
"Over the years, I have heard countless presentations on 'Leadership.' Your presentation was by far the most beneficial. Exceptional!"

Roberta Perry, Past International Director, Toastmasters

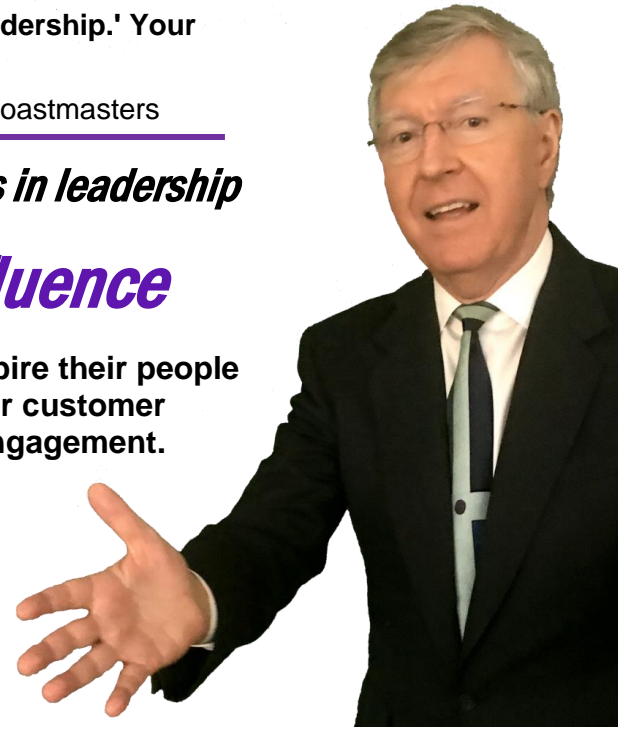
How to boost results through new discoveries in leadership

Lead Through Voluntary Influence

Don Shapiro's new speech shows how great leaders inspire their people through voluntary influence. These leaders deliver higher customer satisfaction, sales, teamwork, employee retention and engagement.

Don's high energy, fun and interactive program will thrill your people. He simplifies and clarifies what it means to be a leader with truths that took him four decades to uncover. This program turns managers into true leaders.

With humorous and inspiring stories backed by compelling research, Don shows how to become the type of leader who produces results. Leadership can mean many different things but not all them deliver better performance. Don's discovery pinpoints what type of leadership boost results the most.



“Leaders influence people to voluntarily join with them”

What your people will learn

- ◆ Leadership isn't about your title or skills. It's about having a character that can build trust.
- ◆ Why effective leadership is the key to retain, engage and inspire employees.
- ◆ How to become the type of leader who can deliver great service, quality, sales and profits.
- ◆ What will cause employees to do their job because they want to, not because they have to.
- ◆ “Every employee a leader.” You need hourly employees who lead to deliver great results.
- ◆ Great teamwork and collaboration start with leaders who can voluntarily influence others.
- ◆ True leaders hire better because they hire based on seeing a potential they can develop.
- ◆ How to build a culture that performs and watch your productivity and results soar.

Don expands and simplifies our understanding about what it means to be a leader so our people will enthusiastically join with us

About Don Shapiro

Don gave his first speech when he was 14 and they haven't been able to stop him since. He is a co-author of *The Character-Based Leader* and President of [First Concepts Consultants, Inc.](http://www.firstconcepts.com), advisors on leadership, strategy, sales, culture and customer value. He was introduced to leadership development in high school and started his career mentored by the great leaders at Lawry's Restaurants. Don has worked with hundreds of managers and executives to uncover the truth about great leaders. He delights audiences as a high energy, fun and interactive speaker who opens minds and inspires action.

To book Don or brainstorm the possibilities 202-255-3727 donshapiro@firstconcepts.com

When Don Shapiro talks about leadership and voluntary influence, everyone learns, laughs and leaves inspired

Don has inspired hundreds of groups with his high energy, fun and interactive programs. His discoveries about leadership, voluntary influence and trust have helped individuals in 35 industries become better leaders. Don customizes his programs for each organization, audience, industry, and occasion.

"You were the talk of the convention. Super job!"

Carolyn Wynn, Togo's

"Thank you for three outstanding workshops you delivered to our staff and managers on leadership. I have implemented many of your key points."

Patrick Finley, Plasters and Cement Masons

"You held the attention of 90 young people for two hours and that speaks for itself."

Phil Jensen, Founder, Burgermaster

"Thanks for the terrific program at our Young Owner/Manager Conference. The group rated it a 9.28 on a 1-10 scale."

Gale Frentz, FTD Florist

"You were well prepared, gave a dynamic presentation and crammed a lifetime's education into a short hour. Outstanding program."

Marion Martelli, Women In Management

"Don was fantastic. You felt like Don was a member of our team. Interactive, creative and engaging. It was great for the staff to learn from Don's years of experience."

Andy Cloutier, Greater Palm Springs Convention and Visitors Bureau

"Thank you for making the recent Executives Group meeting a great success."

Philip Kralovec, National Restaurant Association

"Thank you for the outstanding presentation you made to our executive and unit manager group. I was quite impressed with the time you took to familiarize yourself with Lyon's operations. Very professional."

Maris Lapienieks, Lyon's Restaurants

"Thank you for presenting to FHP's Senior Management. The audience appreciated your knowledge and took away valuable ideas for use in their jobs."

Laurie Greene, FHP Healthcare

"Thank you for your splendid presentation at our District Conference. The audience was not only enlightened about good leadership but motivated to improve their leadership performance - certainly an indication of a great speech!"

Shirley Hunter, District 52 Toastmasters

[Don Shapiro also thrills groups with his fresh and insightful programs on Culture, Teamwork, Communications, and Change](#)