



AMERICAN SOCIETY FOR HEALTHCARE
HUMAN RESOURCES ADMINISTRATION
OF THE AMERICAN HOSPITAL ASSOCIATION

THE ESSENCE OF SUCCESS

*How to Live and Work with More
Happiness and Significance!*



Chip Madera Productions, Inc.
Offices in Asheville, NC and Celebration, FL
1-877-HCLEADER
www.chipmadera.com
chip@chipmadera.com



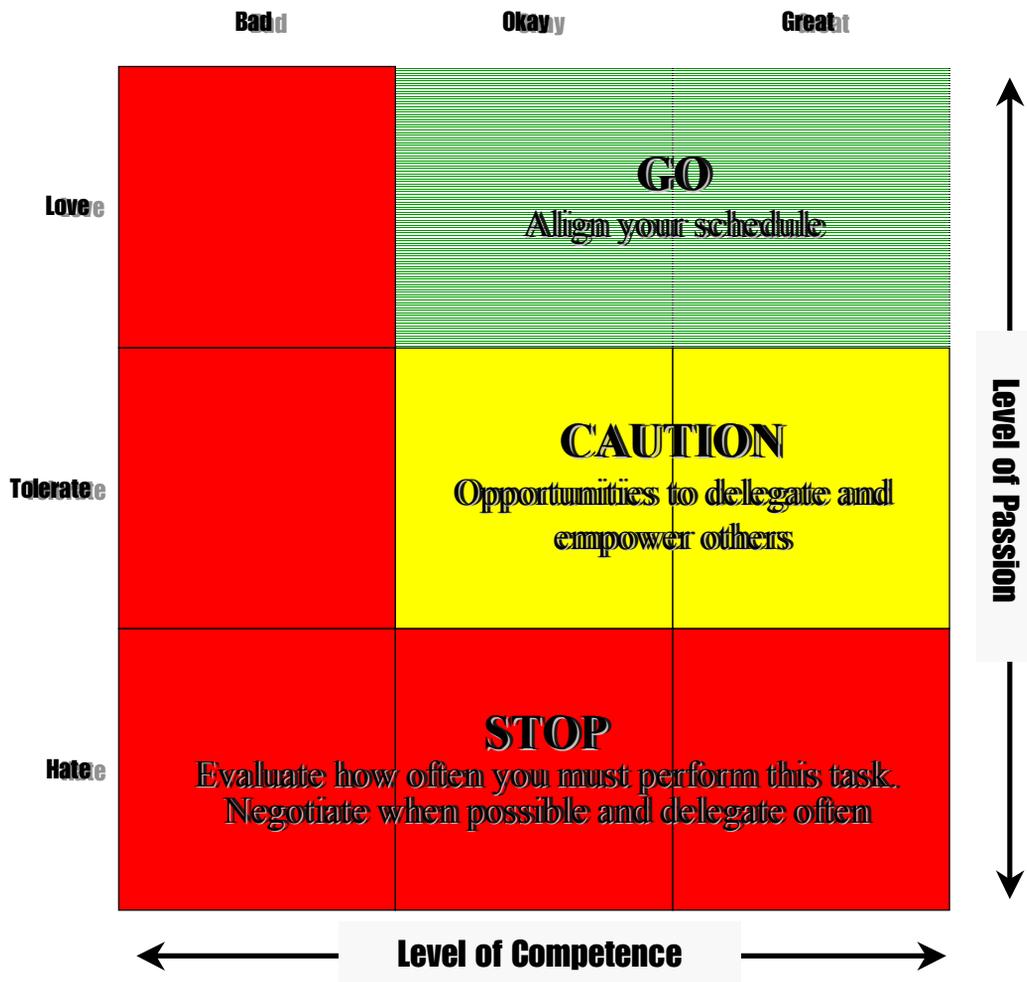
Chip Madera, MS, CSP
The Leadership Lion
*The Healthcare Speaker with a
Heart of BOLD!™*

SECRET #1: ENGAGE IN _____ WORK

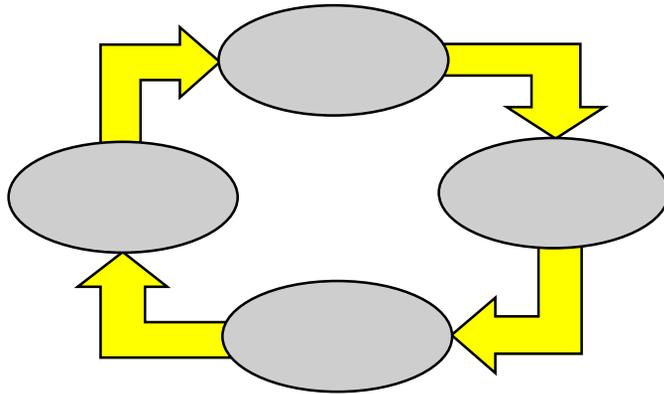
“Passion is birthed in the mind, filtered through the heart, and comes out into action!” – CM

A FEW THINGS WE SHOULD BE PASSIONATE ABOUT!

- Our _____ - What I love: _____
- Our Work (Tasks & Duties) – What I love: _____
- Our Organization - What I love: _____
- Our _____ (Partners in Success) – What I love: _____



THE CYCLE OF SUCCESS



SECRET #2: WORK ON DEVELOPING YOUR SELF-_____ , RATHER THAN YOUR SELF - _____

Critical Insights on Self-Image

1. We behave the way we see ourselves (Self-Image)
2. We teach others how to treat us (Behavior)
3. Others respond to us and give us what they believe we deserve (Performance)

Affirmations of Successful HR Professionals

- I am a L_____
- I am a P_____ S_____
- I am a P_____ D_____
- I am SIGNIFICANT

SECRET #3: INCREASE YOUR __. __., INSTEAD OF YOUR I.Q.

*How willing are you to give up all that you are, in order
to receive all that you can become?*

A Few Key Ideas

1. Pay the price for leading change
2. Fail _____, and learn even _____
3. Get comfortable between the _____ and the _____. Plan
more time in the _____ Zone

For more FREE information and this completed handout visit www.chipmadera.com/ASHHRA2010

PASSION INVENTORY

Please answer the following questions to determine your passions:

1. What have you dreamed of doing with your life? In childhood or adolescence?
2. What is it about your childhood dream that was so appealing to you?
 - Pay (the rewards of that career)
 - Lifestyle (the time/leisure/activities afforded by that career)
 - Recognition (the status of that career)
 - Activity (the day to day duties of that career)
 - Challenge (the personal development qualities of that career)
 - Relationships (the partnerships of that career)
 - Significance (the impact of that career)
3. What are you currently passionate about?
 - Personally?
 - Professionally?
 - Relationally?
4. What similarities do you see between your childhood passions and your current ones?
5. What was it about your present work that is appealing to you? (Rank top 3)
 - Pay and Benefits (the rewards of my job)
 - Lifestyle (the time/leisure/activities afforded by my job)
 - Recognition (the status and recognition from my job)
 - Activity (the day to day duties of my job)
 - Challenge (the personal development qualities of my job)
 - Relationships (the partnerships I have established in my job)
 - Significance (the impact of my job)
 - Other _____
6. What skills and attitudes come easily to you?
7. What things are you really good at?
 - _____
 - _____
 - _____
8. What would you do with your life if you were financially secure? (If you didn't have to worry about making money?)

KEYNOTES/SEMINARS

ACCELERATING RESULTS IN UNCERTAIN TIMES - Great organizations never settle for status quo. Leaders at the top of soaring companies consistently raise the bar of performance and insist on higher levels of excellence and productivity. Your leadership team is well trained and equipped to handle the challenges of the present, but will they be as equally prepared to handle the rising expectations of tomorrow? What's it going to take to get employees to ratchet up their performance to the next level? It's going to take RADICAL measures! It's going to take RADICAL Leadership. RADICAL Leadership is not a new concept. It's just a new perspective for looking at what kind of leadership truly excites people to follow. RADICAL Leaders possess four demonstrative qualities. These attributes will regenerate your workforce and create the highest level of engagement you've ever seen, guaranteed! This hierarchy of qualities, when consistently demonstrated, crafts the kind of environment where hardworking, dedicated workers can and will take their performance to new heights. If you belong to a cutting edge organization that expects everyone to take it up a notch during this budget year—this session is a must!

7 POLICIES THAT CREATE WOW! - Patient satisfaction continues to be the #1 driving force behind most business success. Hospitals and healthcare entities that focus on meeting and exceeding patient expectations continue to remain competitive and see both employee and patient satisfaction on the rise. This session was developed to help your leadership/staff or associations membership identify and establish the critical employee behaviors that will secure patient loyalty and eliminate customer complaints. If you are experiencing decreased decreased satisfaction or having difficulty reaching your fiscal objectives, you'll want your staff to hear what Chip has to say about what is necessary to provide World-Class Service to your healthcare clients.

MAKING CHANGE YOUR FRIEND - One of the things that are constant in today's world of business is change! Successful organization not only learn how to flex and adapt but to embrace change as a welcomed friend. Your leadership team will be challenged to ponder your organization's #1 competitive question: How well do we embrace change? Participants will be inspired to press on toward the future with confidence and courage as they discover strategies for fostering change, overcoming objections and leading with confidence.

BUILDING TEAMS: STRATEGIES FOR BUILDING POSITIVE RELATIONSHIPS - One of Chip's most requested seminars! People are complex. William James said, "Whenever 2 people meet, there are really 6 people present. There is each man as he sees himself, each man as the other person sees them, and each man as he REALLY is." No wonder it is so difficult to negotiate the dynamics of human relationships. During this session Chip will give you tons of practical strategies to help you build bridges of understanding and acceptance within your personal and professional lives. Each participant will complete a Personality Plus Profile that will help them explore their team's core strengths, motivators and communication styles. Then uncover new approaches to connecting with teammates and customers.

EMPLOYEE PERFORMANCE: GETTING IT, KEEPING IT, AND MAXIMIZING IT! - There is no substitute for excellence in leadership. Organizations rise and fall during today's turbulent times because of those who stand at the helm. Leadership is not a title on the door or a position. Leadership is determined by the amount of influence others are willing to give others. During this session, Chip will share the five levels of leadership, how to lead people to higher levels, the three keys to increasing employee motivation and performance and fundamental strategies for building deeper relationship of influence in the lives of others.

THE ANATOMY OF A COMMUNICATOR - During this seminar Chip will inspire you to consider the roles that the following body parts play in our communication skills; The brain, ears, mouth, heart, body, and the funny bone. Your organization will greatly benefit from this light-hearted, yet practical look at many of life's most significant skills.

WHAT EVERY LEADER NEEDS TO KNOW ABOUT PEOPLE - The number one question Chip hears from business managers is "What do I do to motivate people and get more out of them?" During this seminar Chip answers this question by showing leaders nine (9) essentials that they must know about people if they are going to see higher levels of motivation and productivity. He'll also show you strategies to take that knowledge and put it into action to attain greater results through your people.

OTHER DYNAMIC SESSIONS

- Combating Apathy and Complacency in the Workplace
- THE ESSENCE OF SUCCESS: How to Motivate Yourself & Live With More Passion
- Inspirational Leadership: Becoming the Leader Others WANT to Follow
- The Ten Secrets to Becoming a Dynamic Leader: A two-day course for New Managers and Supervisors
- *And several others!*



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Chip's ENTIRE Audio CD/DVD Library

<p>Making Change Your Friend <i>"Live" Audio CD - 80 minutes</i> One of the things that is constant in today's world of business is change! Successful professionals not only learn how to flex and adapt but to embrace change as a welcomed friend. You'll be challenged to ponder your #1 competitive question: How well do I embrace change? A must for all those reaching towards their higher potential.</p>	<p>\$19.00 Today only \$15.00</p>
<p>CHARTING YOUR COURSE: What Every Leader Needs to Know About People <i>"Live" Audio CD - 45 minutes</i> The number one question Chip hears from business managers is "What do I do to motivate people and get more out of them?" This audio program shares the nine (9) essentials that leaders must know about people if they are going to create higher levels of motivation and productivity.</p>	<p>\$19.00 Today only \$15.00</p>
<p>EMPLOYEE PERFORMANCE: Getting it, Keeping it & Maximizing it <i>"Live" Audio CD - 80 minutes</i> How many times have you heard leaders say, "People are our number one asset?" This session helps leaders understand that developing others is the #1 priority to maximizing employee potential and performance. Leaders will explore two strategic plans (ERP™ and EMP™) that will help you do more with less and take your staff's potential to the next level during the coming budget year.</p>	<p>\$19.00 Today only \$15.00</p>
<p>How to Take Your Life and Career Up a Notch! <i>"Live" Audio CD - 60 Minutes</i> During this "live" presentation, Chip will help you redefine your worth and value, redesign your future and realign your lifestyle so that you can take your life and career to a new level. This audio journey will take you on the greatest exploration of all - the discovery of your inner greatness. Chip will tell you about his journey to entrepreneurship and how his life and work are filled with passion, purpose and the daily exploration of his potential.</p>	<p>\$19.00 Today only \$15.00</p>
<p>The Leadership Tool Kit (All four (4) Audio CD's listed above) <i>All 4 "Live" Audio CD's - Almost Five (5) hours of motivation and inspiration</i> This collection includes all of Chip's "live" dynamic audio CD's together in one library. You'll get Making Change Your Friend, Charting Your Course, Employee Performance and How to Take Your Life and Career Up a Notch for one low price. Take this motivating library home today or purchase it for your corporate library. A \$76.00 Value!</p>	<p>\$59.00 Today only \$49.00</p>
<p>7 Policies That Create WOW! <i>"Live" DVD Training Series - 110 Minutes</i> Help your employees build confidence in handling customers positively and professionally in any situation. Find out how great service can set you apart from the competition and decrease staff stress. Discover the secrets to world-class service and employee engagement with these seven video segments. This three (3) DVD series (110 minutes) is perfect for sales/service orientations as well as ongoing training for your leadership and staff. These short segments work well for 10-15 minute reinforcement training. Pick up your copies today, so that you can continue the journey towards world-class service excellence!</p>	<p>\$495.00 Today only \$295.00</p>
<p>THE ESSENCE OF SUCCESS: How to Bring More Happiness and Significance into Your Life (Brand NEW for 2009) <i>"Live" Seminar on DVD - 105 Minutes</i> Every one of us have a special purpose for living, and it is the essence of why we are here. Yet many of us sell ourselves short, and literally miss our calling in life. No matter what you do, or what phase of your life you are in, you can create an even greater sense of significance in everything you do. Chip Madera, MS, CSP will guide you through the critical elements that make up your essence. You'll discover some powers that may be laying dormant in you, plus you'll walk away with key insights for creating greater peace of mind and happiness. From his heart warming stories, to his comical down-to-earth style, you'll thoroughly enjoy this DVD from beginning to end.</p>	<p>\$89.00 Today only \$69.00</p>
<p>CONFERENCE SPECIAL</p> <p>Purchase the "7 Policies That Create WOW!" DVD Training Series at the SPECIAL conference price and get "The Leadership Tool Kit" and "The Essence of Success" DVD absolutely FREE!</p> <p style="text-align: right;">SAVE \$365.00 Today Only!</p>	
<p>Today's SPECIAL CONFERENCE PRICING</p>	

<p>Name _____</p> <p>Email _____</p> <p>Company _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Phone _____</p> <p>Credit Card Number (Please circle MC, Visa, AMEX, Disc.) _____ Exp. Date _____</p>	<p>Making Change Your Friend (Audio CD) ____ at \$15.00 ... \$ ____</p> <p>Charting Your Course (Audio CD) ____ at \$15.00 ... \$ ____</p> <p>Employee Performance (Audio CD) ____ at \$15.00 ... \$ ____</p> <p>Take Your Life and Career (Audio CD) ____ at \$15.00 ... \$ ____</p> <p>Leadership Tool Kit (Entire Audio Library) ____ at \$49.00 ... \$ ____</p> <p>7 Policies That Create WOW (DVD Series) ____ at \$295.00 ... \$ ____</p> <p>The Essence of Success (DVD) ____ at \$69.00 ... \$ ____</p> <p>Conference Special ____ at \$295.00 ... \$ ____</p> <p style="text-align: right;">Accept cash, check or credit card Visa, MC, AMEX, Discover</p> <p style="text-align: right;">Chip Madera, MS, CSP President, Chip Madera Productions, Inc. 1-877-HCLEADER Chip@chipmadera.com www.chipmadera.com/Products.html</p>
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