



# Best Kept Management Secrets

Are you looking for a reliable way  
to get the results you actually want?

The evolution and progress of all companies is as predictable as the rising and the setting of the sun each day – and it is for your company too. The tools and guides for CEOs that CCCC provides at *Best Kept Management Secrets* set the stage for you to:

- Prevent costs from escalating
- Predict accurately what is going to happen next
- Improve sales
- Get the results you actually want

That is, *Best Kept Management Secrets* opens the door for empowerment – for you to make your company work the way you want it to.

See why business pitfalls happen and what you can do to avoid them. Delve into explanations of the ‘unaccountable’ behaviors of your managers, how wrong decisions are made, why things don’t get done, how certain structures can impede progress, how to harness conflict and why deep company problems may not get resolved.

## Agendas

### Day 1

#### Success Through Cooperation Change as a Driver of All Things

- Get to Root Causes of Problems
- Tap Into Hidden Profits

#### Making Decisions Work

- Make “Complete” Decisions
- Ensure Right People Are Involved
- See How Group Make-up Skews Decisions
- Harness Inevitable Conflict Between Differing Groups
- Avoid Digressing from Business Issues

#### Conducting Painless Meetings

#### Completing Tasks Successfully

- Discover Components to Completing Tasks
- See the Steps to Accountability
- Learn How to Hold Performance Reviews

#### Predictability In Your Company

### Day 2

#### Evolution of All Firms

- Predict the Next Set of Problems
- Learn What Causes of Bureaucracy & Complacency in Organizations

#### Realigning the Direction the Team

- Get Your Team Rowing in the Same Direction

#### Resolving Corporate Problems Once and For All

- Dealing with the Elephant in the Room

#### Useful Mission Statements

#### No-Nonsense Planning

#### Making Organizations Work

- Structures That Impede Successful Implementation of Strategy
- Engage in Strategic Alignment

#### Setting Up a Company From Scratch

#### Questions & Answers from the Management Expert

*Comments from our previous workshop...*

***“The course was so much more than I had expected.”***

***“It was important for me as it helps me be better at my job.”***

***“It was interesting and useful. I would like to have it throughout my company. We need something like this.”***

***Applying this information at my company over the next year will be worth “over \$100,000”.***

### Who

CEOs  
Presidents  
Owners  
Managers

### What

A workshop to learn the 2/3rds hidden management techniques

### Why

Because there is a simple way to manage a company for results

### When

May 6 & 7  
8AM - 1PM  
both days

### Price

€350  
per person  
exclusive tax

### Where

Süd-West-Park Hotel  
Südwestpark 5  
90449 Nürnberg  
[www.suedwestpark-hotel.de](http://www.suedwestpark-hotel.de)



# Registration

Do you wish there was an easier way to manage the people in your company? Or to get the sales you want?

In their rush to get answers quickly, many CEOs bypass the bottom 2/3rds of management knowledge. Without that foundation, solutions will only be temporary and the same issues will return again. *Best Kept Management Secrets* gets to root causes, giving CEOs the tools to improve their organizations at virtually every level, once and for all.

## Benefits You Will See

Get a sense of relief by learning what it really takes to get a handle on, and manage, the full spectrum within your company

Get satisfaction in applying these techniques because improved outcomes start to occur almost immediately – that the chaos turns to order and results progress upward.

*More comments...*

***“A really open, active, positive experience.”***

***“This course is very important.”***

***“The most valuable part of the program is that it provides the opportunity to find the right track”***

***“Over the next 12 months the financial impact of applying this information at my organization can be up to \$1 million.”***

## About Us

Caswell Corporate Coaching Company (CCCC) helps CEOs measurably improve the performance of their companies using a proven, repeatable process. For more information see [www.caswellccc.com](http://www.caswellccc.com).



[www.respectrevolution.com](http://www.respectrevolution.com)

*The Respect Revolution* is a 12-volume book series aimed at guiding a business to **Excellence** and keeping it there.



**Bill Caswell, B. Eng., P. Eng.**, founder of CCCC, was previously a founder and CEO of three high technology enterprises. Bill was the President of the SPS division of a \$1 billion conglomerate. SPS, an information technology company, was located in Ottawa, Toronto, Halifax, Seattle and Guadalajara Mexico. Earlier, as a design engineer, Bill was responsible for inventions in the radar and process instrumentation domains. He spent his early career with the Guided Missiles Division of Pan-Am Airways, helping launch 200 scientific rockets per year into the upper atmosphere. Besides English, Bill speaks Spanish. He is the author of many technical papers, 3 books and 12-book series on management. Bill, an avid downhill skier, is also an opera lover and a construction builder.

## Best Kept Management Secrets Workshop - May 6 & 7 (8AM - 1PM both days)

**Fee: €350 excl. tax**

To register online go to [www.caswellccc.com](http://www.caswellccc.com)

To register by phone call 0174-32 43 781

To register by email send the information below to [drichter@caswellccc.com](mailto:drichter@caswellccc.com).

Name & Title: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ City/Postal Code: \_\_\_\_\_