



Leader Development & Collaborative Team Building for a Complex World

Dr. Michael Brenner helps overwhelmed supervisors and managers lead more productive teams by strengthening communication, problem solving and conflict resolution skills.

Schedule a free Discovery Consultation to explore how Dr. Brenner can help you develop leaders, build high-performance teams, and foster creativity and innovation within your organization.

Call (610) 724-3621 to schedule now.



Dr. Michael Brenner
Facilitator, Coach, Speaker
IdeAgency
(610) 724-3621

Program Portfolio

IdeAgency offers a comprehensive selection of powerfully effective programs for clients of every size and discipline. All programs can be customized using the individual learning modules that best meet the unique needs of your team or organization. Individual learning modules are 3 hours unless otherwise noted.

Communicating with Confidence

As the complexity of our world increases, the ability to communicate clearly and precisely becomes even more essential for leaders and managers at every organizational level. Indeed, it's been said that the organization that can't communicate can't change, and the organization that can't change is dead. This is especially true in modern workplaces that are characterized by multiple generations, ethnicities, and levels of experience, often within the same team.

3 Module Program:

- **High Impact Communication:** How to Talk, Listen, and Write More Effectively at Work
- **Becoming a Person of Influence:** Proven Techniques for Enhancing Your Power to Persuade

- **Secrets of Win/Win Negotiating:** Critical Skills for Getting What You Want Tactfully, Ethically, and Consistently
- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

4 Module Program (3 Module Program plus these additions):

- **Meetings That Matter:** How to Run Insanely Productive Meetings
- **Individualized Coaching:** 1-on-1 coaching allows for highly personalized skill building and helps reinforce participant learning (includes 3 face-to-face or phone sessions per month per selected participant)

Participants will learn how to:

- Recognize the pitfalls inherent in the human communication process
- Increase empathic listening skills
- Read and respond appropriately to non-verbal cues, i.e. body language
- Become more influential communicators through proven persuasive techniques
- Use rational and emotional appeals effectively
- Negotiate for win/win outcomes
- Uncover assumptions that can compromise a negotiation
- Utilize agendas and other time-saving tools to maximize meeting efficiency (4 Module Program only)

“Michael has been very successful turning great employees into great managers and providing them with the tools they need to grow their skills. We are very pleased with the results and impact he has brought to our managers and our business.”

GSI Commerce ~ King of Prussia, PA

Managing and Sustaining High-Performing Teams

Why has the ability to build high-performance teams, collaborate effectively across multiple demographics, and work through conflict taken on particular importance in today’s global marketplace? One reason is that our wired world makes it nearly impossible to work in isolation. But perhaps more importantly, research has persuasively demonstrated the power of diverse teams to accomplish things individuals never could.

3 Module Program:

- **Conflict is Inevitable, Combat is Optional:** Reframing Conflict to Unlock Creativity, Solve Problems and Increase Personal Accountability
- **The Power of Teamwork:** How to Build Trusting, Goal-Driven Teams that *Want* to Work Together
- **Why Must I Work with *Them*?!:** How to Get Different Generations to Work Together Without Killing Each Other

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- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

4 Module Program (3 Module Program plus these additions):

- **Building a Fire Within:** Coaching as a Key Business Strategy
- **Individualized Coaching:** 1-on-1 coaching allows for highly personalized skill building and helps reinforce participant learning (includes 3 face-to-face or phone sessions per month per selected participant)

Participants will learn how to:

- Reframe conflict as a potential source of creativity and possibility
- Anticipate and overcome common sources of conflict
- Leverage diversity and the wisdom of groups to build results-driven teams
- Build trust among teammates
- Adjust their management style according to Tuckman's stages of group development
- Recognize and manage the various needs of multiple generations in the workplace
- Coach others to help teams become more cohesive, confident and capable (4 module program only)
- Deliver feedback that drives teams to excel (4 module program only)

Leadership Starts with "U"

Much leadership literature focuses on what is *external* to leaders, i.e. the people they work closely with, the policies they uphold, the processes they follow, etc. However, effective leadership largely depends on the leader's own understanding of him- or herself, including strengths, vulnerabilities, idiosyncrasies, and behavioral style. As the title of one popular book states, leadership starts from the "inside out."

3 Module Program:

- **Emotional Intelligence:** Redefining the "Smart" Employee
- **Understanding Your Behavioral Style With the DiSC Assessment**
- **Standing Out:** Crafting a Personal Brand Your Boss, Peers and Direct Reports Will Respect
- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

4 Module Program (3 Module Program plus these additions):

- **Leading in the "Conceptual Age":** What Every Modern Leader Needs to Know to be Successful
- **Individualized Coaching:** 1-on-1 coaching allows for highly personalized skill building and helps reinforce participant learning (includes 3 face-to-face or phone sessions per month per selected participant)

Participants will learn how to:

- Enhance their emotional intelligence by identifying key areas for development

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- Leverage their specific behavioral style to achieve maximum results
- Work productively with those who possess different personality traits and characteristics
- Gain a competitive edge by crafting a powerful personal brand
- Differentiate themselves in a way that earns respect and loyalty among bosses and peers
- Perform with excellence when faced with change and ambiguity (4 module program only)
- Let go of the notion that they need to have all the answers (4 module program only)

“Within a year of Dr. Brenner’s training, at least 5 attendees have been promoted to more senior level positions within the organization.”

CardioNet ~ Conshohocken, PA

Unleashing the Corporate Imagination

A recent IBM survey of 1,500 senior leaders around the world named “creativity” – the ability to restructure our understanding of a situation in a non-obvious way – the most important leadership competency for success in the 21st century. With the global marketplace becoming more competitive and chaotic, the need to think *differently* about our work environments and the way we recognize, influence, and support creativity in ourselves and others is more urgent than ever.

3 Module Program:

- **If You Put Fences Around People, You Get Sheep:** Fostering a Culture of Liberation Where Creativity Flourishes and Innovation Thrives
- **Critical Thinking:** Essential Skills for Improving Problem Solving and Decision Making
- **The Connections Between Us:** Understanding and Applying the Principles of Systems Dynamics for Breakthrough Solutions
- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

Participants will learn how to:

- Foster a corporate culture in which creativity and innovation are highly valued and adequately rewarded
- Reframe problems in ways that reveal new, unexpected solutions
- Apply a simple but powerful decision-making model to real-world problems
- Brainstorm effectively
- Recognize and leverage the interdependent systems inherent in modern organizations and teams

Developing a 21st Century Leadership Mindset

Organizations face extraordinary problems and trials in the 21st century quite unlike those in preceding centuries. Clearly, we are living in an era of immense change and uncertainty that is forcing leaders to confront unprecedented challenges. Such challenges call for the development of skills and competencies best suited for the 21st rather than the 20th century.

3 Module Program:

- **Leading in the “Conceptual Age”:** What Every Modern Leader Needs to Know to be Successful
- **Building a Fire Within:** Coaching as a Key Business Strategy
- **Navigating Change:** How to Chart a Course Through the Whitewater of Business Without Capsizing
- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

Participants will learn how to:

- Recognize the difference between leadership and management
- Identify the leadership skills and competencies most critical to success in today’s complex world.
- Coach others for maximum performance
- Deliver feedback that elicits desirable results
- Adapt to and remain flexible in the face of change, unpredictability and disruption

“Mike is a fantastic instructor. He really brings the discussions and interactions to life. He makes everyone feel comfortable and involves everyone in the group.”

~ Workshop Participant

From Conflict to Collaboration

It’s been said that conflict is inevitable but combat is optional. Indeed, the ability to manage conflict so that it doesn’t erupt into combat is one of the most critical skills a leader or manager can possess. Teams that manage conflict in healthy ways are more productive and more collaborative than teams in which conflict is allowed to fester unchecked.

3 Module Program:

- **Conflict is Inevitable, Combat is Optional:** Reframing Conflict to Unlock Creativity, Solve Problems and Increase Personal Accountability
- **Emotional Intelligence:** Redefining the “Smart” Employee
- **Why Must I Work with *Them*?!**: How to Get Different Generations to Work Together Without Killing Each Other

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- **Reinforcement Session:** Participants discuss the use of new skills, notable successes, and continuing challenges (1-2 hours)

4 Module Program (3 Module Program plus these additions):

- **Understanding Your Behavioral Style With the DiSC Assessment**
- **Individualized Coaching:** 1-on-1 coaching allows for highly personalized skill building and helps reinforce participant learning (includes 3 face-to-face or phone sessions per month per selected participant)

Participants will learn how to:

- Reframe the notion of conflict for healthier, more productive outcomes
- Acknowledge the validity of alternative perspectives and points of view
- Navigate through highly emotional conversations to reach the “heart” of the problem
- Use their EQ (emotional intelligence) to solve disagreements tactfully and constructively
- Reduce conflict resulting from generational differences
- Adapt their behavioral style so that conflict can be reduced in the workplace (4 Module Program only)

Additional Modules

The following modules can be added to any of the programs above to fine-tune participants’ leadership skills:

- **Selecting the Best:** Hiring and Retaining Top Performers
- **Wow ‘Em!:** Developing and Delivering Presentations With Punch and Pizzazz
- **Managing Employee Performance:** Formulating Goals, Setting Expectations, and Holding Successful Performance Reviews
- **Time Management for Busy Professionals**
- **Navigating the “Danger Zone”:** Tools, Tips & Techniques for Holding Difficult Conversations (based on the book *Crucial Conversations: Tools for Talking When Stakes are High*)

Power Sessions

Any individual module can be facilitated as a “stand alone” learning experience.

Customized Learning Modules and Programs

Don’t see the module or program you need?

IdeAgency can create customized learning modules and programs designed to achieve your specific business goals.

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Michael Y. Brenner, Ed.D.
Facilitator, Coach, Speaker
IdeAgency



For nearly a decade, Dr. Michael Brenner has helped overwhelmed supervisors and managers lead more productive teams by strengthening communication, problem solving and conflict resolution skills. His doctorate in Adult Learning and Leadership from Columbia University, masters degree in Adult and Organizational Development from Temple University and background in arts-based learning help his clients get better results quicker. They learn how to lead in a way that promotes high performance, morale, and trust with their people.

Michael has worked successfully with leading companies in a variety of industries, including electronic retail giant QVC, the University of Pennsylvania Health System, GSI Commerce, CardioNet, Quakertown National Bank, BDP International, Knoll and the Federal Reserve Bank of Philadelphia. He engages and integrates both the intuitive, holistic "right brain" and the logical, analytical "left brain" to achieve optimal results for his clients. By tapping the wisdom of artists, business leaders, researchers, and workshop participants themselves, Michael delivers highly interactive learning experiences that foster collaboration, creative decision making, and personal accountability.

Michael has designed and taught courses in interpersonal relations, organizational behavior, and sociology at Immaculata University, La Salle University and Temple University. He is co-leader of the Consultants Forum Special Interest Group (SIG) for the Philadelphia chapter of ASTD. His article "Leadership is a Performing Art" was published in 2009 in the journal *Leader to Leader*. Most recently, Michael was a featured speaker at the 2010 OD Network Conference in New Orleans, where he presented on arts-based learning, and at the Community College of Philadelphia, where he addressed issues regarding today's multigenerational workforce.

In addition to serving as a facilitator, coach, and speaker at IdeAgency, Michael is a senior partner with the leadership consulting firm Inspire! Imagine! Innovate! and a popular trainer for the Anti-Defamation League of Philadelphia. He is also a professional saxophonist whose many years of experience entertaining audiences come through in his affable demeanor and energetic personality.

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