



Effective Leadership!

- How Leaders Achieve Bottom-Line Results Thru People



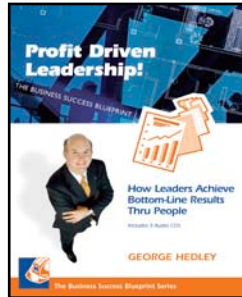
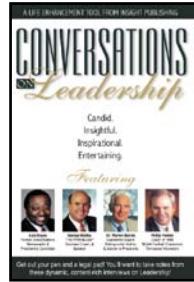
George Hedley, CSP

Building Entrepreneurial Excellence!

George Hedley is the owner of a successful commercial construction and real estate development company. Over 28 years ago, he founded and built his business from \$0 to \$50 million dollars in only 7 years! As recognition, George received the nationally recognized award: 'Entrepreneur of the Year' by Ernst & Young and 'Venture' magazine.

Mr. Hedley's experience starting, growing & building his business into a systemized management run company enables him to show you how to get your business to work. As a 'Certified Professional Speaker' he will help your organization build people and leaders, create long-time loyal customers, focus on bottom-line priorities, install systems that always make a profit, continuously improve, grow equity, and build wealth. George is the author of:

- 'The Business Success Blueprint'
- 'Conversations On Leadership'
- 'On-Purpose... On-Target!'
- 'Get Your Business to Work!'



Leadership In Changing Times

- Thrive In The Ever Changing Business Marketplace
- Try New Ideas, Change & Work Different
- Innovate Or Die
- Focus On Customers, Markets & Opportunities

Leaders Have A Huge Clear Vision

- Influence, Excite & Inspire People
- Make People Want To Follow You

Leaders Achieve Results

- Set , Track & Achieve Written Targets & Goals

Leaders Get Results Thru People

- Communicate Clear Expectations
- Motivate, Recognize, Appreciate, Trust & Coach
- Make People Accountable & Responsible
- Delegate, Let Go Of Control & Improve Performance
- Build A Winning Team & Lead Effective Meetings

Leaders Have An Effective Leadership Style

- Learn The Style That Works For You

- Big Thinker – Market Maker – Innovator – Coach - Task Master

What They Say About This Program:

"Thank you for the tremendous presentation. Your performance made our convention the best ever. I am being flooded with e-mails, calls and faxes complimenting me on the job you did. The content, delivery, contact before and after the presentation, etc. were all 100% TOP-NOTCH! I am recommending that all other NASBP regions contact you for their annual meetings."

- Dave McKee, Program Chair, NASBP

"Your presentation was great because you were both humorous and had many serious points. Your program gave everyone a chance to sit back and listen, learn and laugh."

- J. Rance Smith, President Beneco Inc.

You Have A LEADER Shortage, not a labor shortage! People want to be "lead", not controlled or managed. Running a successful company, division, project or team starts at the top. People only go as far as the leader takes them as bottom-line results are the indicator of effective leadership. Leaders get bottom-line results through people by influencing, motivating, inspiring and making them want to follow you.

Learn How To Be An Effective Leader! Identify your huge vision, set clear targets and goals, and develop a tracking system to get the results you want. Get results thru people by communicating clear expectations, motivating, recognizing, inspiring, trusting and coaching. Make people accountable and responsible, delegate, let go of control, and improve people's performance. Take a personal test and learn which leadership style works best for you: Big Thinker, Market Maker, Innovator, Coach or Task Master. Presented by a successful business owner in a fun and fast-paced format with lots of ready to implement content.



BUSINESS BUILDING PROGRAMS

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