



Photo by: Alan Light



Photo by: Pete Souza

Leading Charismatically

LEARN to LEAD

Put more Kennedy, Oprah, Reagan, Obama and charismatic others
in YOUR Life and Leadership Style!

We CAN show you how!!!

Excite, energize, enliven, impassion others to follow YOU!!!

Choose The Option That Meets Your Time and Budget Needs

Speech (30 to 120 minutes) Uplifting, insightful, fun, and energizing! Guaranteed to get everyone smiling, thinking, enjoying and prepared to take action to better lead individuals and teams. You choose from among the half-day concepts you want included in the speech.

Half-Day Program (3 to 4 hours) The half-day program focuses on giving participants significant knowledge and techniques to be more effective leaders. They learn **their leadership style, how power works, how to more effectively use and channel that power, how to get staff to volunteer to do more work, how the leader can be more charismatic, and how to get people to outperform their wildest expectations.**

Participants Leave Knowing:

- The difference between being a leader and being a manager
- Over 20 behaviors that contribute to others seeing them as being more charismatic
- A set of 10 specific behaviors and the 3 general behaviors of effective leaders
- What power is, the 5 sources of power, the 6 sources of lower participant power, how to get power, and how to manage the power of others
- Know your leader style and how others react to your style

Full-Day Program (7 to 8 hours) The full-day program includes everything in the half-day program, plus it includes learning how others react to their behaviors (DISC) and motives (Workplace Motivators™) as well as how to use this knowledge to build, manage, and lead individuals and/or teams.

Participants Leave Knowing Everything in the Half-Day Program, PLUS...

- The 4 basic DISC behavior style characteristics
- Strengths of each of the 4 basic behavior styles
- The 6 values/motives/work-related-passions of people
- Your personal behavior and motives profile, how others react to you, and how to use these to effectively lead
- How to maximize strengths and minimize weaknesses to more effectively lead others

Who Should Attend the Speech, Half or Full-Day Program?

- New Leaders • Experienced Leaders • Future Leaders



TheAbelsonGroup | P.O. Box 10102 | College Station , Texas 77842
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Leaders **can be born**, but they **can also be built**, and **WE PROVE IT!**

This session will make everyone a believer that leaders can be built. It will show them how to more effectively lead and give them specific insights, concepts and techniques to be a better leader. No matter how skilled as a leader you are, there will be something in this session for YOU!

Comments from a few participants from just one of many industries we work with. . .

"I always thought you couldn't teach people how to lead. Within 15 minutes of Michael's presentation I became a convert and a total believer that people can be taught to lead."

– Robert Moles, former Cendant Vice President over the Century 21, Coldwell Banker and ERA brands

"Michael gives us an accurate comprehensive understanding of the people in our leadership team. We are more empathic, meet other's needs, and more productive. I use what was learned in the reports repeatedly every day."

– John Bearden, Past CEO, Coldwell Banker Affiliates of Canada; President & CEO, GMAC Home Services

"Dr. Abelson, your session was excellent! You gave our staff valuable skills on how to work with top producing agents in a non-threatening, almost matter of fact way, you accomplished a great deal directly and subliminally. It was incredible. You were even able to get the message across to our manager's issues we have discussed many times, but for which they never seemed to grasp. With you, they finally GOT IT!"

– Mark Wolfe, RE/MAX

"When you were announced as the final speaker at our recent ERA President's Circle Meeting I expected to be informed and educated – and I was. What I did not expect was to laugh a lot and really enjoy every moment of your presentation. It was lively, stimulating, and thought provoking. In short, I loved it. Thanks so much."

– Jean Burgdorff, Burgdorff Realty

"Thank you so much for taking time to participate in our Leadership Team/Strategic Thinkers Group meeting last week. It really brought a helpful and thought-provoking dimension to the meeting."

– Richard Mendenhall, Past President, National Association of Realtors

Your Instructor: Dr. Michael Abelson



Formal Education

- B.A. (psychology), M.A. (clinical psychology), M.B.A. Ph.D. (business administration)
- CPBA (Certified Professional Behavioral Analyst)
CPVA (Certified Professional Values Analyst),
CAIA (Certified Attributes Index Analyst)
TriMetrix™ Certified
CMBA (Certified Master Behavioral Analyst)

Experience

- Texas A&M University Faculty since 1981, teaching at the undergraduate level (over 30,000 students taught), M.B.A., Ph.D., and executive levels
- Delivery of over 800 executive education, national/regional meeting seminars
- Consulting with over 100 companies on various management and leadership issues
- Management practices, strategic management and change, leadership dilemmas and solutions
- International experience includes clients on four continents

Awards and Other (brief overview)

- Numerous College and University level teaching awards
- Noted in special issue of Business Week Magazine as one of the master MBA instructors in the nation
- Media includes 40 television programs on top performing sales staff and leadership practices
- Quoted in over 100 newspapers, magazines and newsletters nationally such as Fortune, the Washington Post, USA Today, the Chicago Tribune, the Miami Herald, the Dallas Morning News, the Houston Chronicle, and the Philadelphia Inquirer
- Over 60 articles and one book published
- Member of numerous Boards of Directors

For more information about our products and services, call **The Abelson Group at 979-696-2222** or e-mail us at **succeed@abelson.net**. Please visit our site: **www.TheAbelsonGroup.com**

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