

**BRANDON  
PARTNERS**

# ***Self-Talk and Self-Motivation Skills***

The Inner Game of Performance



# Learning Goals

## Self-Talk and Self-Motivation Skills

### Background

This half-day clinic helps individual contributors, professionals, and managers to handle the stress and demotivators present in many of today's demanding work environments. We can learn practical skills for managing our own self-motivation, cultivating a mindset of Accountability versus Victimhood, finding ways of making everyone's job more fun and invigorating, and reinforcing one another's strengths and positive contributions. These methods can pour vitamins into the motivational life, morale, and engagement of the entire workforce.

The workshop uses experiential activities, dynamic presentations, skill practices, discussion, and action-planning tools to provide immediate take-away outcomes.

### Directions

Circle the two program outcomes you've targeted as most important for you. You'll reveal this in a brief self-introduction.

**Self-Motivation:** A set of skills for improving your own morale, job satisfaction, and performance through your attitudes, resilience & mental toughness.

### Program Outcomes

- To realize the importance of self-motivation and resilience in your demanding business environment.
- To defuse any emotional upset, indignance, or denial you might experience about the reality of organizational demands, so that you can be "street smart" and empowered to have even greater organizational impact.
- To become more in control of your internal thoughts and belief systems, so that you can alter them to experience and convey increased executive maturity, especially during volatile or threatening situations.
- To limit blaming or victim-like behavior and take fuller ownership related to the day-to-day challenges of achieving results with others.
- To understand the research-proven business rationale for infusing your work environment with more fun, energy, and humor, and to begin generating appropriate ways to do so.
- To apply Positive Psychology principles involving strength-finding rather than fault-finding to the arena of motivation skills.

■ A North Star



■ Rough Sailing



# self-motivation tactics



**“Because I said I would!”**

— Fyona Campbell, “The Greatest Walker of Them All.”

Her explanation of why she walked 16,088 kilometers, the length of Africa, through jungles, deserts, and a 400-mile mine field from Cape Town to Tangiers.

**“If you eat your vegetables, you can have dessert.”**

— Grandma’s Law, quoted by Aubrey Daniels, Bringing Out the Best in People

**Y**ou can’t motivate others if you’re demotivated, since your “enthus-IASM” is key.

**Find Your Patterns**—Analyze your slumps to build your Motivation Quotient (MQ).

**Reduce Your De-Motivators**—Be aware of de-energizers, negative people, tasks that suck you dry, etc., and adapt your work environment.

**Task Ordering**—If you know your pattern is to hate certain tasks, consider:

- “Grandma’s Law” —“Eat your vegetables first and then you can have dessert.” Know what tasks you’re jazzed about and reward yourself with them last.
- **Get Easier Tasks Done First**—Other people prefer to save unpleasant, tougher tasks for later, dedicating a planned-for, large chunk of time. Know what works for you and act accordingly.
- **Stay on a Roll**—If you’re being productive, “ride the wave” as long as you can.

**Time Outs, Breaks, Physical Activity**—Get the blood going, awaken the brain, fight the “staleness syndrome,” and energize yourself. Take a walk or do calisthenics!

**Use Humor for Perspective and Energy**—Use energizers, humor, and fun for yourself, as we’ve discussed for others. Laughter really is the best medicine.

**Self-Rewards or Celebrations**—Don’t crave others’ compliments. Rely on YOU!

**“Fill Your Bucket” Just Because**—We all need to be more generous to ourselves. Fire that “Critical Parent” inside of your head. Practice kinder self-statements.

**Motivational Support System**—Ask people to support or listen to you as needed. Ask them to “look over your shoulder.” Friendly external pressure can “stoke your fire.” Use Motivational Mentors.

**General Exercise, Relaxation, Diet**—Your health and stamina impact motivation.

**Maintain a Motivating Work Environment**—Is your work space clean and organized, with organized files, and full of inspiring objects, to keep you from getting dragged down?

**Self-Talk for Self-Motivation**—We have over 600,000 thoughts a day and up to 75 percent are negative. Remember, “Garbage in, garbage out.”

### ■ Self-Motivation Tips

Find Your Patterns

Reduce Your Demotivators

Task Ordering

- “Grandma’s Law”
- Get Easy Tasks Done First

Time Outs, Breaks, Physical Activity

Self-Rewards and Celebrations

“Fill Your Bucket” Just “Because”

Motivational Support System

General Exercise, Relaxation, Diet

\*\*\*\* Self-Talk for Motivation \*\*\*\*

### ■ Dynamics of Self-Talk

Nonstop Programming

Sabotages or Supports You

It’s Automatic

It Can Be Changed

- Awareness
- Belief in Change
- Choose Strategies

## Targeting Your Negative Self-Talk: Written Activity

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### Purpose

To help you isolate any “trash talk” you have running in your head about your job, your functional area, the company, specific people, or events within your work life that may be draining your energy, performance, motivation, or zest for life.

To target ideas and beliefs about yourself, others, your company, your job, the future, or the world that you might want to alter through Self-Talk Strategies you will learn today.

### Directions

Use the space below to identify opportunities for improving your Self-Talk and attitudes. Below, write down any Self-Talk statements that are overly negative and unrealistic, or that just do not serve you as well as they could.

Self-Talk to Potentially Change:

About the Organization or Your Job:

About Certain People:

About Certain Situations, Life, or the Future:

About Yourself:

About the Company:

## Slides

### ■ Self-Talk Strategies

Reprogramming

- Present Tense Language of Achievement
- Precise Language
- Repetition

Visualizing

### ■ Self-Talk First Aid Kit

Switch Channels

Reframe

Camera Check

Fire Your Critical Parent

Stay in the Present

Keep Perspective



### ■ Break-Time Pondering

"Your beliefs become your thoughts...

Your thoughts become your words...

Your words become your actions...

Your actions become your values...

Your values become your destiny."

Mahatma Gandhi



# (Optional) Accountability Mindset

## Experiential Activity

### Purpose

To experiment with different perspectives for viewing a situation at work.

### Directions

Decide who will be Partner A and Partner B, and please follow the directions of your trainer. You will need to be creative and spontaneous by getting into the spirit of this activity.

**Round One Story:** Prepare your content for a relevant story according to your trainer's instructions and demonstration:

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### Round Two Story:

After hearing the presentation and demonstration from your trainer, make notes on how you will re-tell your story from a different view.

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■ **Victim or Accountability Mindset?**

<b>Victim</b>		<b>Accountable</b>
Pessimist	>>>>	Optimist
Blame	>>>>	Ownership
Inability	>>>>	Empowerment
Victim	>>>>	Master of Destiny
Hopeless	>>>>	Hopeful
Crisis	>>>>	Opportunity

■ **Fess Up!! (Without Guilt Trips)**

What were you not admitting?

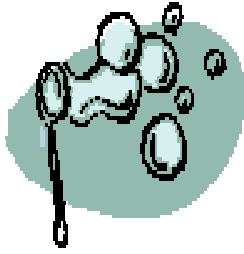
What control did you give up?

How could you have made the situation  
less difficult or harmful but did not?

What warnings did you ignore?

How could you have taken more  
"response-ability" but did not?

How did you help create the problem?



## Fun, Humor, and Energy!

"The trouble with the rat race is even when you win, you're still a rat."

— Lily Tomlin, Comedienne and Actress

"Hilarity is another name for 'Holy Joy.'"

— Jerry Jud, Human Potential Leader

"Be a nut, but be wrapped around the right bolts."

— Unknown (Probably locked away in some nut house)

"Attract exciting people, at least some of them a little off-beat...raise hell, question the way things are done... create a collegial, supportive and zany, laughter-filled environment."

— Tom Peters, Management Guru in "Fast Forward" Newsletter

**F**un, Humor, and Energy are also sources of motivation. A salesperson with a large leasing company headquartered in Europe described an activity at his company sales meeting. They all wrote down one thing that could help them improve their performance. The number one item was, "We need to create ways to have more fun!"

Dr. Jack Groppell, a sports psychologist and performance consultant, says that a child at prepubescence laughs about four hundred times a day and by the time we are twenty-five, we laugh an average of fifteen times a day. Dr. Norman Cousins, the former dean of Harvard Medical School, cured himself of cancer, largely through his use of humor. He spent hours a day watching videos of the Marx Brothers, The Three Stooges, and "Candid Camera."

When people are having fun at work, they're freed up to tackle problems more energetically and innovatively. Laughter has been shown to decrease sick days, increase brain activity, enhance creativity, strengthen the immune system, lower depression and pressure, decrease turnover, raise profits, and keep people in the present so they can relax and get into the flow of selling. Managers who have fun raise enthusiasm, teamwork, attitudes, and morale.

Business moguls like Warren Buffet and Bill Gates are famous for their commitment to work, and for being avid contract bridge players. Harvey Mackay, author of *Swim With the Sharks Without Being Eaten Alive*, writes that Sigmund Freud is famous for describing mental health as consisting of love and work. Mackay believes that Freud got it wrong in leaving out the very important part of life that is comprised of play.

In 1995 Dr. Madandd Kataria launched Laughter Clubs International in Bombay, with over four hundred affiliates in India and 50,000 members. The mission is to introduce laughter therapy into businesses, due to its positive impact on work satisfaction, motivation, stress, mental energy, and workplace morale.

The best-selling industrial videotape and management book, "FISH: A Remarkable Way to Boost Morale and Improve Results," describes how Seattle's Pike Place Fish market transformed itself into a happy, more profitable place to work. Pike's employees joke with customers, tease them playfully, and throw the fish at each other. It might seem frivolous, but customers flock from miles to see the attitude choices these workers demonstrate. People like working at happier places and therefore stay longer and perform better. In a follow-up book, "Fish Tales: Real-Life Stories to Help You Trans-

form Your Workplace and Your Life,” the authors stress that the work/fun fusion, while saving some companies millions, cannot be mandated. Playful work cultures must be invitations to join in, so that commitment is achieved beyond some flash-in-the-pan fad.”

There are some great books listed in the bibliography for activities, fun, and booster-shot energizers. We don’t want you to become just a bunch of happy rats on a sinking ship, but inserting more fun is not merely frivolous. It’s good business! It’s serious fun! ■

## Slides

### ■ Fun, Humor, and Energy

Decreases Sick Days

Increases Brain Activity and Creativity

Lowers Depression and Anxiety

Raises Relaxation and “Flow”

Improves Enthusiasm and Morale

Increases Sales and Profits

## Fun, Humor, and Energy

### Best Practices in Companies

- ❑ One company urges employees to “just have fun” 25 percent of the time, and not work!
- ❑ Some software companies use corporate comedy to motivate and reinforce training: magicians, comedy acts, revues, even “motivational lounge lizards.”
- ❑ One top manager’s office is decorated with cow paraphernalia to remind people to destroy “sacred cow” myths that stagnate progressive thinking.
- ❑ Hawaiian Shirt Day, Crazy Hair Day, Pajama Day, especially for late shifts.
- ❑ (Ben and Jerry’s) National Clash Dressing Day, Elvis Day with greasy burgers.
- ❑ Using a siren or ringing a big brass bell to call attention to a major success.
- ❑ (Apple Computer) Popcorn machines, pool tables, Friday beer blasts.
- ❑ A subpoena is issued taking an idea to court, putting it “on trial,” with prosecution and defense lawyers, etc.
- ❑ (FileNET) Urges daring, adventuresome sport activities (rock climbing, white water rafting, or parachuting) over golf. This matches workplace challenges and speed, while building confidence during a crisis and promoting bonding.
- ❑ (LapLinks) Provides paragliding and mountain climbing for twenty-somethings.
- ❑ Party rooms decorated for holiday themes; recreation committee with a budget.
- ❑ (Hewlett Packard) Held a mock New Orleans Jazz Band Funeral for a division closing, complete with eulogy, coffin, and celebration for the organization.
- ❑ Piping in music, Joke Bulletin Boards, skits and movies at sales meetings.
- ❑ (Southwest Airlines) CEO dressed as Elvis, served tea wearing bloomers and a bonnet while singing “Tea for Two.”
- ❑ Indoor miniature golf tournaments, and a basketball stand with nerf balls.
- ❑ Plan for fun, irreverent surprises, such as taping a dollar bill under everyone’s seat. Then have people stand and look under their chairs while yelling, “You have to get off your butt to make a buck!”
- ❑ (MCI) A manager called the sales team’s mothers when improvement occurred.
- ❑ (Citi Cards) Each person’s cubicle is often full of personal fun.
- ❑ Team colors for a day.
- ❑ Taking people out for ice cream cones or nature walks.
- ❑ (COvia) Ping-Pong tables.
- ❑ Urging bonuses spent only on fun things.
- ❑ (Southwest Airlines) Job interviewers ask, “When have you used humor at work?”
- ❑ Sports pools, sock hops at 6 a.m., 50’s Day.

- ❑ (Citi Cards) Rewards programs include daily toys, encourage fun with rewards.
- ❑ Teams are given money to produce, write, star, and direct in their own video.
- ❑ (FileNET) CEO Lee Roberts urges training for marathons and takes managers on white-water rafting trips on the Colorado River. It helps them handle the speed and stress of the Internet world.
- ❑ (LapLinks–Seattle) CEO Mark Eppley leads rock climbs for his staff of twenty-somethings, and he encourages skateboarding in the hallways, Ping-Pong, swimming in the company pool, and climbing the company's portable climbing wall.
- ❑ Telephone stuffing contests, bubble-gum blowing, etc.
- ❑ (Yahoo!) Baskets containing whistles, clay, and candy to jazz up meetings and training sessions.
- ❑ Petty cash is used for toys, yo-yos, candy, etc., at the front desk in the lobby.
- ❑ Loretta LaRoche, humor and stress consultant, tells managers to do crazy, unexpected things like walk all day backwards, wear zany outfits or hats, don a cape, put in a humor bulletin board, or lead staff laughs.
- ❑ Dart games, especially for fast-paced environments.
- ❑ (Citi Cards) Sales rallies, energizers, and recognition parties with cake and raffles.



## Strength-Finding Versus Fault-Finding

"I've yet to find the man, however exalted his station, who did not do better work and put forth a greater effort under a spirit of approval than under a spirit of criticism."

— Charles Schwab

"I always turn to the sports pages first, which record people's accomplishments. The front page has nothing but man's failures."

— Chief Justice Earl Warren

**F**rederick Herzberg cited Positive Recognition as the Number Three workplace motivator. PeopleMedia Research found that 80 percent of employees want their manager's recognition more than money. This top motivator is totally in your control, while others are tougher to influence. Recognition doesn't cost a penny since we're talking about personal recognition from you, not rewards or award ceremonies.

Marcus Buckingham is senior vice president of The Gallup Organization and co-author of "Now, Discover Your Strengths." Based on data from thousands of companies in 30 countries, the authors make an appeal for a "strengths revolution." They cite Benjamin Franklin's comparison of wasted strengths as "sundials in the shade."

Instead of struggling only to fix weaknesses, the focus is drifting more and more to developing inherent talents into strengths. This is the path of least resistance and it fits how the billions of neurons in our brains search for the most efficient connections. To develop your own prowess at "Strengths-Based Management 101," remember:

**Don't Take Strengths for Granted**—People can use more kindness, even if they're being paid!

**Develop 20/20 Strength Vision**—Our vision for seeing strengths is blurred. When Gallup asked American workers to identify their strengths, one-third couldn't name any or they listed ones that were not relevant to their careers.

**Work on the Skill of "Converting"**—Rethink a negative quality into a positive one.

**Use Strengths to Make a Weakness Irrelevant**—Unless it's an issue that can't be ignored, experiment with strategies: use others to compensate for a weakness, manage around weaknesses, optimize an employee's strengths. Think of NBA star Dennis Rodman's reputation for rebounding or the 2000 NFL Baltimore Ravens' reliance upon defense to win the Superbowl.

**Consider Conducting a Strength Bombardment**—Involve others on your team. Even if you don't want to risk structuring a formal strength bombardment activity at a staff meeting or off-site retreat, you can consider yourself as a "walking strength bombardment" by looking for, and commenting on, the strengths, talents, contributions, and results of those around you.

**Remember**, that whether or not you are a manager officially, each employee can help to manage the results at your organization. Part of that journey involves feeding vitamins into the emotional and motivational bucket that everyone carries—including yourself.

### ■ Guidelines Strength-Finders

Don't Take Strengths for Granted

Develop 20/20 Strength Vision

Convert Weaknesses to Strengths

Make Weaknesses Irrelevant

Conduct Strength Bombardments

### ■ Is It Still a Strength If...

I Was Born With It?...

**YES!!!!!!**

I Don't Have It All the Time?...

**YES!!!!!!**

If Other People Are Better?...

**YES!!!!!!**

If I Sometimes Misuse It?...

**YES!!!!!!**





## Strength Finding: Strength Bombardment Activity

### Purpose

To raise your awareness about your attitudes about positive recognition. To broaden your perspective about what constitutes a strength at work.

### Directions

Part One: Self-Awareness Activity: Below, list all of your strengths.

Part Two: Expanding Awareness about Strengths: Your trainer will help you to “think out of the box” and develop 20/20 Strength Vision.

- Is it a strength if you were born with it or it comes easily? (YES!)
- Is it a strength if it isn’t always present? (YES!)
- Is it a strength if other people have more of it, or are better? (YES!)
- Is it a strength if you sometimes misuse it as a weakness? (YES!)

Part Three: Adding to Your Strengths List: Eliminate any censoring and piggy-back off of as many categories as you can.

Part Four: Strength Bombardment:

1. If time permits, your trainer will break you into groups for a “Strength Bombardment.”
2. When bombarding others with their strengths, use your intuition. Include qualities, traits, skills, and characteristics that are obvious or not.
3. When you are the receiver of the Strength Bombardment, don’t discount the compliments. Besides silence and smiling, you can have only one of two responses:
  - “Thank you.”
  - “How perceptive of you to notice!”

## Strength Finding Ideas in Companies

- ❑ (Wegman's) Conducts Cashier Appreciation Day with flowers and lunch.
- ❑ (Mary Kay Cosmetics) As CEO, Mary Kay personally delivered praise.
- ❑ (Cal State College) People use e-mails to "tattle" on others doing good deeds.
- ❑ Many companies award as many things as possible, so all people win.
- ❑ (WellPoint) Voicemails of appreciation left for entire teams are part of the culture, with a message to help others learn how to excel.
- ❑ (Burroughs) Uses "Brag Sheets" for team members to recognize others.
- ❑ "Do It Your Way Award" for the rebel on the team, so this quality is a positive.
- ❑ Thank you notes are written personally by the manager.
- ❑ Having a "Star's Desk" as opposed to the classic "Dunce's Corner."
- ❑ For site visits, managers introduce visitors to individuals by always mentioning accomplishments of the employee being introduced.
- ❑ (Eastman Chemical Company) The president attends a large majority of employee celebrations in his 10,000-person company.
- ❑ (Citi Cards) Sales incentive programs feature desktop flags to signal each person's first sale each day and the transition to goals made, with the ability for one's manager to see the flags.
- ❑ (Citi Cards) Top managers write personal notes to salespeople whenever a "comp call" (complimentary call) is received from a customer. The specifics of the compliment are listed, with appreciation expressed by the next-level manager.



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### **Energizers, Team Building Activities, and Fun**

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## Self-Motivation Skills: Workshop Evaluation

Date \_\_\_\_\_

Organization \_\_\_\_\_

### Overall Workshop Design

	Poor	Fair	Average	Good	Excellent
Overall Value	1	2	3	4	5
Relevance to Job	1	2	3	4	5
Pacing	1	2	3	4	5
Materials	1	2	3	4	5

### Specific Content Helpfulness

	Poor	Fair	Average	Good	Excellent
Self-Motivation Tips	1	2	3	4	5
Self-Talk Dynamics and Strategies	1	2	3	4	5
Accountability Mindset (Optional)	1	2	3	4	5
Fun, Energy, and Humor	1	2	3	4	5
Positive Recognition & Strength Finding	1	2	3	4	5

### Trainer # 1: \_\_\_\_\_

	Poor	Fair	Average	Good	Excellent
Knowledge of Subject Matter	1	2	3	4	5
Delivery and Interaction with the Group	1	2	3	4	5
Overall Rating	1	2	3	4	5

### Trainer # 2: \_\_\_\_\_

	Poor	Fair	Average	Good	Excellent
Knowledge of Subject Matter	1	2	3	4	5
Delivery and Interaction with the Group	1	2	3	4	5
Overall Rating	1	2	3	4	5

### Suggestions for Future:

### Comments and/or Learning:



# About BRANDON PARTNERS

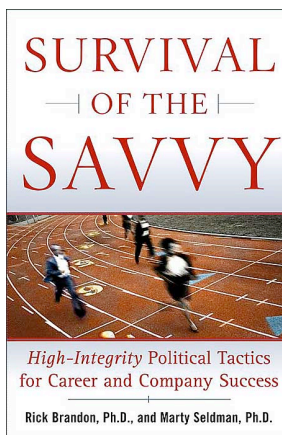
**For Information,  
Support, or Consulting,  
Please Contact:**

**BRANDON PARTNERS**  
311 Miller Avenue, Suite C  
Mill Valley, CA 94941  
Tel: 415-389-4740  
Fax: 415-383-2502  
[www.brandonpartners.com](http://www.brandonpartners.com)

With 20 years of performance improvement and training experience, **BRANDON PARTNERS** delivers high-energy workshops on provocative, strategic topics like The Motivational Tool Kit and Organizational Savvy. We have a cadre of powerful program trainers, and we can also certify your trainers to deliver programs internally.

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- Sprint
- Sun Life Financial
- Texas Instruments
- TD Bank
- Tyco Healthcare
- UBS
- US Department of Agriculture
- Wellpoint/Blue Cross
- Wells Fargo Bank
- Young Presidents Organization



## **SURVIVAL OF THE SAVVY:**

### ***High-Integrity Political Tactics for Career and Company Success***

Many corporate leaders maintain that politics aren't important or don't exist. Yet, every day in their organizations, power-plays, ego-trips, turf-battles and deception hurt both careers and the bottom line. When corrupt people with strong political skills gain power, the results can be devastating, as recent corporate scandals have shown. But by increasing their organizational savvy, leaders can achieve strategic influence, manage their careers, and become stewards for their organization's resources, morale, and reputation. The founder of BRANDON PARTNERS, Dr. Rick Brandon, has co-authored this important, widely endorsed individual and organizational effectiveness book, published in December 2004 (Free Press). You can order the book at Amazon.com. Bulk order discounts are available through 1-800-CEO-READ. Signed copies are available through BRANDON PARTNERS.

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