

DARBY CHECKETTS

Keynotes...Leadership Briefings...Half-Day Seminars

These topics / presentations (and others) can be customized to meet your specific needs.

1. **Leverage: Create Your Own Tipping Points in Business and in Life.** Archimedes, the ancient Greek mathematician, once said, "Give me a lever long enough and a place to stand, and I could lift the world." The topic of this presentation is the title of Darby Checketts' newest book. It contains the answers to these crucial questions: *What are your levers? Where do you stand?* Darby will help you examine the principles that represent the firm footing you need to lift your world. These will be an inspiration and an all-around guide to your *leadership in business and success in life*. There are **25 Leverage Keys**. Based on your input, Darby will emphasize those leverage keys that will make the biggest difference for you and your team. As you apply the *Archimedes Factor*, you will unlock power, unleash creativity, and feel the world begin to move.

2. **Customer Astonishment: The Commitment to World-Class Customer Care.** Customer loyalty is the crowning achievement in any business. Customer loyalty is absolute leverage on profitability and growth. It means that your success is cumulative from year to year. In today's business environment, a satisfied customer is no longer enough. We have all entered a new age wherein we must *positively astonish* our customers by anticipating their needs. To be *Customer Need Driven* is the goal. It is essential to build on solid customer relationships, to listen continuously to recognize changing needs, and to earn the right to offer the very best solutions. Your customers expect leadership. As you demonstrate such a commitment, a true spirit of partnership will develop. Brand loyalty will be the result. Darby will share insights from his other new book, *Customer Astonishment: 10 Secrets to World-Class Customer Care*.

3. **High Performance Leadership: Instill the Vision, Build Partnerships, Do the "Impossible."** The dynamic forces at work in this new millennium require a regular transformation of your vision, your commitments, and your capabilities. To thrive in this environment, you must sometimes *do the impossible*. Keeping your balance depends on maintaining a clear sense of your *Core Purpose* and on cultivating powerful partnerships. With the right partners, nothing is impossible and *you will create the future you envision*. Darby Checketts will help you expand the awareness of who you are (individually and as a team) and what you can achieve. Gary Hamel, author of *Leading the Revolution*, said, "You can't use an old map to find a new land." Darby will help you create the new **MAP**: performance **M**echanisms, performance **A**greements, and powerful **P**artnerships.

4. **Team Effectiveness: Take Ownership, Manage Change, and Pull Together.** There is no greater human triumph than when a group of people decides that some purpose deserves the commitment of all. *Then comes the pulling together*. Teamwork is strength in numbers, creativity through diversity, lots of hard work, and some fun. Great teams learn to have *conversations* in which they *agree in principle* on who they are and how they'll handle the challenges and opportunities along the way. A team's performance is measured essentially in two ways: (1) what it accomplishes that is of true benefit to its customers or stakeholders and (2) how well it utilizes, integrates, and amplifies the talents and capabilities of its members. Your team will excel at these. Darby will share principles of ownership and accountability as well as powerful insights to help you thrive as you implement change and undertake transformation.

5. **Effective Communication: The Art of Life.** 90% of the time when organizations struggle, one of the principal reasons given is something to do with "communication." The essentials of communication effectiveness are: (a) understanding the *perspectives* of those with whom you communicate, (b) recognizing several key *principles* that predetermine whether communication will work or not, and (c) consistently using several basic *techniques* that will help you master *the art of life*. Darby will help you build positive and powerful relationships as you move from **Rapport** to **Trust** to **Results**.

Please visit us at www.DarbyChecketts.com or telephone 480-654-0811 (toll-free: 866-654-0811). Thank you.