



MEDIA RELEASE

For Immediate Release

November 2, 2009

Chamber to Hold “Turning Managers into Leaders” Seminar with Brad Worthley

Tri-Cities, WA-The Tri-City Regional Chamber of Commerce is offering a one of a kind seminar to the community on Friday, November 13, 2009. Lori Mattson, President & CEO, states “The Chamber is excited to bring Brad Worthley back to the Tri-Cities to offer a quality seminar on leadership to the business community.

Brad Worthley is an accomplished consultant and behavior change specialist with over 30 years of business management experience. He is also an internationally acclaimed leadership, customer service and motivational expert.

Seminar Description

There are very few great “leaders” in this world because we train people to be managers. Managing is about process and leading is about people. Brad believes that it is impossible to have a service culture unless you have leaders who are trained on how to lead people in that culture. Are you a manager that asks “Did my employees do what they were supposed to do today?” or are you a leader that asks “Did I do what I was supposed to do today, so that my employees could do what they were supposed to do?” Brad provides suggestions on how we can change our behavior just slightly, in order to greatly impact the people we lead. This session is a must for a strong company culture. This session is targeted to anyone, from any industry, who is in a supervisory role. Some of the topics covered will include:

- 22 Characteristics of a Great Leader
- Differences Between Managers & Leaders
- The Four Management Styles
- Reactive vs. Proactive Leadership
- Habits are Hard to Break
- No Thought Lives Rent Free in Your Head
- Proper and Improper Delegating
- The Top Motivators and De-Motivators

Topic: Turning Managers into Leaders Seminar
Presented by: Brad Worthley, Brad Worthley International, Inc.
Date: Friday, November 13, 2009
Time: 8:00 a.m. to 12:00 p.m.
Location: Columbia Basin College, Byron Gjerde Center
2600 N. 20th Ave., Pasco, WA 99301
Cost: \$49.00 per person or 3 for \$98
RSVP: By November 11th at 736-0510 or info@tricityregionalchamber.com

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