

TO: All Washington County County Chamber Members
FROM: Washington County Chamber of Commerce

There is a science and a set of skills for:

- Getting people to respect your authority
- Becoming a strong, assertive leader that employees respect, without becoming an authoritarian jerk that they resent
- Eliminating unacceptable behavior such as arguing, insubordination, backtalk, and outright defiance
- Correcting people without demoralizing them

It's not about disciplining people. It's about effectively setting and enforcing healthy boundaries.

It's not about being mean. It's about being clear.

Can you grasp the wisdom of mastery-level skills at ***psychologically and emotionally understanding people***, at creating a relationship with your employees that transcends a mere superior-subordinate hierarchy at actually being an INFLUENTIAL voice in their lives?

What we're discussing here should not be confused with "HR" or (only) management.

There is another distinctly different, fascinating area of management that can be even more valuable to you - with its own strategies and tactics. Something even more valuable than basic leadership skills.

It's the **PSYCHOLOGY** of understanding why people do the things they do so that you **can get them to do what you want them to do**.

If you're in management, I invite you to attend our upcoming webinar.

It contains high-level management and psychology content similar to what's taught in MBA level classes at top business schools like Harvard. But unlike that Harvard MBA that will cost you \$146,000, **this won't cost you a dime if you're a chamber member**.

"How to Manage Problem Employees & Handle Difficult People"
A SHRM and HRCI Accredited 45-Minute Webinar with
Management Expert Glenn Shepard

October 21, 2020

10:00 – 10:45 Central

Click here to register:

<https://attendee.gotowebinar.com/register/3944396120065172751>

Now to be clear, I'm not suggesting that any webinar can replace a college degree.

But here's what I will promise you.

If you'll watch this webinar, you'll learn more about how to get people to do what you want them to do in less than an hour than most managers learn in a lifetime.

That last part is really key, because good leaders never stop learning.

Here why this is so important for anyone in management.

Before we can hold our employees accountable for not crossing boundaries, it's our job as managers to do two things.

1. Clearly define the boundaries

This sounds simple, but it's not. Here's why.

Would you fire an employee for theft? Nearly every manager answers Yes. And if someone embezzled \$350,000 (the average amount according to the Hiscox Embezzlement Study: An Insider's View of Employee Theft), you probably would.

But would you fire an employee for stealing a single Post-It Note? Probably not.

How about a box of Post-It Notes? Maybe.

How about a tractor-trailer load of Post-It Notes? Probably.

Somewhere in between a single Post-It Note and a truckload, there's a boundary in your mind.

It doesn't matter where that boundary is.

What does matter is that managers clearly communicate to employees exactly where that boundary lies. They're not mind readers.

2. Enforce those boundaries with everyone

The manager of a medical practice in Dallas asked what to do about a nurse who had missed 30 days of work, when they only allow 10 sick days per year.

When asked why the nurse was allowed to take so much sick time, the practice manager responded "Because the doctor is a Softie and says she's so valuable in the examination room that we need to 'suck it up' and put up with her attendance issues."

This manager didn't have an employee problem, she had a boss problem. Until he allows her to hold EVERYONE accountable, she won't be able to hold ANYONE accountable.

Good managers need to know how to be Firm, Fair and Consistent - without being a jerk.

In this webinar, you'll learn exactly how the best managers do this.

Why This is More Important Now than Ever

If you're new to management, now might seem like an odd time to think about Workforce Development. But if you've been in a Leadership position for a while, you know that this is one of the most important things you should be thinking about right now, for three very important reasons.

1. The Law of Inertia

It takes 8 times more energy to start an object into motion than to keep an object in motion. When your employees come back, it'll be like coming back from Christmas break. People will have gotten used to dressing casual and working on a different schedule. Even the most Type-A personality is going to be a slow starter when they return. It'll be your job to get everyone back on the same page, working as a team, and moving forward again.

2. Stress

Nerves get frayed, tempers grow short, and cabin fever sets in the longer people are cooped up at home. When your employees come back, they're going to be more stressed out than they've ever been.

3. Fear

What people fear most is what they understand the least, which is why everyone is FREAKING OUT over Coronavirus. Even when everyone is cleared to go back to work, they're still going to be freaked out. Many will look at their coworkers with suspicion, especially if they sneeze or cough. Tensions will be high, and the atmosphere will NOT be pleasant.

I'll see you on the webinar.

Yours in Servant Leadership,

Katie Clark Moncus, President/CEO
Washington County Chamber of Commerce

P.S. This webinar is accredited by the Society for Human Resource Management (SHRM Activity ID# 20-F95XF). You will receive professional continuing education credits and a certificate of completion for attending.

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In 20 years in the Navy and over 30 years in management, this course taught me better than any other.

David Boss
NE Iowa Community Action Corporation
Decorah, IA

I've been in a leadership role for 28 years and have attended many seminars on leadership and by far, this has been the best.

Brita Tarver
Wiesner Buick GMC Hyundai
Conroe, TX

I cannot emphasize enough how important this training is for all that are in management. I've trained with Disney, Hilton, and specified training in employee psychology. Glenn Shepard taught years worth of education in a very short time. Wish I had this available when I entered management.

Kevin Amico
Plaza Resort and Spa
Daytona Beach, FL

I'm a 25 year retired military vet and didn't think I could learn much from this seminar. I was wrong. Glenn has many techniques that even the military could and should use. Not only should this training be given to leaders, but potential leaders as well.

Stanley Wilkins
Lee County Detention Center
Opelika, AL

want to pass along a big thank you for Glenn's "How to Manage Problem Employees" webinar. HR Director Laurie Gronlund from the City of Pierre shared this with city

department managers and I have to say this is, bar none, the best tool I needed in my toolbox to manage difficult employees. Managing employees started in 1993 for me and I've attended annual training if not multiple times per year since then. Of all the training classes, workshops and studies, this program was certainly the most useful of all.

Mike Isaacs
Airport Manager Pierre Regional Airport
Pierre, SD

This is truly outstanding. The two most helpful trainings I've been to were Dr. Steven Covey's Seven Habits of Highly Effective People and Glenn Shepard's management seminar.

Mel Fields
Developmental Services, Inc
Columbus, IN

I worked in management for 15 years for McDonald's, and this was more informative and practical than their training.

Sue McDowell
Bank of the West
Worland, WY

This course should be mandatory for upper management, elected officials and anyone who supervises even just 1 person. It was the most effective and relevant seminar I have ever attended.

Jean Marie Bedeni
Supervisor of Elections Office
Jacksonville, FL

Last year sent out 152 W-2's. I was given a goal this year to have under 100. Mind you that 80% of my employees are under the age of 20, so to maintain staff is difficult. With Glenn's guidance, I accomplished my goal. Only 92 W-2's this year with 50 still employed. Great accomplishment if I say so myself!

Melissa Hale
Ponderosa Steakhouse
Benton, KY

I'm a person of few words, but can't stop talking about how grateful I am for the opportunity to attend this seminar. I've been in management for over 15 years. I wish I had received this training when I started. Still, better late than never.

Haniya Arends

D&Y
Huntsville, AL

The most empowering statement I learned in Glenn's seminar and have practiced repeatedly is his "5 Magic Words". It has taken some by surprise and has made the culprit have to dig deep to explain their words or actions. This phrase, when stated unemotionally but firmly, can turn almost any situation around. Thank you for a simple but powerful statement which yields incredible results!

Mary K. McReynolds
Burger King
Kingsport, TN

In an industry where 200% turnover of hourly employees is considered excellent and 125% of managers is average, ours has been 185% for hourly and 50% for managers for the past 3 years thanks to what we learned in this seminar.

Ken and Shelly Clark
Subway
Horseheads, NY

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