



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS



# ANNUAL CONFERENCE

SEPTEMBER 14-17, 2009 • ROSEN SHINGLE CREEK • ORLANDO, FLORIDA

*For ASBDC State/Regional (Texas and California) State Directors AND Associate State Directors (Texas and California) ONLY*

## FranklinCovey Leadership Modular Series: Unleashing Talent

**Executive ♦ Leadership**  
Pre-registration required by August 21, 2009. Seating is limited.  
Additional Materials Fee: \$70

Tuesday, September 15, 2009  
2:00 pm – 5:15 pm

ASBDC is pleased to announce that the FranklinCovey organization will again be providing high value training for SBDC State and Regional (California and Texas) Directors at the ASBDC 29<sup>th</sup> Annual Conference in Orlando in September. **A \$70 materials fee** will be added to your conference registration fee when you click the appropriate box on the ASBDC Annual Conference registration form. **The pre-registration deadline is: August 21, 2009.**

### **Challenge: Are the leaders in your organization tapping into their employees' highest potential?**

In an economy where competitive edge relies on the skills and knowledge of the workers inside your organization, today's leaders must know how to help individuals unleash their talents. But within this radically new paradigm, traditional motivation methods are outdated and ineffective. If workers are to make their highest and best contribution, they need leaders who understand what motivates them, what matters most to them, and what their strongest abilities are.

### **Solution: To unleash this new generation's talent, leaders must have a new mind-set, skill-set, and tool-set.**

Compared to previous generations, the knowledge-worker generation represents a fundamental shift in individual mind-sets and motivations. Leaders who can tap into their employees' most valuable talents and abilities will witness extraordinary results from happier, more engaged co-workers. Leaders who implement the tools and skills of the *Unleashing Talent* program will gain:

- The ability to engage in meaningful conversations that enable team members to contribute their talent to the organization's needs.
  - The tools to empower team members to create a clear picture of how they will contribute.
  - Consistent achievement of goals through proven processes.
  - The means for holding leaders and teams accountable in achieving individual and team goals.
- Participants in the *Unleashing Talent* program receive the following tools to support them as they apply their new knowledge and skills in the workplace:
- Participant guidebook
  - Participant DVD (including a select video from the program)
  - Tools CD
  - 21-Day Challenge
  - Conversation cards

### **The Process**

You will significantly increase your capability to unleash the passion and talent of your team toward your team's highest priorities.

**Participants in FranklinCovey's *Unleashing Talent* learn:**

1. To implement processes that enable team members to achieve goals.
2. To cultivate positive interactions among team members.
3. How 80/20 conversations can generate the most important results.
4. How to conduct "Voice," "Performance," and "Leadership" conversations.
5. How to write a personal contribution statement.
6. How to teach team members to write a contribution statement.