

*If you've been a manager for more than five minutes  
you know that people problems are the biggest problems, but now you can*

# Hire With Confidence, Fire Without Fear, Tame Toxic Employees and Put Your Team on the Fast Track to Record-Shattering Success

*If you're trying to manage people without the skills I'll give you in this seminar,  
you're risking your career, your health and your sanity*

August 5, 2008

*challenges of managing people better than anyone.”*  
Ted Heaton, Ted Heaton State Farm, Austin, TX

Dear Manager:

I'm betting you're a good person – reasonable in your expectations, respectful of other peoples' feelings, quick to praise, slow to criticize and eager to live by the Golden Rule.

So why is it that some of your people keep doing things that bring your whole team down and make you look like the village idiot?

Why do you end up leaving work stressed and frustrated and ready to throw in the towel? And wake up the next morning wanting to call in sick and crawl back under the covers?

Short answer: you're stuck with managing human beings – and human beings have the endless ability to make things difficult. Slightly longer answer: You haven't had a chance to learn the absolutely key, simple, straightforward techniques that can make YOU the kind of manager other managers envy and admire – the kind whose team is happy, loyal and as productive as all get out.

## Employees: If You Can't Live WITH Them and You Can't Live WITHOUT Them You'd Better Find Out How to Fix Them

Lets start out by looking at 4 key facts about managing people today:

1. Every manager – even the most successful -- is confronted by difficult people from time to time. What makes the successful ones successful is their ability to deal with bad behavior and turn trash into treasure.
2. The annoying person who's driving everyone nuts is usually good at their job – so getting rid of them's not the answer.
3. Even if you'd love to fire a toxic employee, you may not be able to tolerate the threat of a lawsuit or the time it takes for their replacement to get up to speed.
4. At the same time, you KNOW that if you don't do something, your problem employee is going to spread their poison, kill morale and make your life miserable. One bad apple really CAN spoil the whole bunch.

*“Glenn, your seminar is responsible for turning  
around my whole organization. It's like a  
different company now!”*

Ginger Bogle, Community Hospices of America,  
Joplin, MO

## One Simple Solution to Your Problems

Have you had it with employees who spread malicious gossip, cry at the slightest criticism, and always blame others for their screw-ups?

Are you sick of being challenged, trying to get people to show up on time and actually DO their job?

Then you need to know that help is on the way – in the form of a short, intensive and (amazingly enough) enjoyable seminar that reveals all the powerful strategies and tactics you need to defuse tension, derail problem behavior and defang even the most malicious employee. So you can manage those difficult people effectively, get them to be team players, and make yourself a hero.

*“Glenn understands how to solve the real world*

## Managing Can be Fun -- IF You Know the Secrets to Success

Absolutely true. Managing effectively can be a blast – I know that from doing it myself as the owner of a very successful business for 20 years.

To make it fun, though, YOU have to be in control – ready to pounce on problems before they take hold – empowered with the skills to lead people. Skills like the ones I teach in my seminar, including:

- The one strategy you MUST know to fix bad attitudes. Use this “attitude adjustment” tool and watch pot stirrers turn into stars.
- How to keep employees from questioning you with just five perfectly polite but almost magically powerful words.
- Two simple things that motivate people more than money. A plus under any circumstance, but a HUGE blessing if your organization is on a tight budget. (If you're NOT on a tight budget in today's world, please invite me to YOUR seminar).
- A quick and easy action you can take to end gossip.
- How to fire without fear – because you know what you're doing is totally legal. I admit it, even my strategies can't fix every situation. There ARE times when you need to fire someone before they set you up for a lawsuit.
- How to recognize the line between helping employees and enabling them -- and keep from crossing it. If kindness comes naturally to you, you need to learn this NOW.

That's just a small sample of the things we'll talk about. You'll also learn how to deal with tattletales, whiners, hypochondriacs, folks who throw temper tantrums, bosses who don't back you up and lots more.

*“Since attending this seminar,  
I've changed my whole approach  
to hiring & firing. In my office hangs one of Glenn's  
quotes: 'Don't marry someone you intend to change, or  
hire people you intend to fix.’”*

Finis Kelso, Owner, Taco Bell of West Plains, MO

How do I cram it all into just one morning? Experience counts – and I've coached thousands of managers over the years. I know what strategies have allowed them to dramatically increase their income, status and personal satisfaction. And those are exactly the strategies I'll lay out for you – simply, clearly and with YOUR needs in mind.

PLUS, you'll receive a 17-page workbook to take home and consult as you begin to use these powerful strategies to TAKE CHARGE.

## Make it Easy By Starting With the Best People

As a special bonus, I'll also give you the tools you need to find and hire the very best employees. These are the strategies the big headhunters don't want you to know – roadmaps to where the bright, motivated people you need are hiding.

You'll learn:

*Yeah, there's lots more on the other side....*

- How to find people who truly WANT to work (as opposed to the entitlement minded folks that just want a paycheck).
- How to instantly spot red flags on job applications – the kind that scream “don't waste your time interviewing this one”.
- Hiring techniques that absolutely slash turnover – letting you avoid hiring blunders that cost big time & make you look bad.
- The most revealing interview questions. Use these if you REALLY want to know what kind of person you're talking to.
- A special “Truth Serum” that will give you the power to tell when people are lying.

*“I learned more in Glenn's seminar than in ten years as a supervisor!”*  
 --Rosemary Galayda, Lake County Prosecutor  
 Painesville, OH

## Why THIS Seminar? My Experience and Your Convenience

You're sick of being a babysitter and frustrated by the results. You want to lead, make a difference and be a star. So you're ready to learn the most successful management strategies on the planet.

But where? And from whom?

**May I suggest that the seminar I'll be holding at Shawnee State University on September 9 is your very best choice.**

Not only have I walked a ton of miles in your shoes as a business owner, I'm also the best-selling author of four books on management. My work is translated into Spanish, Russian, Bulgarian, Korean, and Mandarin Chinese. What's more, HR professionals in 17 countries eagerly look forward to my weekly newsletter (**available for Free at [www.glenshepard.com/newsletter](http://www.glenshepard.com/newsletter)**).

Literally thousands of managers say the skills I've taught them have made them – and their organizations – happier and more productive than they've ever been. So when I say I'm experienced, I mean it – and I'm willing to back it up with this **rock-solid GUARANTEE**:

**If you aren't completely satisfied with the tools, strategies and tactics you learn at my seminar, I'll refund 100% of your tuition – no questions asked.**

Plus, I'm bringing all that experience right to your neighborhood – so you don't waste a single drop of that precious gas. And you can be stingy with your organization's budget and your own valuable time – because this seminar takes only 3 hours and costs just \$169.

## Act Fast, Get More

That strikes me as a pretty fair deal –but I'll go one step further.

Knowing promptly how many people will be at a seminar makes it easier for my staff to assure everyone's comfort. SO... **If you sign up before September 5:**

- **I'll knock \$40 off the price** – you pay just \$129, and
- I'll give you a handsome newly-designed mug emblazoned with **the message every manager needs to make clear:**



*“I learned to keep issues from disrupting the whole office by using Glenn's techniques. He's the only reason I am still managing today.”*

--Nora Gilgallon, Tennessee Ophthalmology Consultants,  
 Brentwood, TN

So there you have it – the strategies and tools you need to take charge, make things happen and actually enjoying being a manager – available at a location near you for a price you can afford.

Glenn Shepard

**P.S.** If you're sick of trying to deal with toxic employees and the constant tension – YOU NEED THIS PROGRAM – because I'll show you exactly how to end those problems simply, effectively and a whole lot faster that you ever imagined.

**P.P.S.** My private clients pay \$500 per hour to consult with me & tell me I'm worth every penny. So this seminar is one heck of a bargain.

**P.P.P.S.** You can see a Free video at [www.MyFreePreview.com/96](http://www.MyFreePreview.com/96)

**We'll see you on Tuesday, September 9, 2008 at Shawnee State University**

The seminar starts promptly at 8:30 a.m. and ends at 12:00 noon. Check-in begins at 8:00 a.m.  
 Location: Micklethwaite Banquet Hall, University Center, 2nd Floor.

**Yes!** I'm tired of people making my job unbearable. I want to get all of Glenn's tips for becoming a manager instead of a babysitter. I understand that if I'm not completely satisfied, I'll get all my money back with no questions asked.  
 (Please copy this form for additional attendees)

Name \_\_\_\_\_  
 Social Security# \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/St/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

**Tuition: \$169 (Only \$129 if you register by September 5)**

Check enclosed payable to Shawnee State University

Invoice us. PO # \_\_\_\_\_

Charge to  Visa  Mastercard  Discover

Card # \_\_\_\_\_ Exp \_\_\_\_ / \_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

**Mail this reservation to:**  
 Shawnee State University  
 Business and Industry Training  
 940 Second Street  
 Portsmouth, OH 45662

**Or Fax to:** (740) 351-3591

**Or phone reservation to:** (740) 351-3171 or (866)672-8778