

## Let Chris Help Your Organization Achieve Better Results Through...

- Enhanced Leadership
- Increased Team Motivation, Engagement & Productivity
- Practical Tools & Techniques That Work



### WHO IS CHRIS RUISI?

Nationally recognized executive coach and leadership expert, professional speaker, radio show host and author, Chris is one of the top business leadership speakers. He works to help companies **achieve dramatic business growth**. He inspires audiences in his direct and honest style by sharing his years of experience. Engaging, **provocative and entertaining** – this is what you'll experience when Chris speaks at your event.

### WHAT TO EXPECT:

- Chris uses his **real life experience** as the former President and COO of USLIFE Corporation and as a member of the office of the Chairman and the Board of Directors
- His method incorporates his own proven expertise on how organizations and decision-making work in order to help others **build real time solutions and achieve faster growth**.
- His remarks will be pertinent and applicable to your audience's needs.
- He develops his own programs weaving in "stories" and current events and his own perspective so the **audience leaves with pragmatic techniques**.
- Based on his guidance for CEOs, other C level executives, entrepreneurs and Boards of Directors, Chris has the ability to **convey solid material that is credible, flexible and applicable**.

### LET CHRIS MAKE YOUR NEXT EVENT A SUCCESS.

Chris has one main goal in all of his topics and that is to get your company and employees to **see the "possibilities" to achieve significant growth**. He wants everyone to step up and play big so he focuses on value via end results – increased sales, reduced stress and creating accountability among others. Using his wealth of knowledge, he guides you through **practical skills and solutions** necessary to navigate the risks and demands of the current economic climate. In the end, Chris wants to ensure every individual can truly **reach their peak performance** through personal growth and change.

"CHRIS' PRESENTATION STYLE MAKES ONE FEEL THEY ARE ENGAGED IN A ONE ON ONE CONVERSATION. HE PRESENTS IDEAS THAT CAN ACTUALLY BE IMPLEMENTED, AND IMPROVE YOUR BUSINESS."

– Jill G. Rowland, President,  
A+ Personnel

"HIS INSIGHTFUL AND USEFUL TACTICS PROVIDED TANGIBLE STRATEGIES THEY COULD TAKE BACK TO THEIR IMPORTANT DAILY WORK SO THEY COULD STEP UP AND PLAY BIG."

–Cydny M. Wessel -MSW National Director,  
Healthy Families America National Office Prevent Child Abuse America

"YOU HELPED US TO EVALUATE OUR PAST PRACTICES AND TO USE THAT KNOWLEDGE TO MAP OUT OUR FUTURE. A LOT OF WORK WENT INTO THIS MEETING AND YET OUR WORK HAS JUST BEGUN. BY HELPING US TO IDENTIFY OUR KEY NEXT STEPS, WILL MAKE US A STRONGER ORGANIZATION GOING FORWARD. THANKS AGAIN"

–Bruce Kramer, President  
New Jersey Medical Group Management Association

### YOU CAN ALSO FIND CHRIS ON:



Entrepreneur **atd** Association for  
Talent Development

**About.com**

To build a program for your company, please contact Chris:

CHRIS RUISI

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## KEYNOTE PRESENTATIONS

## BECOMING AN EXCEPTIONAL LEADER

IT ALL STARTS WITH YOU - RAISE YOUR PERFORMANCE  
YOUR TEAM WILL FOLLOW

ex - cep - tion - al

adjective

- 1 unusual; not typical
- 2 unusually good; outstanding

One of the first steps a leader must take to address these challenges is to take a candid look at their own leadership style to make sure they are setting the right example for their team to follow. Since exceptional leaders succeed by knowing how to make their situations work best for them, Chris shows his audiences specific techniques on how they can actually be the "master" of more situations than they probably realize.

*What You Will Learn: Learn how exceptional leaders are*

- Visionaries
- Risk Takers
- Effective Communicators
- Excellent Delegators
- Proficient at Setting Expectations

*In addition, you will be given a proven technique to measure yourself against each of the 10 key qualities to help you develop a specific plan to enhance your leadership skills and performance.*

TURNING YOUR TEAM INTO A  
COMPETITIVE ADVANTAGE

LET YOUR TEAM POSITION YOU AND YOUR BUSINESS TO  
"OWN THE MARKET"

Every business has a team. The question for the business owner or leader is whether or not they are functioning as a "competitive advantage" or just "doing the work"? If your team performs badly, your customers vote with their feet and go elsewhere. Conversely, if your team performs well, your customers buy more often and refer others to you. The result – your business grows and prospers.

*What You Will Learn:*

- A practical 10 point checklist to turn your team into a dynamic competitive advantage through
- Goal setting
- Explaining the Rules
- Clear Communications
- Risk Taking
- Building Team Involvement and Engagement
- Building the Right Skills and much more

GETTING THE RIGHT THINGS DONE –  
SOLVING THE PRODUCTIVITY PUZZLE

INCREASE YOUR VALUE AND CONTRIBUTION BY  
ENHANCING YOUR PERSONAL PRODUCTIVITY

All of us are challenged each and every day to find new or more ways, tools or even tricks (yes, some of you think that tricks are the way to go!) to improve our personal productivity. Instead of looking for that next great idea (and wasting time while looking), start focusing on mastering the basics first. You can easily enhance productivity on a personal as well as a team level by starting out with a clear and specific picture of the "what", the "who" and the "when".

*What You Will Learn:*

- You Management not Time Management
- How to master your time and not be victimized by it
- Finding and Re-Directing Your Time towards more Productive Tasks
- How to find and work on the "Right Things at the Right Time"
- Setting key priorities and expectations
- How to fight distractions

CREATING A CULTURE OF EMPLOYEE  
ENGAGEMENT AND NO EXCUSES

BUILD A COMPANY CULTURE THAT ALLOWS YOUR TEAM  
TO STEP UP AND PLAY BIG AND WIN

Getting your team successfully engaged in the "work at hand" has been a challenge for all leaders since the beginning of time. Having your team engaged is especially important as employers struggle with the challenges of increasing productivity and profitability.



*What You Will Learn:*

- What real employee engagement is
- The three key components necessary for employee engagement to exist successfully within your company - vision, leadership and tactics
- The action steps needed to build your plan to create a culture of employee engagement within your organization

In addition, every participant will receive Chris's proven and unique personal learning log to help them plan and implement their next steps.

## KEYNOTE PRESENTATIONS

## PREPARE TO BE YOUR BEST

LEARN HOW TO CONDITION YOU AND YOUR TEAM TO BE YOUR BEST!

We all from time to time have heard people tell us and others to “do your best”.

Great advice, but rarely does anyone suggest how to prepare to be your best. The most successful athletes, business leaders, entertainers and professionals all practice and prepare, so why shouldn't you?

*What You Will Learn:*

- 8 specific actions you can take to Prepare to Be Your Best
- Take on the responsibility to prepare to be your best
- Schedule Self time
- Develop Mental Toughness
- Eliminate negative influences from your life
- Learn to say no to the right things
- Increase your self-confidence and self-belief in your ability to perform at a higher level
- Many more useable and practical tools

## GET YOUR HEAD OUT OF THE SAND

BE THE MASTER OF YOUR CIRCUMSTANCES, NOT A VICTIM



Far too often, people and organizations decide that it's easier to accept the circumstances they find themselves in; take some easy, no risk steps and then “wait it out” until things get better. They essentially lose their sense of urgency and “stick their head in the sand”. Learn how to become an individual or company who always “land on their feet”.

*What You Will Learn:*

- How you can be the “master” of more situations than you probably realize
- How to stop self-sabotaging yourself
- How to fight distractions, problem solve correctly and make better decision

## CHANGE IS THE KEY TO ELEVATING YOUR GAME

SUCCESS FOLLOWS FEELING COMFORTABLE BEING UNCOMFORTABLE



Change is hard work; it requires a 100% commitment to adapt a new behavior. And when we try to adapt to a new behavior, it feels uncomfortable... very uncomfortable. Some don't like the feeling and give up while others, who are committed to discovering and using their full capabilities, adapt to it. Chris has identified 4 distinct levels of “uncomfortable” that we each go through when we are dealing with change - Confusion; Realization; Clarity and Action

*What You Will Learn:*

- How to identify where individual change is needed
- How to plan for it
- How to embrace it
- How to implement it
- How to manage feeling comfortable being uncomfortable so that real tangible personal and business growth can be achieved

## ACCELERATE YOUR GROWTH TO MAXIMIZE YOUR FULL CAPABILITIES

STOP PLAYING SMALL AND START PLAYING BIG!

Many believe that it is just too hard to become exceptional and deliberately lower their expectations for their own performance. Setting the bar too low doesn't help or protect us. In fact, by doing so, you cheat yourself of finding and using your full capabilities. In this engaging presentation, Chris shares 10 key points on using the tools within you to develop and accelerate your grow, maximize your full capabilities and become exceptional.

*What You Will Learn:*

- How to take a risk and challenge yourself to use your full capabilities
- How to create your vision
- How to strengthen your self-discipline and persistence skills
- How to eliminate excuses and push through barriers to your success and much more

*\*Prepare to Be Your Best workshop proceeds this workshop*

## EXECUTIVE LEADER SERIES

EXCLUSIVELY FOR BUSINESS LEADERS, ENTREPRENEURS, AND C-SUITE EXECUTIVES

## PRODUCTIVITY AND PROFITS THROUGH PEOPLE

THE # 1 STRATEGY ISSUE FOR EVERY BUSINESS LEADER

The single most important factor that will determine the success of any business is the quality of their team - how they are led to execute the business strategy of the organization that results in increased productivity and profitability as the team creates a competitive advantage for the organization.

In this informative and comprehensive presentation Chris will walk the participants through the four major “people” strategies that impact productivity and profitability and helps to create that competitive advantage.

They are:

1. Selection
2. Development
3. Utilization
4. Measurement & Rewards

What You Will Learn:

- The key tactics that fall under each of the 4 major people strategies
- How these “people” strategies will lead to higher rates of retention of the right people, increased levels of productivity and the creation of an effective culture of employee engagement
- Specific tactics they can implement within their organization to maximize and leverage the value of their team towards the achievement of their businesses operational and financial goals



## LEADING A STRATEGIC REFOCUS

CHALLENGING THE STATUS QUO IS THE #1 WAY TO BUILD AND MAINTAIN YOUR COMPETITIVE EDGE

Get your organization refocused with a top Facilitator/Moderator. Chris' experience as a high level corporate executive and Board of Directors member coupled with his executive coaching and mentoring experiences make him the idea leader to help your organization either carve out a new path or to get back on track.

The primary issues addressed in a strategic re-focus workshops include:

- Growth Challenges
- Marketing / Branding Challenges
- Structure Challenges
- Leadership Challenges
- Team Engagement and Productivity Challenges

What You Will Learn:

- How to update your organization's strategy to insure that it is relevant to the demands of its marketplace
- How to set future goals for the organization
- How to validate your organization's vision and mission
- How to validate your organizational structure to support the vision and mission
- How to create its value message/proposition to differentiate itself from its competitors and an examination into whether its culture supports its goals
- How to create a focused plan to move forward

IF YOU ARE LOOKING FOR SOMETHING UNIQUE, CHRIS CAN CUSTOMIZE A WORKSHOP TO MEET THE NEEDS OF YOUR ORGANIZATION. HE ALSO OFFERS A SERIES OF HR FOCUSED KEYNOTES AND WORKSHOPS THAT QUALIFY FOR HR CEU CREDITS. BE SURE TO ASK ABOUT THE SPECIAL OPTIONS. IF YOU HAVE ANY QUESTIONS, PLEASE GIVE CHRIS A CALL AT 732.275.9222.