



## THE BRAIN OF A LEADER

***A one day workshop for people with responsibility for obtaining results through other people.***

*"I don't know what the problem is. We know we need to make changes. I've discussed these with everyone and they've agreed on them. Yet nothing seems to happen. People act as though everything is still the same."*

*"I don't want to get rid of people – but unless some of them start getting on board with what has to be done, I'm going to have to sack a few."*

*"Leadership is all about making things happen. We need strong leaders who are prepared to make people do what needs to be done. If that means cracking a few egos then so be it."*

*"I'm sick of all this discussion about 'leaders' and 'managers'. My job is to maximise returns to shareholders. I'm not here to be liked – I'm here to get the job done. Nice guys finish last."*

Leadership and change continue to be widely discussed and the media is full of problems facing individuals, organisations, governments and nations. Some argue the need to punish and see as a weakness any attempt at dialogue or cooperation with recalcitrant individuals or nations. Change we will have – by force if you don't comply with our demands.

***This program will provide knowledge and skills that:***

- enable leaders to be more effective in achieving results
- enable leaders to be better change facilitators

The latest understandings from neuroscience have become increasingly important to understanding and implementing leadership and change. It shows there are three brains, two minds, and four conversations. By understanding and mastering these, leaders can themselves operate more effectively as well as unleashing the power available from others. When this happens, issues such as the difference between 'management' and 'leadership'; issues such as commitment to the implementation of change; issues such as commitment from others; and issues such as 'getting things done', become irrelevant.

In addition, improved 'bottom line' results are far more likely to be achieved.



### ***The workshop covers***

- understanding how 'leaders' think
- understanding resistance to change
- facilitating commitment, action and growth
- improving 'the bottom line' through collaboration

### ***Workshop facilitator***

Douglas Long is a Director of Group 8 Management Pty Ltd. He is responsible for leading Group 8's work in the corporate sector and ensuring the delivery of high quality and value-adding services to clients around Australia and the region. He has a PhD in organisational psychology.

For more than 40 years Douglas Long has been learning about, practicing, researching, teaching and facilitating leadership and change.

### ***Where and when?***

Tuesday March 2, 2010, 8-30am -5-00pm

North Sydney Harbourview Hotel  
17 Blue Street,  
North Sydney

(100m down Blue St towards the Harbour Bridge from North Sydney Railway Station)

### ***Cost:***

\$660 per person inclusive of GST, includes all materials, coffee on arrival, morning tea, lunch and afternoon tea.

Cheques should be made out to Group 8 Management Pty Ltd and sent to PO Box 459, Lindfield, NSW 2070.

Payment by telegraphic transfer can be made to

**Group 8 Management Pty Ltd.,  
Commonwealth Bank,  
BSB 062-157, Account No. 10112814**

### ***Register now***

**Complete the enrolment form below and email it to [dlong@gr8management.com](mailto:dlong@gr8management.com) . Alternatively fax it to (02) 9487 6249, or post it to PO Box 459, Lindfield, NSW 2070.**



## The Brain of a Leader

### **Registration and Tax Invoice:**

Organisation: .....

Address: .....

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Telephone: .....

Email: .....

People attending:

Name

Position

Contact phone

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Fee attached: ..... people @ **\$660 each** \$.....

When completed, please send to **Group 8 Management Pty Ltd., PO Box 459, Lindfield, NSW 2070;** or fax: **(02) 9487 6249.**

Please either include your cheque (if posting) or provide details of your telegraphic transfer including receipt number.

**Group 8 Management Pty Ltd**  
**ABN 52 107 418 575**