Become a Master Presenter

The sign of a great speech is one that has the Intellectual Power to deliver the message and the Emotional Force to move the audience to new ways of thinking and behaving.
— McDade

2 DAYS. Whether you are presenting an idea to your boss, a client, your team or a larger group, getting heard from others is one of the most important contributions you can make. Become a Master Presenter in a 2-day interactive workshop based on the book The Seven Strategies of Master Presenters. Brad and his co-author, best-selling leadership expert John G. Miller, interviewed over 80 of the best presenters in North America in order to discover how they became Master Presenters. In this hands-on workshop, you will learn how to use the seven strategies that differentiate masterful presentations from their less effective counterparts.

By the end of this session you will:

• Hook your audience’s attention in the first five seconds
• Establish your believability and credibility in the first five minutes
• Significantly increase your effectiveness with powerful beginnings and memorable endings
• Develop a new way to make your presentation cohesive from start to finish
• Make your presentation memorable and transferable
• Engage your audience by using multi-media and other audience participation methods

2:00pm–4:00pm, May 23–24, 2014
Location: Dalhousie University, Student Union Building 100, 6100 South Campus Drive, Halifax, NS B3H 4R2
Cost: $395 (tax included)

Participates will receive a copy of Brad McDade’s book The Seven Strategies of Master Presenters, and the Master Presenter’s Presentation Kit. Each participant will have their deck printed on a professional laser printer and delivered to the workshop.

Rita Wunderlich is an international business consultant with over 25 years of experience in Europe, North and South America and Asia. She is a Senior Associate with the Dalhousie Leadership Development Institute and is a recognized Facilitator of Personal Leadership Seminars. Rita also teaches Cultural Competency programs and regularly gives presentations as professional development seminars and also as a keynotes and professional speakers as the Society of International Executive Coaching and Training (SIETR) and the International Coach Federation (ICF).

“Rita’s knowledge and skills are first rate. Working with her principles and techniques is very effective. Rita is easy engaging.”
— Tom Williams, Consultant, Marks Swim, Milton, ON

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2017/2018
The Art and Practice of Leadership Development

Dalhousie University College of Continuing Education has been helping organizations achieve success through customized, in-house training for over two decades. Whether your organization is in the fields of Education, Healthcare, Engineering, or Project Management, we have the expertise to help your organization.

We can modify existing courses or develop and deliver new ones based on your business, government, or non-profit organization’s specific requirements. Our customize programs by talking to the people who hire you and through in-person interviews to help us determine the organization’s specific needs.

All of our training facilitators have had years of experience developing in-house Customized Training programs. We will fulﬁl the training needs and maximize the return of learning of hundreds of individuals and organizations.

CONTINUING EDUCATION UNITS
Continuing Education Units (CEUs) will be awarded for participation in these courses. The CEUs received by a participant may be applied toward meeting the CEU requirements for professional organizations. CEUs are internationally accepted units of measurement for self-study courses of continuing education.

"Probably the best course I’ve taken as an adult both because of the content and because of the facilitation.”
— Sarah Cinsio, Info-Tek Resource Management, Toronto & Ottawa

Advantages of in-house training include:
• Cost savings with more effective group training
• Training times suited around your schedules
• The ability to address specific organizational and employee training needs
• Group learning assist group morale

To Register or for More Information:
• Telephone: 1-800-661-2399 or 902-494-6679 (8:30 am–4:30 pm, Atlantic time)
• Email: continuing@dal.ca
• Online: Dal userinfo

“...the training was very well conducted, and the content was very relevant. The delivery was dynamic without being too fast and was always appropriate for the class.”
— Frank McGee, Human Resources Specialist, St. Mary’s University

To receive the Dalhousie Continuing Education insulation, a minimum of 15 continuing education credits must be accumulated. The Dalhousie Continuing Education CPE program is accredited by the Canadian association with the Canadian CPE-accredited program for Professional Development.

70% of your eligibility for professional development.

Certificate Program
Certificate in The Art and Practice of Leadership Development

Seminars
The Art and Practice of Leadership Development
Adapting to Change and Making a Complex World
Personal Leadership: Leading Self Before Leading Others
Become a Master Negotiator
Become a Master Presenter

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The Art and Practice of Leadership Development

3 DIPS: During the Art and Practice of Leadership Development program, participants will apply solved concepts from relevant leadership education to assess and enhance their own leadership style. Participants work on a leadership case study, and leaders in the community will provide feedback on their action learning projects from both participants and from the program leadership. The results of the participants’ projects will be added to their Leadership Learning Portfolio, which can also be an important step in his or her career advancement.

Date: Oct 23 and Nov 6, 2017
Time: 1:30-4:00 pm
Place: Room 15A, SAC
Cost: $395.00 (Miss HST)

Adaptive Decision-Making in a Complex World

One of the dominant themes of this research, is that breakthrough results come about by a series of good decisions, diligently executed and accumulated on top of another.

— Jim Collins, author of Good to Great

2 DIPS: Everyone makes important decisions and it is essential to make effective and efficient decisions. This highly interactive, decision-making workshop is designed to provide managers with a decision framework that is designed to help you become a more effective decision maker. 30 percent of the program will be devoted to Decision-Making Workshop and the other 70 percent of time will be devoted to key concepts to help you become a more thorough and complete decision maker. In-class participants will work on their own decision challenges.

Date: Dec 4, 2017
Time: 9:00-4:00 pm
Place: Room 15A, SAC
Cost: $395.00 (Miss HST)

Become a Master Negotiator

Einstein said, “You can’t solve a problem with the same kind of thinking that created it”, and it is this same type of innovative thinking that is behind every successful negotiation.

2.5 DIPS: Learn more about today’s businesses and their challenge of negotiating more effectively and efficiently with the help of the steps to come to the table most well-prepared as possible in order to negotiate more effectively with the people you work with both inside and outside your organization. A participant will learn a step-by-step approach to make the right decision and take the right actions.

Date: Dec 10 and 11, 2017
Time: 9:00-4:00 pm
Place: Room 15A, SAC
Cost: $395.00 (Miss HST)
The Art and Practice of Leadership Development

3 DAYS. The Art and Practice of Leadership Development program, participants will apply advanced concepts from relevant leadership research to analyze and enhance their own leadership styles. Participants work on a leadership development plan that addresses the key factors critical for leadership success. The leadership development plan the participants will develop will receive optional feedback from an action learning group from other participants and then the facilitator. The result of the participants’ leadership development plans can be added to their Leadership Learning Portfolio, which can also be an important step in their career advancement.

Date: Oct 2-3 and Nov 2-3, 2017
Time: 8:30 a.m.-4:00 p.m.
Location: Dalplex, Room 155
Instructor: Brad McEachern
Cost: $2950 (incl HST)

Adaptive Decision-Making in a Complex World

One of the dominant themes in our research, is that breakthrough results come about by a series of good decisions, diligently executed and accumulated one on top of another.

— Jim Collins, author of Good to Great

2 DAYS. Everyone makes important decisions and it is essential to make effective and efficient decisions. This highly interactive, decision-making workshop provides the tools and techniques that are designed to help you become a more effective decision maker. This workshop will be delivered by Brad Mceachern and is designed for decision makers in small and large groups. The workshop will use interactive training tools to help participants develop better decisions.

Date: Dec 2, 2017
Time: 8:30 a.m.-4:00 p.m.
Instructor: Brad Mceachern
Cost: $950 (incl HST)

Become a Master Negotiator

Einstein said, "You can't solve a problem with the same kind of thinking that created it," and it is this same type of innovative thinking that is behind ever successful negotiation.

2 DAYS. More than ever today's professionals spend more of their time negotiating and influencing others while at the same time being held more accountable for their organization's strategic results, revenue generation, and risk management. Therefore, your success, your role in your organization, not only on developing effective negotiating and influencing skills. The purpose of this program is to show you how to come to the table with prepared and well prepared in order to negotiate more effectively with the people you work with, both inside and outside your organization. We want you to be that person that the someone you work with wants to access in the massage received.

By the end of this seminar you will:

• Be able to identify your personal negotiating strengths and weaknesses.
• Be able to develop and use your personal negotiating tool kit.

Date: Jan 20-22, 2018
Time: 8:30 a.m.-4:00 p.m.
Registration: $1550 (incl HST)
Instructor: Brad Mceachern
Cost: $1250 (incl HST)

Certificate Program

Certificate in the Art and Practice of Leadership Development

Dalhousie University College of Education and the Atlantic Leadership Development Institute present the Art and Practice of Leadership Development certificate program.

To be successful, universities need to develop leaders at every level. Leaders and high-potential leaders need to be able to use the best combinations of strategies and skills in order to bring their own and their organization’s mission. The facilitator for this certificate program is Dr. Brad McEachern, one of Canada’s foremost experts in leadership development. He is based in Dalhousie’s Department of Organizational Psychology, where he is involved in teaching, research, and consulting in the areas of leadership, motivation, and performance management.

Certificate Requirements

Completion of two required courses on leadership and decision making plus one elective course. The two required courses are:

• The Art and Practice of Leadership Development: $3500 (approximate cost) (3 credits)
• Adaptive Decision-Making in a Complex World: $2500 (approximate cost) (3 credits)

Choose one of the following three elective courses:

• Personal Leadership: Leading Self Before Leading Others: $650
• Become a Better Negotiator: $350
• Adaptive Decision-Making: $1550


Personal Leadership: Leading Self Before Leading Others

Beginning October 1, 2017, this 3-day program offers participants a chance to access how they respond to ambiguous situations, decision people and conflict. Instead of going “into action”, Personal Leadership offers a step by step process for taking charge of your own opinions and becoming aware of your own strengths, weaknesses and emotional responses, resulting in greater clarity and resolve in determining the best options – especially in situations of conflict and change.

Personal Leadership is based on ideas and themes from the fields of Leadership Development, Whole-person Self-development, Transactional and Non-transactional and has evolved as the organizing framework for reference team building and community-building initiatives around the world.

Program Objectives:

• To understand the development and foundations of Personal Leadership
• To develop the personal skills of practicing Personal Leadership in personal, interpersonal and organizational contexts
• To apply and apply the two Principles and two Practices of Personal Leadership
• To develop a Personal Vision Statement as an Effective Leader in the Self and Others

Date: Nov 7-9, 2017
Time: 8:30 am-4:00 pm
Registration: $1550 (incl HST)
Instructor: K. Rob Houskeller
Cost: $995 (incl HST)

Adaptive Decision-Making in a Complex World

One of the dominant themes of our research, is that breakthrough results come about by a series of good decisions, diligently executed and accumulated one on top of another.

— Jim Collins, Author at Good to Great

Adaptive Decision-Making in a Complex World

2 DAYS: Everyone makes important decisions and it is essential to make effective and efficient decisions. This highly interactive, practice-driven program teaches the principles of Adaptive Decision-Making. The objective is designed to help you become a more effective decision maker. All information will be shared in leadership Decision-Making Models and the use of decision-making tools and tactics that are guaranteed to help you become a more thorough and complete decision maker. In-class, participants will work on their own decision-making challenges in small groups and use an advanced decision-making model to help make better-informed decisions now and in the future.

Keystone Learning:
- How to follow the seven systematic approaches to more effective decision making
- How to learn best and balance to become a more effective and efficient decision maker
- How to use your influence on decision making and work for your decision work against you

Adaptive Decision-Making- Focused on Leaders (1 day)

Date: Nov. 2-4, 2017
Time: 8:30-5:00 pm
Instructor: Brad McKeas
Cost: $455 (HST)

Personal Leadership: Leading Self Before Leading Others

2 DAYS: This highly interactive program offers participants a chance to achieve two broad goals: self-insight and learning personal dynamics. Participants will work on their leadership style and how it affects their professional development. Participants will develop a strategic plan to improve their leadership style and learn how to navigate powerful personalities. Participants will work on building self-esteem and self-confidence and learn how to create a more positive leadership environment.

Date: Nov. 7-8, 2017
Time: 8:30 am-9:00 pm
Instructor: Rita Woodcock
Cost: $995 (HST)

Certificate Program

Dalhousie University College of Education and the Atlantic Leadership Development Institute presents the Art and Practice of Leadership Development certificate program.

Certificate in the Art and Practice of Leadership Development

Dalhousie University College of Education and the Atlantic Leadership Development Institute presents the Art and Practice of Leadership Development certificate program.

To be successful, leaders need to be able to use the best combination of strategies and skills in order to respond to their own and their organization’s needs. The facilitator for this certificate program is Dr. Reid McKeas, one of Canada’s foremost experts in leadership development. He was selected in 2012 as the recipient of the International Leadership Development Researcher of the Year award. This certification will focus on 12 topics including the Seven Stages of Masterful Leadership: Building Trust and Relationships with 30 of Canada’s Top Leaders.

Certificate Requirements

Completion of all required courses in leadership and decision-making skills is one elective course. The two required courses are:

- The Art and Practice of Leadership Development: $375
- Adaptive Decision-Making in a Complex World: $375

Choose one of the following three elective courses:
- Personal Leadership: Leading Self Before Leading Others: $375
- Become a Master Negotiator: $375
- Become a Master Persuader: $375

The Leadership Workshop has had a profound impact on all I can — feel that the majority of my learning will happen in the years to come, but this workshop has changed the trajectory of my journey.

— Sheila Ford, Principal Nova Scotia

The information provided really helped me to think through my leadership challenges differently. Excellent exercises (lots of tips and tools to use)

— John McEwen, Island Heart Communications & Health Promotions, Goodlaid Breast Cancer Foundation

SAVE $135 - $390! When you register and pay $390 for all three courses (two required and one elective) in advance with a single transaction.
Become a Master Presenter

The sign of a great speech is one that has the Intellectual Power to deliver the message and the Emotional Force to move the audience to new ways of thinking and behaving. — Brad McRae

2 DAYS. Whether you are presenting an idea to your boss, a client, your team or a larger group, getting your point across will be one of the most important components for your success. Become a Master Presenter in a 2-day interactive workshop based on the book The Seven Secrets of Master Presenters. Brad and his creative, full-time CLSA Champion program, Brad’s Blueprint, interviewed over 90 of the best presenters in North America in order to discover how they became Master Presenters. In this hands-on workshop, you will learn how to use the seven strategies that differentiate masterful presenters from their less effective counterparts.

By the end of this session you will:

• Hook your audience’s attention in the first seven seconds
• Establish your believability and credibility in the first five minutes
• Significantly increase your effectiveness with powerful beginnings and memorable endings
• Develop a key way to make your presentation cohesive from start to finish
• Make your presentation memorable and transferrable
• Engage your audience by using multi-media and other audience participation methodologies

35th Dec: 16-17, 2017
May 21-22, 2018
Time: 8:30 a.m. to 4:30 p.m.
Registration: $1,220

Cost: $995 (not GST)

**To Register or for More Information**
Call: 1-800-466-1129
Email: continuing@dal.ca
Online: dataville.com

**Location**
Dalhousie University, College of Continuing Education
1015 Macquarrie St., Suite 200
Halifax, N.S. B3H 3M2

**Continuing Education Units (CEU)**
Continuing Education Units (CEUs) will be awarded for participation in this course: 1 CEU represents 14 education hours or 1.4 units of CEUs. For CEUs to be given, you must complete all sessions, sign in at the beginning of each session, and sign out at the end of each session.

“Probably the best course I’ve taken as an adult both because of content and because of the facilitator.”
— Lisa Cheyne, Hillcrest Resource Management, Toronto & Ottawa

Advantages of in-house training include:
• Cost savings with more effective group training
• Training times suited around your schedule
• Ability to address specific organizational and employee training needs
• Group learning amongst group members

Rita Wodabieoff is an international business consultant with over 25 years of experience in Europe, North and South America and Asia. She is close to the Atlanta Leadership Development Institute and is a guest faculty member of The Leadership Development Institute. She is also Distinguished Clinical Professor at the University of California, and regularly gives presentations at international professional conferences and is also an advisor to professional associations such as the Society of Hospitality Executive Training and Research (SHER) and the International Coach Federation (ICF).

“The direction for supporting leadership training with self was excellent. Working with two principals and six practices is very effective. Rita is very engaging.”
— Tim Williams, Consultant, Marks & Strother, Hollister, CA

1777/2018
The Art and Practice of Leadership Development

Dalhousie University College of Continuing Education has been helping organizations achieve success through customized, in-house training for over 25 years. While our focus has been on Leadership, Negotiation, IE, Engineering, or Project Management, we have the expertise to help your organization. We can modify existing courses or develop and deliver new ones based on your business, government, or non-profit organization’s specific requirements. We customize our programs by talking to the people who blend and work in the profession or team interviews to help us determine your organization’s specific needs. All of our training facilities have had years of experience developing in-house Customized Training programs that best fulfill the training needs and maximize learning of speaking of hundreds of individuals and organizations.

Your PLACE or OURS?

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Online: dataville.com

**Location**
Dalhousie University, College of Continuing Education
1015 Macquarrie St., Suite 200
Halifax, N.S. B3H 3M2

CEU continued
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**Calendar**
1777/2018
The Art and Practice of Leadership Development

Dalhousie University College of Continuing Education

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Become a Master Presenter
The sign of a great speech is one that has the Intellectual Power to deliver the message and the Emotional Force to move the audience to new ways of thinking and behavior.  
Michael McKeel

2 DAYS. Whether you are presenting an idea to your boss, a client, your team or a larger group, getting in front of them is one of the most important contributions to your success. Become a Master Presenter in a 2-day interactive workshop based on the book The Seven Strategies of Master Presenters. Brad and his executive speech-making champion speaker David Brooks interviewed over 50 of the best presenters in North America in order to discover how they became Master Presenters. In this hands-on workshop, you will learn how to use the seven strategies that differentiate masterful presentations from their less effective counterparts.

By the end of this training you will:
- Know your audience’s attention in the first seven seconds
- Establish your believability and credibility in the first five minutes
- Significantly increase your effectiveness with powerful beginnings and memorable endings
- Develop a way to make your presentation creative from start to finish
- Make your presentation memorable and transferable
- Engage your audience by using multi-media and other audience participation methods.

"Dr. Michael McKeel worked with our team on becoming a Master Presenter. During the training, he worked with the whole group as well as creating smaller sessions so we could apply what we learned to our workplace presentations. Our experience was informative, professional and enjoyable. If you would like to transform with real-life training, I would definitely recommend him."  
- Michael Scott, Chairman, Phoenix Health

CUSTOMIZED TRAINING
DALHOUlSE University
College of Continuing Education

Dalhousie University College of Continuing Education has been helping organizations achieve success through customized, in-house training for over 50 years. Whether your interest is in Business Administration, Management, CE, Engineering, or Project Management, we have the expertise to help your organization.

We can modify existing courses or develop and deliver new ones based on your business, government, or non-profit organization’s specific requirements. We customize our programs by talking to the people who bond with us and through personal interviews to help us determine your organization’s specific needs. All of our training facilities have had years of experience developing In-House Customized Training programs that best fulfill the training needs and maximize transfer of learning of hundreds of individuals and organizations.

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