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## **Presentations by Michael Brandwein for Business, Organizations, & Associations**

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### **Presentation Topics by Michael Brandwein**

#### **➤ Keynotes**

(Please see Part One below)

#### **➤ Workshops/breakout sessions**

(Please see Part Two below)

**The following are sample topics. Other sessions can be developed to meet your specific needs. Please contact Michael at 847-940-9820 or michael@michaelbrandwein.com.**

## **PART ONE: Keynotes**

### **THE REAL TRUTH ABOUT STICKS AND STONES: Recharging our Batteries & Creating Changeability**

Successful leadership of others begins with more expert leadership of ourselves. Michael uses a creative, highly entertaining approach to present a practical, no-nonsense set of tools to help people:

- handle stress and keep balanced
- be more open to learning new things and keep growing professionally
- work better with others
- resist burnout
- meet challenges with more flexibility and skill
- handle change in positive ways

This session lets each of us take a refreshing and often surprising look at the conclusions we've made about ourselves, why we believe them, and how

they unconsciously hold us back by limiting our choices. It demonstrates how to listen to ourselves with greater skill and replaces the prevailing myth about people's "styles" with more positive steps to help us be more flexibly effective. You'll be recharged and revitalized!

## **THE LEADING SECRETS TO LEADING OTHERS:**

### ***Why There's No Such Thing as a Born Leader***

To be terrific leaders who continually develop new and stronger skills in ourselves and others, we need to become really expert at one thing: focusing on skills instead of qualities. This energizing session shows exactly how to do it. We will:

- demonstrate to ourselves a surprising critical error in how we've been trained to look at successful people;
- use "Olivier's Law," three key communication rules, and two specific steps to more immediately improve individual and team skills;
- learn and practice a simple but powerful "reverse engineering" technique to identify and use skills that develop better working relationships with others; and
- take home over 200 immediately useable examples of what outstanding leaders say and do that will make a positive difference in our own work every day.

## **HOUDINI'S GREATEST SECRET WAS THAT THERE WAS ONE:**

### **Unlocking & Unblocking the Path to Personal & Organizational Success**

Houdini, the most famous magician in history, performed such unbelievable escapes and illusions that many highly intelligent people believed these unexplainable feats could be only performed with supernatural powers. You'll be shocked—and see for your own eyes—what Houdini did to prove them wrong. His legend still fascinates and entertains us—but we can learn some surprising and highly useful techniques from his approach to competition, innovation, and reaching for the top goals that may seem unreachable. This unique keynote presentation creatively employs actual demonstrations of some incredible magic to disclose some amazing secrets about the master magician that help us handle problems, fears, challenges, and change. They can help us achieve success as an organization and as professionals. And, at its conclusion, we will see for ourselves what Houdini called his greatest physical and mental challenge: an escape in full view from a real, regulation hospital straitjacket—not the tricky way with a magician's prop that we may have seen on TV, but a real demonstration with a real restraint done in the way Houdini thrilled audiences over a hundred years ago.

# PART TWO:

## Workshops / Breakout Sessions

### **CONFLICT COMMUNICATION: How to Deal with Disagreement, Conflicts, & Hot People without Using a Blowtorch**

Powerful, practical persuasion: This skill-packed session has been acclaimed internationally for teaching specific techniques you will use immediately, every day, to resolve conflicts constructively with less stress while building greater trust, credibility, and cooperation.

It includes:

- precisely what to say and not to say when resolving disagreements
- replacing the myth that blocks effective persuasion
- tailoring responses to the needs and concerns of others
- handling yellors and other angry people with both respect and confidence
- specific “maps” of steps and statements to motivate increased agreement and collaboration
- and more

### **Super Staff SuperVision: Practical & Powerful Techniques to Lead & Motivate Teams to Success**

This session is packed with specific skills to make an immediate difference in our leadership and management of others. Techniques include:

- the single most important thing a boss is supposed to do every day and how to do it better right away
- the *Dozen Do's*—credible actions that motivate and build positive working relationships to get things done
- “Special Delivery” — how to best provide workers what they need for continued growth, job satisfaction, and increased performance
- making the most of management by modeling, with detailed examples of the fastest and most effective ways to lead by example
- the *Facilitating Phrases*—what to say when leading people to improve
- and more

## THE VALUE OF VARYING VIEWS:

### ***Building Collaboration, Creativity, and Constant Improvement***

Team success requires an open exchange of ideas, yet people bring to work an increasing diversity of attitudes, values, assumptions, and beliefs. This engaging session demonstrates specific ways to use these differences as a strength, encourage the communication of fresh and different views, and manage the inevitable conflict in positive ways. Plus:

- increasing listening and flexibility in ourselves and others
- disagreeing without being disagreeable
- reducing fear of new thinking and motivating more of it
- how to promote change and improvement without raising defensiveness
- getting people to *expect* different opinions and to better understand the value of our differences
- identifying and communicating assumptions to improve group problem-solving and planning
- and more

## L.A.S.E.R.B.E.A.M.:

### ***Using Powerful & Positive Communication to Supervise & Lead People to Better Performance***

If you manage, supervise, coach, and lead people to better performance, this session is your toolbox for success. Though many supervisors are often unaware of it, most of our communication with workers (even lots of the so-called “positive” kind) is what Michael calls “negatively triggered”—it is a response to things that are wrong, aren’t good enough, or need to be changed or improved. This produces a pervasive “balance” problem which can undermine virtually everything we do as bosses while adding unnecessary tension and stress to the work environment.

This presentation fixes these problems in four steps while providing outstanding tools you’ll use every day to help teach and motivate others to work better, be stronger team members, and provide improved service.

Included:

- a much improved way to identify and communicate expectations
- motivating others by making the qualities we expect accessible to everyone
- puke-proof praise — making positive communication more credible
- the most realistic and effective techniques to produce change and teach indispensable skills to others, including *cooperation and teamwork, organization and follow-through, clear communication, problem-solving, dependability, enthusiasm, creativity, responsibility*, and more

## **MOTIVATING COMMUNICATION:**

### ***How to Get People to Talk More about What Matters Most***

Ever had a meeting where the meeting in the parking lot after the meeting was longer than the meeting itself? What people *don't* tell us can hurt us big time. This one-of-a-kind session provides practical, specific tools to increase open, full, and prompt communication, including:

- decreasing “talk behind backs” and encouraging “problem talk” about even difficult things to head off problems before they grow
- four direct steps you can use daily to get people to come directly to us with problems and concerns – and how to credibly show we want to hear them
- promoting positive problem-solving instead of whining
- identifying and cutting through communication barriers
- overcoming our own problem avoidance and modeling better communication for others; and more.

## **WORKING SMARTER:**

### ***How Team Leaders Can Increase Workers' Thinking, Decision-Making, and Problem-Solving Skills***

This unique session demonstrates exactly what to say and do to help team members develop better skills for solving problems, making wise decisions, correct mistakes, handle challenges, and think for themselves with greater confidence and independence. Included: using and teaching the D.O.T. steps to problem-solving and an organized set of over 200 terrific questions that help teach better thinking and smarter choices.

## **THE CUSTOMER IS ALWAYS BRIGHT:**

### ***How to Deliver Outstanding Services and Satisfaction***

This results-oriented presentation is loaded with fresh approaches and practical skills to provide greater service and cut through problems and common challenges with greater confidence. Techniques include:

- the fastest, no-nonsense, no “theory” way to nail down what makes service succeed
- how to creatively motivate workers to be excited about and value high standards instead of having “customer/client service” imposed upon them as the “theme of the month”
- lead to serve: the details on how maximizing supportive supervision provides superb service impact to customers/clients

- defining what we want others to believe about our service and figuring out what we need to do and say to make this happen
- practical and creative ways to figure out what customers/clients want and how to exceed these expectations
- the best persuasive communication skills to handle conflict, disagreement, and people who are upset
- the critical but rarely used secrets to skillfully make problems and complaints become positive opportunities
- developing service teamwork

### **THERE'S NO FUN IN FUNGIBLE:**

#### ***The Fast & Effective Way to Define, Declare, & Deliver Our Distinctiveness***

This special session demonstrates how marketing and service leaders and team members can set their business or organization apart from the competition using more creativity and deeper analysis. Even when trying to look distinctive, it's astounding how similar businesses and other groups look and sound when trying to explain why consumers and clients should pick them out of the crowd. The feature of the session is Michael's nationally acclaimed "So Why Us?" activity that gets the whole team to understand and feel excited about why service is essential to competitive success, how to figure out exactly what is distinctive about our services and products, and how to communicate this to current and potential customers and clients.

### **SUPERVISING SERVICE SUCCESS:**

#### ***Managing the Customer Service Team So That No One Can Manage to Live Without Us***

These are immediately useable ways we can lead our service teams to boost the quality of the customer experience. Including:

- the specific things to say and do to create an atmosphere that credibly and positively promotes ongoing growth, improvement, greater communication, and constructive change
- informing and persuading others in our company or organization to recognize the contribution our service centers make and fully integrate service as a central part of the business

- the key secrets to building greater collaboration with other departments and work groups
- defining and measuring “quality” to make real boosts in performance instead of just collecting more data

## **MANAGING VOLUNTEERS BEFORE THEY MANAGE TO GET AWAY**

National, state, and regional organizations have acclaimed this session for its fresh and positive approach to the supervision and motivation of volunteers. Get techniques you can use right away, including:

- what makes volunteers tick and what ticks them off
- setting up the relationship with greater clarity to ensure future success
- communicating and enforcing expectations
- compensating volunteers when we don’t use money
- surprising rules about rewards
- how to keep them motivated, enthused, and cared for
- handling volunteers who aren’t working out
- professionalizing your volunteer force
- solving common problems and challenges

## **THE DEATH OF MEANINGLESS MEETINGS: Ten Powerful Techniques to Make Meetings *Move***

Meetings are supposed to *solve* headaches, not create them. Everyone hates wasteful, boring, unproductive meetings -- yet we go on having more of them. This dynamic and refreshing presentation has been acclaimed for teaching ten direct and specific techniques you can use right away to prepare and lead meetings that convert talk into action. Skills include:

- how to have fewer meetings right away
- organizing what needs to be done in ways that dramatically increase efficiency and cooperation
- accomplishing far more in less time, with greater confidence in decisions
- how to get meetings back on track when you’re not running them
- stopping “meeting saboteurs” in their tracks
- getting people who never participate to do so while respectfully controlling the people who monopolize
- how to find out what people are really thinking
- keeping people on the subject
- maintaining attention, pacing, and productivity

## HOW TO SPEAK SO PEOPLE STAY AWAKE & DO NOT HATE YOU

### ***Fast & Highly Effective Ways to Give Outstanding Presentations That Really Captivate, Educate, & Motivate***

Many well-intentioned people believe—incorrectly—that having a PowerPoint® presentation on their computer means they have a successful speech. If you believe, like Michael, that we can do better than watching people stand up in front of groups in darkened rooms using what's on a screen as their “script” as they “comment” on “slides,” then this fun, skill-packed session is for you. It's loaded with exactly what you can do and say to make truly powerful presentations to large or small groups that inform and motivate others to take positive actions in response to your message. You won't find boring commonplace suggestions like “use good eye contact” in this session. Instead, learn high-level techniques that can be used right away by anyone from the beginner to the advanced presenter. Best of all, they can be plugged into or applied to existing presentations or used to create new ones that will make you confident and a real star up in front. Included:

- the most critical do or die question that we must ask (that no one ever told us about)
- how to *grab and hold* attention in ways that drive messages home (you'll never, ever need to ask, “Can I have your attention, please?”)
- get people to care about what you're saying and actually remember it
- simpler, faster, fool-proof ways to organize and prepare material to maximize impact
- fresh, easy ways to craft outstanding openings for terrific first impressions
- wiping out *extremely* common but mostly unknown blunders
- using presentation software like PowerPoint in effective ways that nobody else knows about
- why nervousness makes sense and how to make it work for you

## TIME MANAGEMENT for People Who Do Not Have Time to Take a Time Management Course

This special session was developed as a no-nonsense alternative to “time management” seminars that propose detailed plans that you never seem to use after the second day. It demonstrates six groups of useful tools that have been acclaimed by extremely busy people for their flexibility, practicality, and ease of use. You don't have to use all of the techniques every day—just

when you need them. They can be applied quickly and are easy to remember. The best thing is that they can be tailored to your individual needs and work habits. Get more done with greater efficiency and organization and less stress—and learn how to *never* have a day when you got “nothing done.”

## **HELPING PEOPLE TO SUCCEED**

### ***Positive Communication & Counseling Skills to Boost Self-Image, Confidence, Cooperation, and Self-Motivation in Others***

This special session is for professionals in human resources, health care, social services, and other fields. It presents practical techniques to use positive communication to motivate others and increase their ability to help themselves even in negative, crisis, or other challenging situations. The session helps develop more cooperative and trusting relationships and it:

- demonstrates how to cut through the greatest barrier in developing self-esteem in people of all ages
- identifies over 60 specific examples of positive opportunities you can use right away to provide people with credible evidence of their own competence and success
- enhances your ability to reinforce and teach essential life skills that include problem-solving, communication, independence, responsibility, flexibility, stress management, and more

## **THE TEN TRUTHS OF TRUST:**

### ***Terrific Tools to Develop More Cooperative and Confident Relationships***

This creative session is unique in its specific focus: “whom do we trust and *why?*” It demonstrates practical things you can say and do right away to work better with others, build stronger relationships, enhance communication, and provide better service. Skills include:

- *making more positive immediate impressions*
- *reducing tension while increasing credibility, confidence, and respect*
- *developing opportunities for greater input and cooperation so people work with you, not against you;*
- *special techniques including inoculation, “first a.i.d.e.,” and “third-person” to cut through tension and resistance more.*