

## PROGRAM DESCRIPTION

CLINT SWINDALL, CERTIFIED SPEAKING PROFESSIONAL  
SPEAKER, TRAINER, CONSULTANT, AUTHOR

### Engaged Leadership: Building a Culture to Overcome Employee Disengagement

*“The solution for overcoming employee disengagement is **Engaged Leadership** ... a proactive approach to leadership that involves building consensus for the vision, inspiring employees to pursue the vision, and developing the team to realize the vision.”*



Clint Swindall, CSP  
President & CEO  
Verbalocity, Inc.



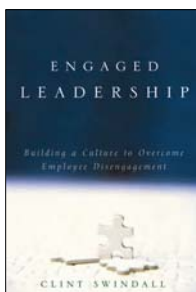
Research indicates that less than one-third of employees are truly engaged. The vast majority of employees simply show up to work each day prepared to do the minimum to get by. This problem of employee disengagement is a source of ongoing frustration for leaders of any organization. Not only does it irritate the management team, it demoralizes the productive employees who carry the majority of the work load.

The solution for overcoming employee disengagement is **Engaged Leadership** ... a proactive approach to leadership that involves building consensus for the vision, inspiring employees to pursue the vision, and developing the team to realize the vision. In the midst of managing the business, there must be a focus on developing better leaders who understand the importance of a strong culture with a focus on the employee.

Over the past sixteen years, Clint has been developing his own approach to leadership, and can help you understand what actions can be taken to develop skills in all three areas, including:

- ✪ How do **Directional Leaders** build a consensus for the vision?
- ✪ How do **Motivational Leaders** inspire employees to pursue the vision?
- ✪ How do **Organizational Leaders** develop the team to realize the vision?

In this program, Clint will discuss the importance of all three aspects of **Engaged Leadership**, and will stress the overall importance of having what he calls a “character core”. He will share a considerable amount of useful information, and deliver his message in an entertaining and inspirational style.



*Note: This program is based on Clint Swindall's book entitled **Engaged Leadership: Building a Culture to Overcome Employee Disengagement**. It is being published by John Wiley & Sons, and will be available June 29, 2007.*