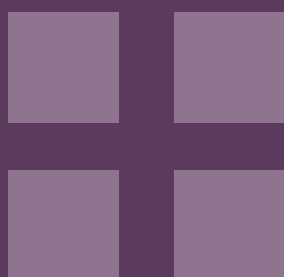


WHAT MATTERS IN LEADERSHIP

ADVANCED MENTORING PROGRAM

Double your revenue in **half** the time
and with **half** the workload.



It is a well-known fact that top-performing executives around the world adopt leadership skills and behaviours that enable them to outmanoeuvre their competition. It has been shown that individuals are achieving five, ten, even twenty times the results of their counterparts who lack well-tuned leadership skills.

If you and your team are not producing returns in line with your efforts, you need to understand WHAT MATTERS In Leadership.

LEARNING OUTCOMES

The WHAT MATTERS In Leadership mentoring program reveals the common behaviours and qualities that unite high-performing leaders across the world. You will begin to understand where clarity, simplicity and focus interconnect in your business to discover the activities which will meaningfully impact your performance.

www.danfloros.com

WHAT MATTERS FOR CLIENTS

"The simple, clear, and focused system you encouraged me to integrate into to my daily business operations has allowed me to surpass the results I expected.

In the last three years I have franchised my salons throughout Dubai and Abu Dhabi, and am now looking to launch in Cyprus and Greece in 2008.

I want to thank you for taking the time to guide me through this time with simple business models and systems.

Also - the Global Summit in Wealth last December at the Madinat Jumeirah was sensational!

Whenever you are next in the Middle East, please let me know as I have family and business associates who are looking forward to meeting you."

**Khazim Saide, CEO / Fonder,
Aqua Senses Spas – Dubai**

Dan Floros
INTERNATIONAL
Clarity • Focus • Simplicity

Day 1: Personal Strategic Overview – What Effective Leaders Do

- Discover the importance of clarity
- Learn how to clarify your ten-year plan
- Understand the key indicators that effective leaders focus on
- Learn how to eliminate low value activities
- Learn to reveal your most important outcomes at any point in time
- Understand the 'power of association'
- Define your Major Definite Purpose (MDP)
- Apply the brainstorming principles to every challenge
- Observe how to re-assess and reframe significant problems and challenges
- Discover how to run your day (instead of it running you)
- Learn how high performing leaders delegate
- Create space for highly rewarding activities
- Develop your own systems for accelerating performance

Day 2: Business And Career Overhaul – Small Actions, Major Impacts

- Examine the application of clarity for small wins
- Understand the power of strategic alignment
- Discover what business you are REALLY in
- Clarify the What, Who and Why of your strategy
- Reveal the seven Ps that give you the winning edge
- Learn strategies to double your revenue
- Understand why you, and all leaders, are actually in sales
- Discover the fundamental steps in selling
- Understand the 1st Law of Entropy and the Law of Complexity
- Know how to simplify activity in the face of complexity

Day 3: Focusing On The Majors – Competencies For Better Results

- Gain clarity on high-level activities to date
- Understand the importance of metrics
- Learn how to manage yourself first
- Discover the GOSPA method of leadership
- Identify the key drivers of your business, and their impact on you
- Understand and apply the du Pont method
- Learn how to conduct competitive analysis and compare your proposition
- Analyse your business units for improved profit
- Learn how you can facilitate powerful customer service initiatives

Day 4: Dealing With Growth And Change In Leadership – How Effective Leaders Manage It

- Uncover the critical constraints of leadership
- Discover how to clear limiting factors in changing times
- Learn how to motivate others
- Discover why the future belongs to "knowledge workers"
- Learn how to invest in yourself to unlock hidden potential
- Realise the importance of optimism and other qualities of 21st Century leaders
- Review program results and discuss personal change

INFORMATION SESSIONS

Dan Floros International offers four **free information** sessions on his popular mentoring programs every year. Enrolments are accepted on these evenings, and frequently, all four mentoring programs are filled at these events.

Information sessions take just 45 minutes, and include a free diagnostic assessment of your situation and recommended next steps as well as a specific e-book with information on the topic you need most.

See www.danfloros.com/upcomingevents to see the next date, and register your place. Note that places are limited, so book soon to avoid disappointment.