

International Bestselling Author of *Are You Ready To Succeed?* Shares Amazing Message with Business Owners Who Want to Not Only Survive...But *THRIVE* During the Recession



“Do you wake up in the morning with your heart singing at the thought of being who you are and doing what you do - filled with joy and full of energy and enthusiasm?”

“Does your enthusiasm for your work translate into the success and prosperity that you deserve? Are your employees contributing to your business success in the way that you expect?”

“If you answered “No” to any of these questions, you must make a change now before the full effect of the recession impacts you. The economic landscape is shifting under your feet, and successful entrepreneurs and business owners must rise to the occasion NOW.”

In a new workshop for 2009, called *Advanced Leadership for Entrepreneurs*, Dr. Srikumar Rao shares with business owners and entrepreneurs how to achieve the success they have always wanted by doing just two things: 1) Create a long term vision for their company in alignment with the greatest good for themselves and for their businesses. 2) Share and articulate their new vision in a way that inspires, empowers, and motivates their employees to take ownership of this vision and implement a plan to accomplish it.

The next three years will see tens of thousands of businesses (large and small) close their doors forever, and many new competitors will emerge. **“Business as usual” will NOT suffice for you or your employees.** Business owners who want to really thrive during the recession must make a QUANTUM Leap in their effectiveness, and foster an environment that truly, fundamentally empowers their employees.

This workshop is designed specifically for you to identify what’s holding you back from greater success, find a new approach that’s right for you, and get your entire team implementing your vision which you will express like never before.

Dr. Rao’s results have been well documented in dozens of publications including the *New York Times*, the *Wall Street Journal*, the *Financial Times*, the *London Times*, the *Guardian*, the *Independent*, *Fortune*, *Time*, and *Business Week*. These publications have interviewed Dr. Rao for one reason only: their readers - business owners just like you - **demand new information and methods that actually work in the new economy!**

Your success rests *not on your ability to control or scare your employees to do what you want, but to help them realize how much power they truly have!* Demonstrate in meaningful ways that you are serious about their personal success by clearing your organizational obstacles out of their way. *Remove the “demotivating” factors, and they will stop complaining and start completing your vision.*

“If you want to build a ship, don’t drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.” - **Antoine de Saint-Exupery**

This dynamic workshop for entrepreneurs is based on *Creativity and Personal Mastery* course, consistently rated as one of the most transformative courses at Columbia Business School, London Business School, and the Haas School of Business at the University of California at Berkeley. It is *the only business school course anywhere that has its own alumni association* – a testament to the overwhelming value received by those fortunate enough to have attended.

Here are just some of the benefits experienced by those who attend:

- ✓ Ways of thinking that do not serve us very well are identified and replaced by effective models that work much better for improving business performance
- ✓ Bad economic news will no longer erode self confidence or your sense of purpose and will instead help you sharpen your mental models to best serve you
- ✓ Astutely perceive opportunities that others fail to spot, even those you may have missed prior to making this shift
- ✓ Your work will begin to flow with much less resistance due to being “in the zone” where real breakthroughs occur - allowing you to focus on the actions that produce the greatest results
- ✓ You will learn how to articulate your vision to your employees in a way that helps them motivate themselves to perform their best for you
- ✓ Energy once wasted on correcting or reprimanding employees will be freed for working *on the business, not in the business*
- ✓ Improved understanding and articulation of business mission and vision will improve your marketing message and ROI of your marketing investments
- ✓ Obstacles are perceived in a new light: challenges are recognized for the opportunities they offer. These opportunities are usually the most profitable
- ✓ Improved decision making - faster, clearer, more accurate business decisions mean capitalizing new opportunities arise and avoiding dangerous missteps
- ✓ You will begin drawing in contacts opportunities that match your goals with seemingly very little effort or action required

You have a strong mind and only you know what is best for you. Therefore this workshop makes no attempt to convince you to adopt a particular philosophy, but instead helps you and your employees challenge yourself to consciously adopt new models that serve you better to ensure you reach your business goals.

Now is the time for strong action and a renewed commitment to success. No one will force you to achieve success, *but if you want to thrive during this recession and get to the next level, then this workshop is mandatory.* **Call xxx-xxx-xxxx** today to enroll in the fully tax deductible Advanced Leadership for Entrepreneurs Workshop.

Note: The Advanced Leadership for Entrepreneurs format is flexible, and can be adapted to meet the time requirements of the specific event. Dr. Rao speaks to groups of all sizes, and can customize the workshop for your organization, or for audiences in specific industries or with a common affinity or affiliation.