

**Exclusively for Management . . .**

## **Is It Really Possible to Earn More Money, Work Less, Eliminate Management Stress and Have Fun in Your Career?**

Doug Cartland here . . . from my twenty years in management, and my nine years working with management teams I truly understand your gut wrenching frustrations associated with your responsibilities and from dealing with employees.

My hat is off to you, for having the tenacity to hang in there.

**As I have traveled forty-seven states educating management with creative ideas on how to make their job easier and more rewarding . . .**

I have come to realize that, though some industries call their management team . . . managers or supervisors, and others call them team leads or directors...although they all have different titles, they share one thing in common with you . . .

**You are all Leaders.**

**Please listen . . . I have been there with you on frustrations like these:**

I know what it's like to feel like you're trying to motivate an adult that is more complacent than an adolescent teenager, one who has no regard for loyalty and does nothing but whine and stir up trouble among his or her peers.

I understand how frustrating it is to have an over-committed "To Do List" of priorities, and then have to put them on the back burner because of the avalanche of interruptions you receive every day. . . day in . . . day out, which makes you work later on an already long day, or at the very least take more work home . . .again.

Family has to love that—right?

No wonder so many leaders feel burned out; they're doing everybody else's job plus their own.

Don't you hate it when you have a team that you cannot trust to get its job done without you acting like a baby sitter? Do you feel like sometimes you're running an adult daycare??

Why are some people so lazy anyhow?

**And . . . here's the one that used to grate on me to no end . . . that one pain in the #% @ employee who drags down the rest of the team, and the incredible drain of your**

time and energy when you have to deal with him again and again, over the same blasted issue.

You and I could go on and on . . . we haven't even scratched the surface.

What about the political games that are played . . . the turf wars . . . and the financial loss due to communication breakdowns (aren't they listening)?

What about the back-stabbing employee who tries to undermine your leadership?

Have you ever tried to motivate a meatball? Sometimes that is easier than getting your subordinates to do what they should . . . Why is it so difficult for them to be willing to work towards important goals you have helped them set for their own good and the good of your team?

Why is it so hard to find good help?

**All of those frustrations and more . . . are the reasons that I created the Doug Cartland Leadership Program nine years ago.**

My objective was to solve and eliminate those stress causing issues--

**After all, fair or not, as a leader . . . YOU are ultimately responsible for the success or failure of your team's performance. It's your head on the block.**

**From my work with more than 10,000 leaders over the years, I have discovered some secrets and developed some strategies based on those secrets.**

**For example:**

The secret that will reduce employee turnover by at least 30%.

One determinant that accounts for fifty percent of an employee's job satisfaction, and is illustrated in their quality of work, performance, and work ethic.

The number one reason great employees will leave you.

The reason cited by 49% of employees as to why they would just as soon see their supervisor fail.

The steps a leader can take to reduce absenteeism by 23%.

The one major reason business leaders are fired.

One crucial skill that helps leaders exceed their annual revenue targets by 18%.

**I have taken all my discoveries with proven results to create ...**

**Doug Cartland's Two Day Leadership Intensive.**

**Here is what is revolutionary about this program . . .**

Rather than deliver my bottom line enhancing secrets to the masses through large seminars and workshops (which I still offer) this will be a very intimate experience.

I am limiting the group size to five, so we can have some personal interaction. Yes, only five.

If a few of your colleagues want to attend, I could let a few more sneak in . . . however, to protect the integrity of this workshop, **under no circumstance can it exceed twelve participants!**

In addition to the strict limitation of attendees, **I will also have a one-on-one personal thirty minute phone consult with you** about one month prior to the workshop. I do this so you will receive the highest return on your investment of time and money by generating results.

Then...about a month **after the workshop, you and I will have another private thirty minute phone consult** to offer guidance and encouragement, because **I am committed to your success as much as you are.**

**In this two day workshop, you will learn:**

1. Four ways to get your employees to WANT to do what you say.
2. The top ten motivators to get what you want out of your employees as their leader.
3. The most important considerations in setting goals that will help your team develop the passion to achieve.
4. Six ways to effectively and constructively eliminate employee whining.
5. Nine keys to having meaningful, productive, and results driven meetings.
6. Secret principles that will transform poor performers into great performers.
7. Methods to create a competent team that you can trust without baby-sitting.
8. Five steps to leverage your time with your employees.

9. How to eliminate non-productive interruptions.
10. Steps to help employees hear and understand what you expect the first time.
11. How to hire the best people.
12. How to earn more money while working less, and living a balanced life.

**If you think I'm biased about this incredibly intimate and powerful Leadership Intensive because it happens to be mine, please READ THESE from a few past participants:**

Ken Bowen is the CEO of Crippen, Reid and Bowen, LLC:

“Doug Cartland’s Leadership Intensive is the best leadership seminar I’ve attended in thirty years of practice. It’s a must for anyone wanting to develop their leadership skills. Doug provides insight and practical knowledge with participant interaction. The Leadership Intensive gave me practical action steps to implement to ensure what I learned I put into practice. I have already sent other members of our firm and will continue to do so. I highly recommend this seminar.”

How about Stephanie Flannery, a Senior Supervisor with Jim Beam/Beam Global Wine and Spirits:

“I attended Doug’s Leadership Intensive in January of 2008. As a fairly young manager, I take every opportunity I can to hone my skills, and I can say that of the half dozen or so seminars I have attended on leadership and management, not only was Doug’s the best, but I can say that it has been much more practical and applicable in my daily work than any others I’ve attended. Doug’s style of delivery made the material so much easier to apply in practical situations. The most amazing thing about the Leadership Intensive is that it has been so easy for me to take what I’ve learned and apply it daily. Most material and information learned at seminars is forgotten and put aside as soon as I return to work. The information and knowledge I gained from Doug has been put to use every day since I’ve returned to work. I can see my efforts coming to fruition in many aspects of my job as a leader and manager.

”I would highly recommend this course for all managers at any level with any type of leadership responsibilities. You will take valuable and enlightening information back to the workplace with you, and you’ll begin practicing what you’ve learned instantly and with ease!”

Said Liz Richards, the Executive Vice President of the Material Handling Equipment Distribution Association:

“Doug Cartland's Leadership Intensive gave me a valuable opportunity to step away from the day to day and really evaluate and strengthen my leadership skills and style. One of the great benefits of this program was having the opportunity to share with others from outside my industry, in a small group setting. We quickly became open with one another because of the non-competitive nature of the group and really fed off of our respective ideas. I would highly recommend this program to anyone who is responsible for the management and supervision of others.”

I've only done this Leadership Intensive three times before...and still participants have come from near **(like Illinois, Wisconsin and Iowa)** and far **(Virginia, Minnesota and Ohio to name a few)** for this rare and one of a kind opportunity!

**If you are serious** about climbing the ladder, earning more money while working less, and having a life outside of business, *I invite you to be one of the five to join me for this very private two day intensive.*

Your tuition includes:

- Pre-Workshop 30 Minute Consult
- Two Day Leadership Intensive workshop – September 17-18, 2008
- Course workbooks
- Continental Breakfast and Lunch during workshop
- Post Workshop 30 Minute Consult

**You could easily pay from \$1,985 up to \$3,750** for such an intensive workshop, however, I have priced this workshop to be affordable to anyone with the desire to reach the next level, and do it with their sanity intact...

**Tuition for my Leadership Intensive is \$1,250.**

**HOWEVER—let me go even one better...**

**If you would like to qualify for an Early Bird Discount, please do this . . .**

If you are a person of action, and you **enroll by July 31st** you will receive the **Early Bird Tuition of only \$875** for a **savings of \$375.**

**Remember, we are only accepting five attendees,** unless my arm gets twisted by colleagues. **Under no circumstances can I accept more than twelve to protect the quality of your program.**

*If you are interested in this, I hope you don't miss out. To avoid disappointment, please call me personally at (262)736-1800 and I'll get you registered. Or email me at [doug@dougartland.com](mailto:doug@dougartland.com)*

My Two-Day Leadership Intensive will be held in Schaumburg, IL only minutes from O'Hare International Airport on September 17-18, 2008.

Be one of the few, the privileged, the exclusive! Call me personally at (262)736-1800 or email me at [doug@dougcartland.com](mailto:doug@dougcartland.com) and reserve your spot in this life changing experience.

Sincerely,

Doug Cartland

**PS: I am committed to your success.** Attend my Two-Day Leadership Intensive workshop, take advantage of the private one on one consultations . . . implement your best ideas and **you will get results...or I will continue working with you until you do, with no additional charge . . . GUARANTEED.**

**PPS: You really can Eliminate Management Stress and have more Fun with Your Career.**