

Andy Kaufman, PMP

Helping organizations deliver projects and lead teams



**Project Management
Leadership
Teambuilding
Networking**



Andy Kaufman, PMP

Expertise: Leadership, Project Management, Teambuilding, Relationship-building, Managing Conflict

Keynote Fee: \$20,000

Workshop Fee: \$4,500/day, \$3,000/half-day

Location: Chicago, Illinois

Contact: andy@i-leadonline.com

Toll-free: 866-884-5323

www.i-leadonline.com/meeting-planners.asp

KEYNOTE PRESENTATIONS

- The Dirty Little Secret of Business
- Leading Under Pressure
- Lipstick on a Pig: How Illusion Leads to Crisis
- How to Win Friends, Influence People, and Deliver Projects
- Leading and Delivering in a Changing World
- Beyond the Rock and the Hard Place: How to Deal with Conflict More Effectively

Andy Kaufman is an international speaker, author, and executive coach. Andy works with organizations around the world, helping them improve their ability to deliver projects and lead teams. Andy's keynotes, workshops, and executive coaching services have reached tens of thousands of people from hundreds of companies over the years, helping them deliver their projects, become more confident leaders, take focused action, and deliver results. He brings a rich background of over 25 years of experience in executive management, technology, team leadership, project management, consulting, and coaching.

Andy is a certified trainer and author of **Navigating the Winds of Change: Staying on Course in Business & in Life, Shining the Light on The Secret**, and an e-book entitled **How to Organize Your Inbox & Get Rid of E-Mail Clutter**, all published by Zurich Press. He is a certified Project Management Professional (PMP®) and a member of the Project Management Institute (PMI®).

Andy has spoken to groups on 6 continents, with audience sizes up to 7,500. He is the host of **The People and Projects Podcast** which provides interviews and insights to help thousands of listeners lead people and deliver projects. The podcast focuses on the intersection of People and Projects--where work gets done in the real world. Andy is a recognized expert on topics related to leadership, project management, relationship building, managing conflict, teambuilding, and delivering results.

FORMATS

- 45-60 minute keynote
- e-learning over the web

TARGET AUDIENCE

Excellent for conference keynotes, association meeting keynotes, and company retreats. Completely relevant across industries, departments, and levels in the organization. Has been extremely successful in large group keynote setting and for workshop size groups.

KEY TAKEAWAYS

- Relationship-building is critical to success.
- There are skills that anyone (whether introverted or extroverted) can develop to be more confident and effective at relationship-building.
- Key components of building trust and rapport with others.
- How to develop a relationship-building strategy
- How social networking can fit into your strategy



The Dirty Little Secret of Business

Regardless of your role, there are challenges and roadblocks that stand in your way.

- How can you deal with difficult people who are obstacles to your ability to deliver?
- How can you influence someone to align with your priorities even when you don't have the organizational authority?
- How can you find time to network when you're overwhelmed with day-to-day work?

In this keynote, Andy Kaufman shares "The Dirty Little Secret of Business." You won't learn this secret in school, yet it is critical to your success.

The secret is simple—it's all about relationships. Andy describes the key relationships you must develop to advance your projects and career.

Discover how understanding different personality types will improve your ability to build rapport, influence people, and control situations. Learn what networking is—and isn't—and how to increase the effectiveness of your networks with less effort.

Particularly in today's challenging economy when you are being asked to deliver more with less, it's critical that you invest in the power of relationships.



FORMAT

- 1-2 hour keynote

TARGET AUDIENCE

Excellent for company meetings, conference keynotes, association meeting keynotes, and company retreats. Completely relevant across industries, departments, and levels in the organization. Has been extremely successful in large group keynote setting and for workshop size groups.

KEY TAKEAWAYS

- In times of challenge, it's critical we take care of ourselves. Andy shares insights on how sleep, exercise, and diet directly impact our effectiveness under pressure.
- How to manage interruptions and conflicting priorities.
- Practical skills for building relationships, regardless of whether someone is introverted or extraverted.
- How to keep from becoming a victim during challenging times.
- Research-based benefits of having a disposition of gratitude.



Leading Under Pressure

Leading today is not for the faint of heart. Economic uncertainty means there's often more work to do than we have time or hands to do it.

Most of us face the daily burdens of leading in a stressful and often thankless environment. Yet your roles are so critical!

How can you hang in there when burnout seems inevitable? In this session author and executive coach Andy Kaufman relates lessons learned from interviewing many of today's top experts on leadership. Topics include:

- **Look In: It Starts With You.** Just as the airlines instruct us to put our own mask on before helping others, leading under pressure starts with us.
- **Look Out: It's Not About You.** The dirty little secret of business is that it's all done on relationships. To more effectively lead under pressure, we need to be actively developing relationships.
- **Look Ahead: Be the Leader.** What is leadership? What does it mean to lead? Regardless of one's level in the organization, we must learn how to take initiative when the pressure is on.
- **Look Up: Have a Disposition of Gratitude.** In times of challenge it can be easy to forget the power of being thankful. In this section Andy shares insights on how to be more positive, even during times of challenge.

This is a highly engaging, motivational keynote that will have participants talking about for weeks after the session.



FORMAT

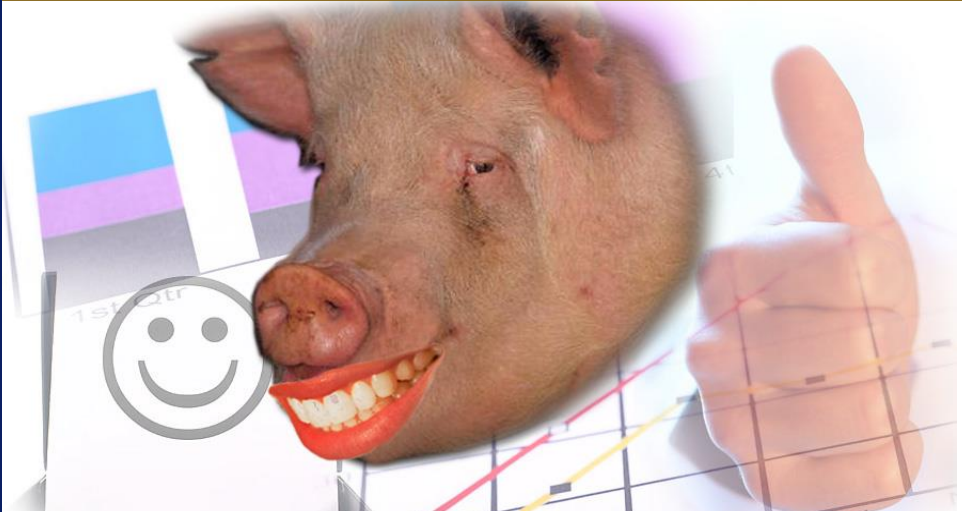
- 45-60 minute keynote

TARGET AUDIENCE

Excellent for conference keynotes, association meeting keynotes, and company retreats. Completely relevant across industries, departments, and levels in the organization. Has been extremely successful in large group keynote setting and for workshop size groups.

KEY TAKEAWAYS

- How illusion impacts our ability to execute and deliver successfully.
- Top causes of illusions on projects
- Practical ways to identify illusions on projects
- Specific ways to get you and your team "back to reality"
- Challenge to leaders to remain visionary and yet realistic



Lipstick on a Pig: How Illusion Leads to Crisis

It could be there isn't any one crisis that comes to mind. Rather, it's just this increasing sense that the demands of the business are growing faster than our ability to deliver them.

Perhaps the top-line has leveled off or the bottom-line is not growing as you need. We need to get better at execution. Yet the question lingers: "How can we get better?"

Or it could there has been a crisis, such as the loss of a key client or some key employees. Or maybe you're thinking about projects that had to be killed, or came in so far over-budget and past timeframes that you have to ask the question: "How did we get here?"

It starts with a firm grasp of reality. As Jerry Weinberg observed in **The Secrets of Consulting** (Dorset House, 1985), "It may look like a crisis, but it's only the end of an illusion."

Lipstick on a pig. We've seen it with sales forecasts, annual goals, marketing strategies, and project plans. No matter how thick you try to cover it, reality has this annoying way of winning.

This engaging and insightful keynote will help you and your participants understand how to tap into that reality to help you develop better plans and deliver more reliably.



FORMAT

- 45-60 minute keynote

TARGET AUDIENCE

Excellent for conference keynotes, association meeting keynotes, and company retreats. Completely relevant across industries, departments, and levels in the organization. Has been extremely successful in large group keynote setting and for workshop size groups.

KEY TAKEAWAYS

- The single, most significant factor that determines people's success.
- Practical advice to avoid criticizing, condemning, and complaining.
- Insights on how to more effectively express appreciation to those around you.
- Easy-to-implement ways to improve relationships with others.
- Techniques to improve your ability to influence without authority.



How to Win Friends, Influence People, and Deliver Projects

Since first published in the 1930's, Dale Carnegie's **How to Win Friends & Influence People** has motivated generations of aspiring leaders to polish up their people skills.

Yet imagine a typical project manager opening the book, and reading the first principle: *Don't criticize, condemn, or complain*. "Don't criticize? Am I just supposed to put up with sub-par performance?"

They turn to the next chapter to find: *Give honest and sincere appreciation*. "Honest feedback, perhaps, but appreciation? With the problems those stakeholders cause?"

Concerned, they check out the third chapter: *Arouse in the other person an eager want*. "Now wait a minute! That sounds like something that would get me called into HR!"

It's easy to discount and even parody the lessons from Dale Carnegie's work. Yet Andy Kaufman shows how your success in delivering projects might just depend on your application of Carnegie's principles.

Participants of this keynote learn practical insights on topics such as how to handle challenging stakeholders, deliver difficult news, and even get those people in other departments to listen to you!

Contact us to bring this insightful and entertaining look at Dale Carnegie's timeless classic to your organization.



FORMAT

- 2 hour keynote
- Half-day tutorial or workshop

TARGET AUDIENCE

Excellent for department or team gatherings (e.g. all of the project managers across the organization). Completely relevant across industries, departments, and levels in the organization. Best group size is between 12 and 100 participants.

KEY TAKEAWAYS

- Key project management concepts that help teams deliver
- Leading causes of project success and failure
- The relationship between leadership and management and the importance of each to success
- Practical ideas and strategies for how to develop our own leadership skills
- Important lessons on navigating change on a personal basis
- How to lead change within the organization



Leading and Delivering in a Changing World

Success today requires each one of us to do two things: lead and deliver. These challenges can be difficult enough in any environment. Yet in times of great change, leading people and delivering projects can be especially daunting.

In this session, speaker, author, and executive coach Andy Kaufman guides you and your teams on a discussion about leading and delivering in a changing world.

You'll participate in a fun and insightful team exercise entitled ***The Great Paper Airplane Project***. It teaches important lessons about delivering projects in the real world while involving senior leaders in your organization.

You'll engage in a conversation about the difference between leadership and management and what that means for today's leaders.

We then spend extended time on key lessons from Andy's book ***Navigating the Winds of Change: Staying on Course in Business & in Life***. We'll discuss insights on how to navigate change on a personal basis and then turn our attention to leading change with your teams and in your organization.

This keynote session can help your organization excel at leading and delivering.



FORMAT

- 45-60 minute keynote
- 2 hour workshop
- E-learning over the web

TARGET AUDIENCE

Excellent for conference keynotes, association meeting keynotes, and company retreats. Completely relevant across industries, departments, and levels in the organization. Has been extremely successful in large group keynote setting and for workshop size groups.

KEY TAKEAWAYS

- A better definition of what conflict is (and isn't)
- How to apply the correct conflict handling style to each situation
- A straightforward model for thinking through a conflict situation
- A practical guide for conducting a conflict discussion (without making it worse!)



Beyond the Rock and the Hard Place: How to Deal with Conflict More Effectively

One stakeholder says Zig. The other says Zag. No compromise in sight, but the project deadline looms closer on the horizon. The rock and the hard place—welcome to the world of managing people and projects! If it wasn't for people, our jobs would be much easier, or so it seems at times!

It's critical for aspiring leaders to learn how to negotiate conflict. Whether we like it or not, we can count on it: any time people are involved, and given enough time, there will be conflict.

We have worked with tens of thousands of people from hundreds of companies, helping them deliver their projects, become more confident leaders, take focused action, and to achieve the results they desire while maintaining a balanced life. We have found you don't have to like conflict but your ability to successfully & consistently deliver results can depend on how confidently you navigate conflict.

A CEO of a consulting firm was concerned that his leadership team and consultants were too often just giving in when confronted by clients. The result was project scope creep and reduced margins. After having their employees take a conflict mode assessment and seeing the consolidated results, they learned practical strategies to more confidently and effectively deal with conflict situations without sacrificing client relationships.

This keynote or workshop can help you learn to deal more effectively with conflict.



KEYNOTES
WORKSHOPS
MEETING FACILITATION
ONE-ON-ONE COACHING
E-LEARNING

Whether in-house at your company or for a conference or association, contact us today to see how our solutions can be part of an overall strategy to help you take the next step.

Our keynotes and workshops interactive, engaging, and completely practical.

Contact us toll-free or via e-mail using the contact information below. It would be a true pleasure to explore your needs with you.



765 Pheasant Ridge Court
Suite 101
Lake Zurich, IL 60047

Toll-free: 866-884-5323
E-Mail: andy@i-leadonline.com
Web: www.i-leadonline.com/meeting-planners.asp