difficult people effectively, bring them solidly into the team and get



them producing the way they should be.

Make Yourself a Hero (and Have a Ball Doing it)

Believe it or not, managing effectively can be a blast. I know that from doing it myself as the owner of a very successful business for over 30 years.

To make it fun, though, YOU have to be in control -- ready to pounce on problems before they take hold and empowered with the skills to lead their teams to success. Skills like the ones you'll learn in this seminar, including:

**"I have 12 employees. We had lots of problems with gossip. Then I used Glenn's technique and stopped it all right away!
THANKS GLENN!!!!"**

Brenda Arnold
Children's Place Nursery School
Rochester, MN

- The one strategy you MUST know to fix bad attitudes. Use it and watch problem employees turn into stars
- A remarkably simple, quick and easy way to end office gossip
- How to keep people from challenging your authority with 5 simple but magically

powerful words

- Two simple things that actually motivate people more than money
- How to recognize the line between helping employees and enabling them -- and keep from crossing it. (If kindness comes naturally to you, you need this information NOW.)

And that's just for starters. You'll also learn how to deal with tattletales, whiners, hypochondriacs, folks who throw temper tantrums, bosses who don't back you up, and lots more.

Real World Solutions

In short, this nationally acclaimed program is packed with real world strategies you need to improve your management skills, build a happier, more productive team, and impress the sox off your superiors.

So how do we cram it all into just one morning?

Experience counts -- and I've coached over 100,000 managers over the years. I know what strategies have allowed them to dramatically increase their

“This seminar is totally responsible for turning our office around.”

Ginger Bogle
Community Hospices of America
Springfield, MO

income, status and personal satisfaction. And those are exactly the strategies I'll lay out for you -- simply and clearly.

Learn to LEAD

I'm guessing you're already a pretty good manager. Someone who works hard, earns your paycheck and truly cares about people.

How do I know? Because you've read this far -- and that tells me you really care about doing your best.

But managing effectively is only part of the story. Because the best managers don't just manage people, they LEAD their teams to success.

Leadership is getting people to do what *YOU* want them to do, because *THEY* want to do it for you.

"The best leadership seminar I've ever been to. Can't wait to begin using these new skills."

Brandie Swanson
Hospice Compass
Bloomington, IL

Think about that for a minute.

Any manager can get people to give 100%. If they don't, you can fire them.

But getting people to give you more than you ask for takes something special. It takes the ability to motivate people, excite them, and get them to commit to you... in short, it takes Leadership.

And for that, you need Leadership skills like the ones you'll learn in this seminar. You'll discover the key principles "Super Star" managers use every day -- and how to unlock your own Leadership potential by using them yourself.

Skills like:

- **How the world's greatest leaders inspire people to step outside their comfort zones and do more than they think they can. (Google "The Hawthorne Effect" if you're not familiar with it.)**
- **The keys to motivating people that the best leaders know but rarely reveal**

- **The "unfair" advantage great leaders have over merely good leaders**
- **How the best leaders uncover people's hidden strengths**
- **The one thing people must buy into before they'll buy into your mission**

If you're ready to move from Management to Leadership (and I believe you are), this seminar is exactly what you need. Take a day to invest in yourself, your career, and your future. I guarantee you it will be the best investment you've ever made. (If you don't agree, it won't cost you a dime.)

The 7 Key Strategies You **Absolutely MUST Know to Become the Kind of Leader People Respect and Companies Reward**

This seminar isn't one of those big fuzzy affairs overflowing with psychobabble and feel-good advice.

It's laser focused on the issues that matter most to supervisors who are on the front lines.

Yes, we move fast and cover a lot of territory. But the goal is simple -- take the seven biggest problems managers face and replace them with seven proven solutions that will explode your team's productivity and make your life a whole lot easier.

And when I say proven solutions, I'm not talking theory. I'm talking detailed strategies -- right down to the exact words you need to say to make things happen -- that you can take back to your office and start using immediately.

"I really appreciate you giving SPECIFIC ways to address specific problems. Other leadership seminars I have attended were more general."

Roija Riley
Tanner Medical Center
Carrollton, GA

Sound good? Then let's take a look at the seven biggest problems you face as a manager and the breakthrough strategies this seminar will give you

to deal with them.

But first...

A Word of Warning

I can hear alarm bells going off in your head. A program this good just has to cost more than you can afford, right?

WRONG.

Unlike a lot of leadership training -- most of which costs \$2,000 or more and doesn't have anywhere near the immediately usable content -- this seminar is remarkably reasonably priced.

What's more, simply looking at price doesn't begin to tell the whole story. What you need to consider carefully is VALUE -- as in how much your organization will save when you know how to avoid the people who are great at interviewing but lousy at getting to work on time, getting along with the rest of the team and getting the job done.

Or how much your company actually GAINS when your performance reviews inspire employees rather than create resentment and conflict.

Or what it will mean to your company when you learn how to LEAD your people to give more than 100% day after day.

"I've gone to many seminars in my 35+ years in banking, but this one taught me more than I learned in the past. I only wish all my managers could have attended."

Dyan Harden
Texas First Bank
Galveston, TX

Plus, as you read on, you'll discover this program is GUARANTEED. If you don't agree this is the best thing since sliced bread, we'll refund every dime of your tuition, and you can keep the Free Bonus (see the Rules of Work poster on page 14) as our Thank You for coming.

Look, I know some folks refuse to spend money on anything and end up dealing with constant problems and frustration -- while their colleagues learn the secrets that let them actually enjoy getting up and

going to work every day.

"I originally went to this seminar as a last minute add-on. Since that time, I've attended a couple of seminars by 'nationally known providers' of management training where I was subjected to patronizing catchphrases that left me looking at my watch. Glenn's seminar is now the Gold Standard by which we judge all other management training. Nothing else has even come close. It's immediately useful, applicable, important information. And because of it, I now have a true A-team that makes coming to work every day enjoyable again."

Milton L. Campbell
Oklahoma Department of Environmental Quality
Oklahoma City, OK

So if those alarm bells were ringing, shut 'em down.

Read on. Because problems don't last forever -- but the strategies, tools and tactics you'll learn in this seminar will make your life easier for the rest of your very successful career.

Strategy #1: How to Find Good Employees when the Labor Market Is Really, Really Tight

The biggest roadblock to business growth these days is finding good employees.

Companies everywhere are finding it nearly impossible to find enough good, high quality people to hire.

Help wanted ads are going unanswered.

Half the people who make appointments don't show up for the interview.

Half the ones who do show up are dressed like they just came from Yoga class, and see nothing wrong with texting during the interview.

No matter how talented you are as a manager, your skills are useless unless you know how to find and attract the best people.

It's no secret that the first step to a great workforce

is hiring the right people. When you hire right, you're halfway home. I know what you're thinking right now: easier said than done, especially in a lawsuit-crazy world where references are rarely given and usually worthless when they are.

So in this section, we'll focus on the BEST WAYS to find folks who actually WANT to work (as opposed to just collecting a paycheck).

You'll learn:

- **How to use a common 6" piece of green paper to lure a constant stream of applicants to your door**
- **What the president of Southwest Airlines told me about how they find such high-quality people (and enjoy such low turnover)**
- **How Microsoft draws some of its best applicants from a rather unexpected group of potential employees without spending a dime -- and how you can use this innovative strategy to land people with exactly the mix of talent and experience you're looking for**
- **The one benefit applicants treasure even more than money, and how a few "magic words" can generate an absolute explosion of job applicants**
- **How to turn your current employees into stealth weapons designed to identify great potential new hires. (Some people call this devastatingly effective strategy sneaky. I call it honest competition.)**
- **The single oddly best time to find good employees, based on one of Dr. Stephen Covey's 7 Habits of Highly Effective People**

"I learned more in this seminar than in 10 years as a supervisor!"

Rosemary Galayda
Lake Country Prosecutor
Painesville, OH

OK. You've used these techniques to get yourself a flood of applicants. What now?

Now you've got to figure out which ones are going to be real assets for years to come -- and which ones will set you up for a world of pain.

And your only weapon is your interview process -- so it better be good.

Let's face it. There's a TON of people out there who are looking to fool you. Dr. Ron Friedman, an award winning social psychologist, found that **81% of applicants lie in job interviews.**

What's more, many of these folks are as smooth as silk, with charming smiles and all the "right" answers. Let them con you, though, and you'll set yourself up for everything from laziness to theft to violence to lawsuits.

"I very seldom take notes at seminars. But there was so much new and pertinent information in this one, I couldn't stop writing."

Bill Schutt
Mercy Flight
Buffalo, NY

Which is why the advanced interviewing techniques you'll learn in this section might just be the most important strategies you'll take back with you.

For example, you'll learn:

- **A 3-minute "homework assignment" GUARANTEED to reveal whether someone will be difficult to manage... BEFORE they even sit down for the interview**
- **Why you need to watch for one specific answer that SOUNDS like self-confidence but is actually the biggest red flag of all -- because the folks who give it are the most dangerous people you'll ever meet**
- **The single most revealing interview question you can ask. (So powerful that entire books have been written about this one question.) Use this one when you really want to know what kind of person you're talking to**
- **How to read between the lines of a job application to spot warning signs of big trouble ahead**
- **A special tactic developed by the FBI to**

immediately reveal when people are lying to you. (Personal note if you're a parent: This works on your kids, too.)

Strategy #2: How to Get Gen X, Millennials, and Generation Z to Work Together... without Losing Your Mind

Managing younger employees is a mixed blessing.

They're so tech savvy that they seem to have been born with an iPhone in their hands, and they're strong communicators who work well with others.

At the same time, they see nothing wrong with reading their personal texts while a customer is standing there talking to them, or dropping the "F bomb" regardless of who's around.

If you criticize them, they think YOU'RE the problem because you're a dinosaur.

A *60 Minutes* segment said it best. They were raised by doting parents who told them they were special, played in Little League games with no winners or losers, and think your business-as-usual ethic is for the birds. **Their priorities are simple: They come first.**

If you're managing a multi-generational workplace and need them to cooperate with members of other generations, I don't have to tell you it's a challenge.

"I had recently been promoted to office manager and had no idea what I was doing; no management experience at all. Two weeks later I took this seminar and boy did I learn a lot! Glenn takes a no-nonsense, practical, common-sense approach on how to deal with people. After doing this for a couple of years now, I have realized that employers have become so afraid of reproach from employees that we basically just let them 'rule the roost' instead of taking control of our workplace. I have learned to keep issues from disrupting the whole office by using Glenn's techniques. He's the reason I'm still managing today."

Nora Gilgallon
Tennessee Ophthalmology Consultants
Brentwood, TN

It's also your future.

If you're at least 10 years older than your youngest employees and intend to keep managing, you've got to learn the differences in how to manage, motivate, and communicate with each generation. Which is why we've crammed this section of the seminar with strategies for understanding them, playing to their strengths, and turning them into effective members of your team.

You'll discover:

- **Why your youngest employees live on Instagram -- and how their "Group Think" mentality affects everything from their performance at work to how they go to the bathroom**
- **Why the idea of being fired doesn't bother them. (Hint: Google "Funemployment" if you're not familiar with it.)**
- **Why they're convinced any kind of dress code infringes on their civil liberties -- and what to do about it**
- **What they REALLY mean when they say they want "Work Life Balance"**
- **The one thing they crave more than anything (not money) -- and how to use it to attract, keep, and motivate them**
- **Why coaching Millennials and Gen Z works better than managing them -- and how to do it right**

"Best seminar I've ever attended!"

Dawn Smith
Buffalo Trace Distillery
Frankfort, KY

Strategy #3: How to Motivate People to Succeed as Never Before

Take a quick look around your office.

What do you see? If you're blessed with great leadership and managerial skills you see eager,

motivated people happily doing their best because it's important to them.

But if you're an ordinary human being like most of us, you probably see some folks just going through the motions.

I've been where you are now and I know exactly how discouraging it can be.

You work hard and do your best but somehow things just get off track. What's worse, you know if you can see your employees' lack of excitement and commitment, your bosses are going to see it, too.

And put the blame squarely on your shoulders.

"The BEST management seminar I have attended!"

Ruth Liedle
Nebraska Department of Labor
Lincoln, NE

You know for a fact that a number of your people looked like real All Stars when they were hired -- the kind of employees who aren't just great producers, they make everyone around them better, too.

Today, though, they're just a tad better than average -- and nowhere near as focused, eager and committed as they were when they arrived.

So what happened?

Chances are they ran head on into one of a number of common "Performance Barriers" -- situations that drain the life and enthusiasm out of even the best employees and leave them with their wheels spinning.

It's a lot like those great little cars you probably had when you were a kid. You wound them up and they raced across the floor -- until they hit a wall, at which point they just lay there buzzing loudly but going nowhere at all.

Now, once that happened, you had to redirect the car to get it moving again. Same thing in your office.

You need the skills to redirect employees who've gotten off track. AND the ability to spot and

REMOVE additional performance barriers before they get in anyone else's way.

And that's exactly what you'll learn in this section. Skills like:

- **Whose opinion every employee values most and how getting that person's input can help get your employees recommitted to great performance**
- **How your top producing employee may be undermining the performance of your entire team -- and the simple one-step secret to stopping the problem in its tracks**
- **Why fairness isn't all it's cracked up to be and how falling into the fairness trap can de-motivate employees and short-circuit their desire to perform**
- **Who managing is really about (Hint: It's not you) and why flexibility is your most important asset**

"This seminar was the best one I have been to in 20 years in management."

Pat McCabe
Cornell University Cooperative Education
Schenectady, NY

We'll also talk about roadblocks managers sometimes create themselves. And include strategies for dealing with problems that stem from bad decisions by people at the top of the organization -- things like "Peter Principle" promotions that turn great employees into dreadful bosses. (Google "The Peter Principle" if you're not familiar with it.)

Plus, we'll take a long hard look at the baggage many employees bring with them.

Baggage like:

- **Workaholics who pride themselves on 60-hour weeks but don't accomplish any more than the employees who watch the clock**
- **Perfectionists who produce beautiful work -- while turning blowing deadlines into an art form, not to mention the young workers of the "trophy generation" who have**

received so much false recognition (for everything from brushing their teeth in the morning to eating their veggies at night) that they don't get the relationship between real performance and reward.

"Not only helpful in a professional way, but also learned more about myself personally than I expected! Great information that I can't wait to use to make myself and my co-workers more productive and just over-all better human beings"

Lori Lundein
Kavanagh Law Firm
Peoria, IL

Strategy #4: Performance Evaluations Without Tears -- How to Give Reviews That Actually Enhance Individual Employee Performance, Build Team Loyalty, and Boost Company Morale

If you'd rather have a root canal without anesthesia than do Performance Evaluations, you're not alone. Most managers say doing performance reviews is the task most likely to make them reach for the Tylenol.

And you know what? You're right to worry.

Because unless you're careful -- Performance Evaluations can crush employee enthusiasm, kill morale, and set you up for endless problems in the future.

Fortunately there ARE simple tactics that can make Performance Evaluations so stress-free and effective you'll never dread them again.

Tactics like:

- **How to balance criticism and praise so that ALL your messages get through**
- **How to stay on the right side of the law -- including who absolutely needs to be involved in the evaluation before, during**

and AFTER it takes place

- How including one simple step can improve fairness, lower resentment, and open your eyes to problems that need your attention NOW
- How to get emotionally fragile employees (AKA basket cases) to buy in instead of coming apart -- including the one word you must avoid at all costs if you want to get them on board

"As a result of attending this seminar, I have definitely improved my management skills. I have become more assertive, and have let my expectations be known. I no longer allow small infractions slide to the point where I almost lose control of my unit."

Nancy Brandel, RN
Pauline Faulk Centre Behavioral Health Unit
Rayne, LA

Strategy #5: How to Delegate Your Way to Success

Complete this sentence..

"If you want it done right, just _____".

If you said "Do It Yourself!", stand up, bend over, and ask the nearest person to kick you in the seat of your pants.

You don't have time to do everything yourself. Even if you did, you shouldn't be doing the work yourself. **Delegation is the heart and soul of management.**

Inspiring your team doesn't count for much if you don't actually let THEM do what needs to be done.

In this section, I'll show you:

- **why doing it yourself only looks easier**
- **how to Back Brief" so effectively your employees always know exactly what's expected of them.**
- **a strategy for setting deadlines that absolutely assures the job gets done on time**

- why planning for failure is the best way to avoid it

Strategy #6: How to Manage Problem Employees

Every manager -- even the most successful -- gets stuck with problem employees from time to time. You know the kind, the ones who backstab, blame others for their mistakes, challenge your authority -- and then have the nerve to whimper at the slightest criticism.

To make things worse, these “Toxic People” are often good at their jobs -- so even though your heart fairly aches with desire to fire them, it's probably not the answer.

But doing nothing isn't an option either because you KNOW that, sooner or later, their rotten attitude is going to infect everyone on the team.

What you need is a way to outsmart the whiners, drama queens, and slackers; defuse tension, derail problem behavior and defang even the most malicious employees. And that's exactly what I'll give you during this section.

Look, I've been where you are now and I know -- up close and personal -- how these folks can ruin your day. So I'm going to make sure you leave with all the most effective tactics, including:

- **The right time to talk to employees -- and why missing the moment can make it impossible to lead**
- **Six “magic” questions -- and how to use them to undermine employees' resistance and get them ready to move**
- **Why you need their buy-in... and where you have to go to get it**
- **How to tap into your employees' own imagination – and use it to totally reorient**

“I found this to be the most helpful and informative seminar I have ever attended.”

Jeff Crosby
Dixie Industrial Sales, Inc.
Thomasville, GA

their perspective

- **Best of all, how to start the actual change process so stealthily that your unproductive employees won't know what hit them**

“Been in leadership for 18 years – still learned new insights and tools!”

Michael Betzer
The Eye Clinic
Lake Charles, LA

Strategy #7: How to Fire Without Fear (No Small Thing in Today's Legal Climate)

I can't think of any management task more likely to make you lose sleep (and maybe your breakfast) than firing an employee. They argue, cry, pull at your heartstrings with stories about their families -- and you end up feeling like a Schmuck.

Even worse, some will head straight to a lawyer's office to see what they can get for all the “Pain and Suffering” you caused them.

No matter how good a manager you are, there are times when firing is the only answer. (Even the strategies you'll learn in this seminar can't fix every situation.) So we'll look at:

- **Why you owe it to your good employees to get rid of the bad apples -- and why former General Electric CEO Jack Welch says that weak managers destroy jobs**
- **How to avoid paying unemployment benefits to people who darn well deserved to get fired**
- **The two words you should never use when terminating an employee**

Beginning to See a Pattern Here?

Every one of these strategies is aimed directly at the heart of the real-world problems managers face every day -- the ones that leave you grinding your

Accreditation and Certificate of Completion

This management workshop is accredited by SHRM (The Society for Human Resource Management) for professional continuing education credit (SHRM Course #19-UF7LH).

It is also accredited by the HR Certification Institute (HCRI ORG-PROGRAM-393191).

At the end of this seminar, you will receive a signed Certificate of Completion with your name on it, and the course accreditation



teeth and wondering if you've chosen the right line of work.

I've made it my business to ferret out the solutions -- many of them unexpected -- that not only solve those problems but give you the skills you need to build a happier, more productive workplace (and impress the sox off your superiors).

Some of these tactics are based on the 30+ years I've spent in management. Some I've learned from masters of the management universe like the president of Southwest Airlines. And some come from front line specialists like the detectives whose "lie detection" system protects us from the bad guys

"I manage a 30 employee plant and have been using Glenn's material for two years now. I'm proud to say that the last two years have been the best of my career! We actually made it 13 consecutive months without terminating or having anyone quit, which is a record!"

Randy Jameson
Adorn LLC
Elkhart, IN

every day.

These simple, proven strategies get the job done. They work for me. They work for my coaching clients. And they've worked for the over 100,000 managers whose organizations are more productive thanks to what they've learned in this seminar.

"After 13 years, I have been to a number of seminars. This is by far the best!"

Sandy Spencer
Alpha Loans, Inc.
Monroe, LA

Best of all, they'll work for you. If you aren't completely satisfied with the tools, strategies and tactics you learn in this seminar, we'll refund 100% of your tuition, no questions asked.

The Biggest Day of Your Professional Life (at Least So Far)

Simply stated, this one day seminar could be the most important day of your professional life -- the

day you learn the strategies that'll take you from good to great, and put you on the fast track to more success and satisfaction than you ever dreamed of.

Now I know I've hit you with a lot of information, so let's look back for a minute and see all you'll discover, including:

- **How to deal with the difficult personalities and ugly situations that bring a team down. (Because one bad apple really can spoil the whole bunch.)**
- **The secrets to finding all the good potential employees you'll ever need -- then sorting through them to hire only the best**
- **Everything you need to know to fire people when you have to. (It won't happen often if you follow my hiring prescriptions. But when it does, you'll handle it fearlessly.)**
- **How to conduct performance evaluations that avoid stress and inspire productivity.**
- **The keys to understanding and motivating the flood of Generation Z employees about to enter the workforce**
- **The Leadership Skills you need to make the move from simply managing to actually LEADING your team**

I know that sounds like a lot for half day. But trust me, together we can do it. I know, because I've done it with over 100,000 other managers and frontline supervisors.

We avoid all the tired theories and glossy generalizations you find in most management training, and honed this workshop down to the facts, tactics and tools you need to start making your workplace better the minute you get back.

"I paid for this seminar out of my own pocket and it was one of the best investments I have ever made!"

Cynthia R. Davis
Head Start
Lafayette, LA

And, we'll wrap it up by Noon.

I'm so sure I can give you everything you need to take on your biggest challenges and win, I'll even tack on three Free bonuses.

Free Bonus #1: How to Protect Yourself from the Epidemic of Narcissistic Personality Disorder

You've seen it on the road, at the store, and very possibly in your own company -- an influx of people who seem to actually take pride in not caring about how other people feel.

Psychologists call it NPD -- a medical condition recognized by the American Psychiatric Association. (Google "Narcissistic Personality Disorder" if you're not familiar with it.)

Symptoms include:

1. A strong sense of entitlement
2. A grandiose sense of self-importance
3. A belief that one is "special"
4. A pattern of arrogant behavior

(If 3 or more of those describe someone you work with, you REALLY need to attend this seminar.)

"I have attended numerous seminars in this field in the past 40 years and this one is by far the best!"

Jerry White
First Baptist Convention
Jacksonville, FL

Free Bonus #2: How to Tell If You Work with a Sociopath

Harvard psychologist Dr. Martha Stout estimates **about 1 in 25 Americans is a Sociopath**.

That's 4% of the population, which means there's about a 100% chance you know one. Because they're so extraordinarily good at deception, they can fool everyone around them.

They'll exploit others for their own personal amusement. They're incapable of feeling guilt, so

(Turn to Page 14) >>

Previous Attendees

It's said that you're known by the company you keep. When you attend this workshop, you'll be learning from the same management expert and attending the same workshop that some of America's most respected and best managed organizations have sent their own managers to. This is a partial list:

3M	Cracker Barrel	John Deere	Sharpie
A&W Restaurants	Crazy Horse Memorial	Johnson &Johnson	Shoney's
AAA	Crook and Chase	Kawasaki	Shipley Do-Nuts
Alcoa	Curves	K-mart	Sleep Number Beds
Allstate	Dale Carnegie Training	Kellogg's	Social Security Administration
Aflac	Dairy Queen	Kia	Sonic Drive-In
American Airlines	Daktronics	Kohler	Sony
American Greetings	Dave Ramsey	Lamar Outdoor Advertising	South Dakota Highway Patrol
Amway	Daytona International Speedway	LaQuinta Inns	Staples
Applebee's	Dell	Liberty Mutual	State Beauty Supply
A.R.C.	Dillard's	Long John Silver's	State Farm
Arby's	Dollywood	Luby's	Subway
Archer Daniels Midland	Domino's	Manpower	SunTrust
Ashley Furniture Home Store	Dunkin Doughnuts	Marriott	Super 8
AT&T	Easter Seals	Mars	Super Cuts
AutoZone	Edible Arrangements	Martin Marietta	Taco Bell
Badcock Furniture	Edward Jones	McDonald's	Target
BASF	Eli Lilly	Men's Wearhouse	Tempur Sealy
Baseball Hall of Fame	Elvis Presley Enterprises	Merrill Lynch	The Gap
Baskin Robbins	Farm Bureau	Miller Coors	The Salvation Army
Bass Pro Shops	Federal Bureau of Investigation	Missouri State Highway Patrol	The UPS Store
Bath Fitter	Federal Mogul	Motorola	Thrifty Car Rental
Batteries Plus	FedEx	Nabisco	Tombstone Pizza
Benjamin Moore Paints	Firestone	Napa Auto Parts	Toyota
Better Business Bureau	Five Guys Burgers and Fries	NASA	Transamerica
BFI	Florida Highway Patrol	Nestlé	Travelocity
Big Brothers Big Sisters	Ford	Newell Rubbermaid	True Value Hardware
Blimpie	Gander Mountain	O'Reilly Auto Parts	Turner Broadcasting Systems
Buffalo Trace	GE	Office Depot	Two Men and a Truck
Blue Bell Ice Cream	General Motors	OfficeMax	United Airlines
BlueCross/BlueShield	Georgia State Patrol	Olive Garden	United Way
BMW	Girl Scouts of America	Olshan	U.S. Air Force
Boeing	Gold's Gym	Omaha Steaks	U.S. Army
BorgWarner	Goodwill	Orlando Magic	U.S. Attorney's Office
Boys & Girls Clubs of America	Goodyear	Papa Murphy's	U.S. Department of Agriculture
Boy Scouts of America	Greyhound	Paypal	U.S. House of Representatives
BP	H&R Block	Pella	U.S. Marshal's Service
Bridgestone/Firestone	Habitat for Humanity	Piggly Wiggly	U.S. Postal Service
Buffalo Wild Wings	Hardee's	Pillsbury	U-Haul
Burger King	Head Start	Pizza Hut	UPS
Cabela's	Heilig-Meyers	Progressive Insurance	Viking Range
Carmike Cinemas	Hilton	Prudential	Volvo
Canon	Holiday Inn	Publix	Waffle House
Captain D's	Home Depot	Red Lobster	Walgreens
Cargill	Honda	Red Robin	Walmart
Case	Honeywell	Red Roof Inns	Wendy's
Caterpillar	Hooters	Red Wing Shoes	Whirlpool
Central Intelligence Agency	Hunter Douglas	Regions Bank	White Castle
Century21	IBM	Rexall	Winn Dixie
Cheddar's	Internal Revenue Service	Rite Aid	Winnebago
Cherokee Nation	Jack Link's Beef Jerky	Ronald McDonald House	Yankee Candle
Chicago White Sox	Jersey Mike's Subs	Roto Rooter	YMCA
Chrysler	Jet's Pizza	Schlotzsky's	Zaxby's
Cintas	Jiffy Lube	Sears	Zippo
Coca Cola	Jimmy Buffet's Margaritaville	Servpro	
Comcast	Jimmy John's	Shaw Industries	

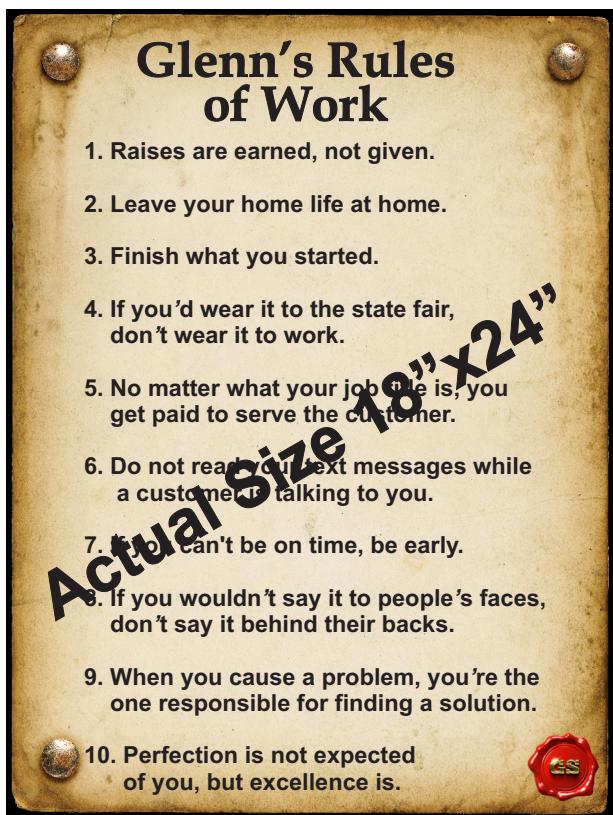
cheating, lying, and stealing are all an acceptable means to an end for them.

Despite their insensitivity to others, they're highly sensitive to criticism and prone to emotional outbursts. They tend to be highly intelligent and are good liars. They always have to win, from simple arguments to competing in business.

In this seminar, you'll learn how to spot the Sociopath in your life, AND the only effective method for keeping them from ruining your career, your marriage, your happiness, and your health.

Free Bonus #3: The Rules of Work

If you're one of the first 50 to register, we'll also give you a full size color lithograph of my "Rules of Work".



The Help You Need -- Right in Your Back Yard

Sounds good, right?

But part of you is saying "Can he really give me everything he's promised? And even if he can, can I really afford to take a day off work to attend this thing?"

Darn right you can. For some very important reasons.

Your job has never been harder.

Your stress level has never been higher. It feels like there's always too much to do -- and too little talent to work with. Plus, the day-to-day irritations -- the folks who come in late, snap at their co-workers, challenge your authority, etc. -- are getting to you more than ever before.

Your value to your company has never been greater. Times like these turn the spotlight on managers -- because your organization is counting on you to boost productivity. Come through for them and you'll be one of the Super Star managers described on Page 2.

As someone who's managed for 34 years -- and helped over 100,000 managers dramatically increase their income, status and personal satisfaction -- I understand what you're dealing with. And I've filled this seminar with the simple, straightforward, **EFFECTIVE** tools and strategies you need **RIGHT NOW**.

The Deal of a Lifetime

Tuition is only \$129 for chamber members and \$149 for non-members. I do have to remind you, though, that this seminar will be there only once this year -- and seating is limited. When the room is filled, it's filled and if you haven't reserved your place there's nothing we can do.

Act Fast, Get More

That strikes me as a pretty good deal -- but I'll go one step further.

"I'm a fairly new director of a psychiatric department. After attending this seminar at the University of Pittsburgh, I've saved a lot of time answering questions presented by staff that I now see are inappropriate and am now able to respond as such. This not only saves time, but helps to show I am in 'control' and provides more respect on both ends - myself and staff."

Jackie Shine-Dixon
Bradford Recovery Systems
Bradford, PA

Send three people or more, and the fourth attends Free.

PLUS, just for fun, we'll include the autographed Rules of Work poster -- which sells an Amazon for \$19.97 -- for Free (if you're one of the first 50 to register).

Now It's Up to You

OK. You've seen everything we've crammed into this one-day only event, and you know it's

"Glenn's delivery is direct and filled with common sense. My wife and I took Dave Ramsey's course. Glenn's content and delivery very much reminded me of Dave's course."

Jeff Baerge
San Marcos Academy
San Marcos, TX

overflowing with real world strategies that will improve your skills, build a happier, more productive workplace, and impress the sox off your superiors.

You know about the 100% No Questions Asked Guarantee, the very reasonable price and the special bonus if you act fast.

Now it's up to you to....

- **Choose to defang even your most difficult employees, light a fire under the sloths and slackers, reduce office tension, boost productivity and start enjoying your job again**
- **Choose to stop worrying about finding good potential employees**
- **Choose to interview new hires with confidence, knowing you'll select the best (and avoid being snowed by the "con artists")**
- **Choose to fire without stress, fear or remorse**
- **Choose to never dread performance evaluations again (because you KNOW**

they're going to boost performance and morale)

- **Choose to take full advantage of the talents of Millennial and Generation Z employees -- while integrating them seamlessly into your workplace**
- **Choose to enjoy increased respect (not to mention income) as you move from managing to leading**

Choose to do it all by signing up today.

Call the Greater Chapin Chamber of Commerce at **(803) 345-1100** or go to www.LeadInChapin.com.

To Your Success,



"My introduction to Glenn was at this seminar in Scranton. I found myself in a room with managers from corporations much larger than mine. There I was thinking, what is the owner of a farm market doing in this room? But I found a seat and proceeded to soak in all that he had to say. Even someone with my limited background could understand and feel empowered. I came out of that day feeling like I FINALLY had an idea of how to go about doing some of the things I should have been doing all along. With no business background, I feel as though I have floundered around trying to make a go of a business that started with 1 employee which has now grown to 30. I have spent countless hours in conferences, at seminars, reading books, etc. but what I have gained from Glenn has been of greatest value to me. Thank you for helping this small-business person gain the confidence needed to make this a viable operation."

Robin Peregrim
Miller's Orchards Farm Market
Clarks Summit, PA

What would you give to increase your profit by 24% and your productivity by 218%?

A lot, right?

Well, there's one thing you can do that will deliver those results consistently. Warren Buffett does it. Bill Gates does it. Mark Zuckerberg does it.

And what is this profit in productivity boosting strategy? To never stop learning. A recent report from ATD (the world's largest talent development organization) revealed that companies with comprehensive training report 218% higher productivity and 24% higher profit margins.



"An investment in knowledge always pays the best interest."

Benjamin Franklin

Who is Glenn Shepard and Why Should You Listen to Him?

Glenn literally wrote the book on how to manage problem employees.

Though he has a management degree from Georgia Tech, he's quick to admit that most of what he learned in college didn't help much in the real world. As he puts it, "College didn't teach me how to deal with the employee who defrauded me out of \$1,500 and then blamed it on Prozac, or the one selling Amway on my time, or the two I caught having sex in the boiler room".

After graduating at 22, he took a job with Cintas because of their highly regarded Management training program. At 24, he purchased a small spinoff of a Nashville based publishing company named Data Marketing Network. A year later, he went through the Shark Tank experience (before it was a TV show) and brought in a venture capitalist, a process he describes as more excruciatingly painful than a root canal without anesthesia. That solved the cashflow problem, but then he found himself spending more time dealing with employee problems than growing his business. He got fed up with feeling more like a babysitter than a manager, and began learning everything he could about managing REAL people in the REAL world.

As Dave Ramsey says, "Experience is a harsh teacher, but at least it's a thorough one". Glenn's blue-collar work ethic and dogged determination paid off. Today, he's the owner of a very successful business, with a great team. He's also the best-selling author of six books, which have been published in seven languages, including **"How to Manage Problem Employees"**, **"How to Make Performance Evaluations Really Work"**, and the #1 Best-Seller **"How to Be the Employee Your Company Can't Live Without"**.

His seminar is now the #1 rated Front-Line Management Training in America and has been hosted by over 400 colleges and chambers of commerce from California to New York.

Glenn is an Eagle Scout, a licensed pilot, a dog lover, a music lover, and a big believer in paying it forward. (Go to www.glennshepard.com and click on "Pay It Forward" for proof.)

He and his wife live in Nashville, Tennessee, where they recently bought "Angel House", a historic home which was selected by HGTV for one of their renovation shows. Built in 1969 by the late Hall of Fame songwriter Ben Peters, it's where numerous country music classics including Charlie Pride's "Kiss an Angel Good Morning" and Kenny Rogers' "Daytime Friends and Nighttime Lovers" was written.