

# MICHAEL SHOOK

EXECUTIVE VICE PRESIDENT - ENDEAVOR MANAGEMENT

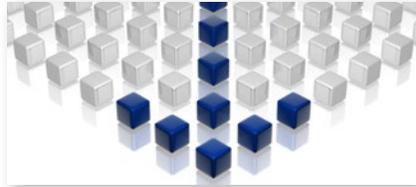
## PRESENTATION TOPICS



### WINNING HEARTS AND MINDS

BUILDING TEAMS TO BOOST THE BOTTOM LINE

Executives can't succeed without understanding how to put together high performance teams. Based on years of experience working with Fortune 500 leaders and organizations, Michael demonstrates that effective team building requires a combination of leadership and management skills, which are critical and complementary areas of expertise. Michael demonstrates how to develop both leadership (left-brain or heart-driven) skills, and management (right-brain or head-driven) skills, and how to target those skills expertly to focus your team on the ultimate goal: improving the bottom line. To prepare for success, he addresses the process of becoming a more persuasive and influential leader by establishing a personal leadership "brand."



### ALIGNMENT

HOW TO CREATE SUCCESS FOR YOUR COMPANY AND YOU

Leadership is about getting things done, but all executives wrestle with What? When? How? And why? Michael examines a way to make these decisions in a way that will benefit both your career and your company. Citing his vast experience working with Fortune 500 organizations, Michael illustrates that there is more than one way to engage others and lay the groundwork for success. The key is developing "authentic leadership," based on each individual's personality, communication and leadership style. Michael discusses the paths to developing alignment: create understanding, strengthen communication and build the relationships necessary to create a shared path forward. He also shares a proven approach to executing plans called the "10 Steps for Strategic Innovators."



### LEADING CHANGE

TRANSFORMING COMPANIES IN WAYS THAT LAST

It takes a special type of leadership to effectively guide a company onto a new, uncharted trajectory and focus the team on a different vision. Drawing on his experience supporting effective change in both high-powered individuals and organizations, Michael helps leaders understand the essential components of successful transformation. Using real-world scenarios, he examines the process of communicating the case for action, defining the goal, and getting people to change, which can influence success from the bottom up. With concrete examples and practical steps for execution, Michael delivers a practical field guide to leading change, demonstrating how to marshal the critical components of people, processes, structure and culture to produce successful, lasting, change.