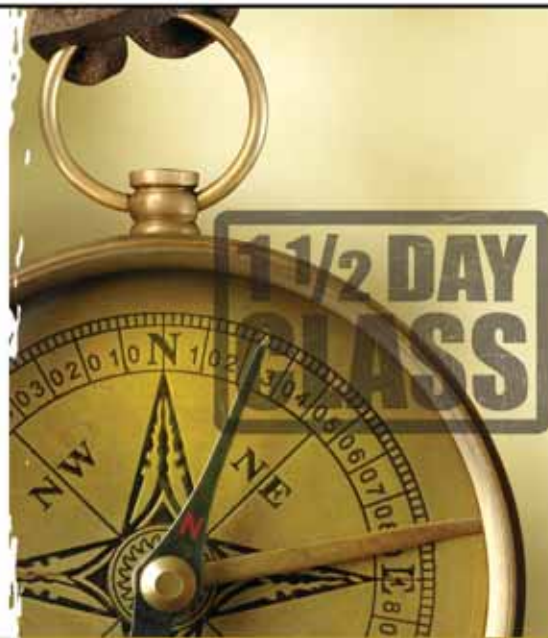


Leadership, Management and Marketing



Dave Dunn Natalie Kessler

Leadership, Management and Marketing

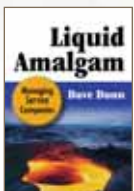
is the first class of its kind that brings together the three

components of success as the name implies.

Many books have been written on the three subjects. Masters has connected the dots between all three components of success.

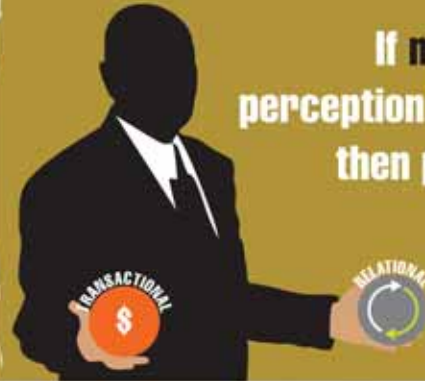
Leadership is sorely lacking in business today. Our Masters Research Team has discovered that many "managers" are comfortable with managing (directing and controlling), yet unable to empower people to think on their own with productive results. Seminar speakers drone on about the importance of "standard operating procedures" and "Lean Management" techniques, yet very little is ever applied in the real world.

Masters helps you understand how to get people to think like you and to perform at the highest level possible while simultaneously respecting your core values in life and in business.



A real world practical discussion of Dave Dunn's book Liquid Amalgam will be presented by the author himself, Dave Dunn.

If mediocrity is the perception of what you do, then price is the only differentiator.



Once leaders and managers learn how to be effective in the appropriate disciplines, they can learn to make **marketing** a natural byproduct of the business operation. We must demonstrate that **marketing** includes "everything" we do.

Once your staff learns the powerful effect their own individual behavior has on the ability to dominate the market, they will become your most powerful **marketing** force.

This is a 1 1/2 day class for people who want more freedom and satisfaction from their business life. Students will be engaged and energized to go home and lead their departments or organizations to distance themselves from the competition.

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