



VitalSmarts Principal Associate



Organizational Development
Strategic Planning
Culture Change
Facilitation
Coaching
Training



Executive Briefing: March 24, 2009

Re: *Strategies for Creating Sustainable Change in 2009 and Beyond*
A Free Exclusive Executive Briefing and Luncheon

Dear Colleague,

Over the years we have all observed managers struggle with missed deadlines, strained relationships, sagging morale, time-to-market delays, and lost productivity. What my experience has taught me is that these managers sometimes miss the link between results and crucial conversations that they are either not holding – or not holding well. In short, managers who struggle to talk honestly with the right people about the right issues in a way that both gets results and reinvests in productive relationships can expect long-term poor results.

In contrast, imagine the power of turning every employee interaction into an experience that achieves synergy, alignment, and agreement. Imagine the results your organization could garner when every interaction culminates in the application of good ideas. Our audacious claim, backed by over 20,000 hours of research, is this: *"Learn to identify the crucial conversations that are keeping you stuck, conduct them differently (with skill) and everything gets better."*

Complimentary Invitation to Exclusive Executive Briefing and Luncheon

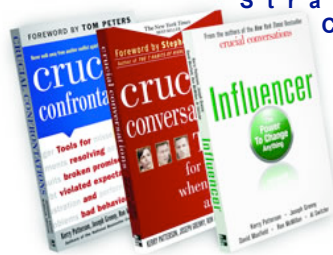
I invite you to an exclusive executive briefing where you will be introduced to the trilogy of award-winning Leadership Development programs: Crucial Conversations, Crucial Confrontations and our latest NY Times, Wall Street Journal, Business Week Best Seller – Influencer. Our training series are central to the most leveraging change initiatives around the globe and have helped more than 300,000 people make the most of every interaction and achieve results where they need them most.

Date: March 24, 2009
Time: 11:30 – 1:30 PM
Location: Price Kubecka
15900 Dooley Road
Suite 100
Addison Texas 75001-4243



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Capacity is limited so registration is required. I want to ensure that you are among the decision-makers who will attend this briefing and receive a copy of our *New York Times* bestselling book, *Influencer: The Power To Change Anything*, along with a training overview, rollout options, and other useful information. Don't let this opportunity pass you by.

I look forward to seeing you there!

John F. Bourke
President

Register today for your free admission by calling Karen Wilson at (972) 473-2400.

See what others are saying about this breakthrough material:

"AN INSTANT CLASSIC! Whether you're leading change or changing your life, [Influencer] delivers." — **Stephen R. Covey**

"Influencing human behavior is one of the most difficult challenges faced by leaders. [Influencer] provides powerful insight into how to make behavior change that will last." — **Sidney Taurel, Chairman & CEO Eli Lilly and Company**

"Ideas can change the world-but only when coupled with influence-the ability to change hearts, minds and behavior. This [training] provides a practical approach to lead change and empower us all to make a difference or a change in society." — **Muhammad Yunus, 2006 Nobel Peace Prize Winner**

Whether dealing with a recalcitrant teen, doggedly resistant co-worker, or a personal frustration that 'no one ever wants to hear my view,' Influencer can help guide you in making the changes that put you in the drivers seat." — **Deborah Norville, anchor of "Inside Edition" and bestselling author**