

Fall 2011 Seminar  
Thursday November 10, 2011

## **3 Great Workshops In One Well Spent Day!**

- ♦ ***Strategic Influencing - Getting “Buy In” to Change***
- ♦ ***What Is Your Real Competitive Advantage?***
- ♦ ***Leveraging Your Leadership Strengths - Enhancing Interpersonal Effectiveness***

The CLSA is pleased to present our Fall 2011 Seminar which will include 3 great workshops in one well spent day!

The topics covered will be of interest to business leaders, sales managers and sales reps. The information is presented by leading experts Robert Harris and William Smalley from Robert Harris Resources Inc.

Take a look at this to find out more!

We hope that you will plan to attend and spend a fun and informative day!

Call  
519-579-7598

E-mail  
[jhowes@clsassoc.com](mailto:jhowes@clsassoc.com)



***Strategic Influencing - Getting “Buy In” to Change  
What Is Your Real Competitive Advantage?  
Leveraging Your Leadership Strengths - Enhancing Interpersonal  
Effectiveness***

**3 Great Workshops in One Well Spent Day!**

**Thursday November 10, 2011  
The Glenerin Inn  
Credit Valley Room  
1695 The Collegeway, Mississauga, ON L5L3S7 905-828-6103  
www.glenerinn.com**

**8:00 a.m. to 4:00p.m.**

The CLSA is pleased to offer this full day seminar with workshop leaders Robert Harris and William Smalley of Robert Harris Resources Inc.

The day will be broken into three workshops and attendees are welcome to attend all or any of the workshops they choose. Course materials, breakfast, lunch and coffee breaks are included in the registration fee.  
REGISTRATION WILL BEGIN AT 8:00am - 8:30am.

The first morning workshop on the topic of “Strategic Influencing - Getting “Buy In” to Change will begin at 8:30a.m. and will be led by Robert Harris.

The second morning workshop on the topic of “What Is Your Real Competitive Advantage?” will begin at 10:30a.m. following the morning coffee break and will be led by William Smalley.

The afternoon workshop on the topic of “Leveraging Your Leadership Strengths - Enhancing Interpersonal Effectiveness” will begin at 1:00p.m. following lunch and will be led by Robert Harris. This will be a longer workshop and will include an afternoon coffee break at 2:15.

The day will end around 4:00p.m.

An outline of each of the presentations follows. We hope that you will find them of interest and will plan to attend them all!



Fall 2011 Seminar  
Thursday November 10, 2011

Workshop 1  
8:30a.m. - 10:15a.m.  
Led by Robert Harris

## Strategic Influencing - Getting “Buy In” to Change

Change is difficult. Over 2/3 of change initiatives do not achieve the goals established at the outset of the change. Furthermore many employees are initially “offside” with change and yet their commitment is essential to change success. The reality is, most leaders “do it wrong” when engaging others in change. This often results in critical business objectives not being achieved.

In this presentation, Robert (Bob) Harris will present a 4 step “strategic influencing” tool that demonstrates how to significantly raise the odds of change success. The presentation will demonstrate how to:

- ◆ Plan and deliver difficult change news
- ◆ Legitimize and integrate polarized viewpoints
- ◆ Acknowledge both the “upsides and downsides” of change
- ◆ Provide a “balanced” perspective that foster trust and commitment
- ◆ Generate input and involvement of key stakeholders who are needed for the change to succeed
- ◆ Build collaboration and employee engagement.

Bob will use real workplace examples to demonstrate the process and participants will be provided a very practical takeaway tool.



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Workshop 2  
10:30a.m. - Noon  
Led by William Smalley

## WHAT IS YOUR REAL COMPETITIVE ADVANTAGE?

This keynote session explores the concept of competitive advantage and how it impacts business performance and growth. A key premise is that many leaders and managers do not clearly understand their competitive advantage and some have more than they realize, while others do not have as clear a competitive advantage as they think they do.

It is critical to understand the relationship between competitive advantage and creating customer value and how to communicate this.

### Program Details and Key Points:

#### Understanding competitive advantage

- ◆ A working definition – strengths or attributes that create customer value and are *difficult for competitors to copy*
- ◆ Impact in business strategy, marketing and sales
- ◆ Competitive advantage is fluid and can change depending on several factors
- ◆ If you don't have it you can create it
- ◆ Creative thinking and competitive advantage

#### Identifying your competitive advantage

- ◆ The 3 key questions
- ◆ Sources of competitive advantage
- ◆ Competitive advantage and competition – how to position yourself as a preferred supplier
- ◆ Differentiating yourself and your brand with competitive advantage

#### Using competitive advantage to impact performance

- ◆ Creating competitive advantage statements
- ◆ Developing a powerful value proposition
- ◆ Using competitive advantage in the selling process – how to sell value not price, shorten the sales cycle, and win new business

By the end of this workshop attendees will have learned:

- ◆ A much deeper understanding of competitive advantage and how to communicate it
- ◆ How to differentiate themselves in the marketplace and increase customer value
- ◆ How to use competitive advantage to shorten the selling cycle and increase customer loyalty
- ◆ The importance of competitive advantage in business development – how to win new customers



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Workshop 3  
1:00p.m. - 4:00p.m.  
Led by Robert Harris

## **LEVERAGING YOUR LEADERSHIP STRENGTHS – ENHANCING INTERPERSONAL EFFECTIVENESS**

This workshop focuses on three critical leadership competencies:

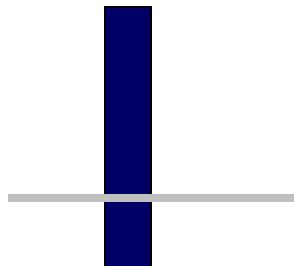
- (i) understanding one's personal motivators and related communication (relating) style;
- (ii) being able to demonstrate high EQ (emotional intelligence) in managing ineffective or negative impulses; and
- (iii) relating more effectively to others, especially in difficult situations.

The workshop utilizes the Strength Deployment Inventory (SDI) as a foundation piece. This inventory is highly regarded in providing insight into:

- ◆ One's core "motivational value system" (MVS)
- ◆ The motivating values (MVS) of others
- ◆ How to broaden one's approach to relate more effectively
- ◆ "Triggers" that could cause conflict
- ◆ Our typical 3 stage approach when experiencing conflict.

By the end of this workshop, attendees will have learned:

- ◆ What matters most to people, and how this translates into a daily relating style
- ◆ The seven (7) motivational value systems and how to identify and best relate
- ◆ How participants might "overdo" their strengths which potentially reduces their overall interpersonal effectiveness
- ◆ Opportunities to broaden one's approach to relate better to others
- ◆ How to communicate in a way that aligns with the motivating values of others
- ◆ What causes people conflict ("triggers") and how they typically respond
- ◆ How to make better choices when in conflict to more quickly return to dialogue and shared understanding
- ◆ How to prepare for and hold a "crucial conversation"





## Biography - Robert Harris

Robert L. Harris, B. Comm., MBA, CHRP, is President of Robert Harris Resources Inc. (RHR). Robert specializes in helping organizations overcome barriers impeding individual and corporate success. In particular, he explores interpersonal dynamics at play in all business settings; for example, communication effectiveness, relationship skills, motivating others, overcoming resistance to change, and resolving conflicts. Robert teaches individuals how to become more effective in relating to others in achieving important goals.

Robert's client base is equally divided between the public and private sectors. Throughout Canada, he is active both in speaking and training with municipalities, provincial governments, associations, and in such industries as financial services, media

and entertainment, manufacturing, oil and gas, high technology, pharmaceutical, consulting services, and healthcare.

Robert has published numerous articles in the business press. In 2007, his new book – [Change Leadership: Inform, Involve, Ignite! was published](#). This book is now going to second print. Robert is also the co-author of three books: "Global Impact – Award Winning Performance Programs from Around the World", "Navigating Your Career – a Roadmap to Individual and Career Success", and his newest, "Change Leadership: Inform, Involve, Ignite!"

Robert has a distinctive ability to integrate workplace challenges into his presentations, which providing audiences with practical solutions that can be applied in their work and personal lives. Robert quickly connects with audiences in presenting simple yet innovative strategies for improving workplace effectiveness.

Robert's areas of expertise encompass change leadership and communications, conflict management, negotiating and influencing skills, enhancing personal and team effectiveness, HR & Leadership best practices, and career management strategies.

Robert's corporate experience includes management roles in the high technology, healthcare and beverage industries. He started his career in the public sector and prior to forming his own company in 1999, was a partner in a Canada-wide consulting firm.

Robert is a member of the Board of Directors for both the [North Simcoe Muskoka Community Care Access Centre](#), and also the [Halton Children's Aid Society](#).



Canadian Laboratory Suppliers Association  
525 Highland Rd. W., Suite 131, Kitchener, ON N2M 5P4  
P: 519-579-7598 F: 519-579-8134 E: [jhowes@clsassoc.com](mailto:jhowes@clsassoc.com) Web: [www.clsassoc.com](http://www.clsassoc.com)



## Biography - William H. Smalley

Bill Smalley is a strategic partner of Robert Harris Resources and President of Smalley & Company Inc. (SCI), a consulting and training firm that helps companies improve performance of the marketing and sales process.

One of Canada's leading authorities on business development and integrating marketing and selling strategies, Bill is an award winning sales and marketing professional with over 30 years experience in business strategy, marketing, and domestic and international sales.

He is the author of "The Art of Business Development" a two day course in professional business development and has taught courses in Marketing, Professional Selling, Strategic Account

Management, Negotiation Skills, Professional Sales Management, Team Building and Coaching, Leadership, Professional Sales Management, and Personal Productivity and Time Management. He is a seminar leader with the Canadian Professional Sales Association and his international experience includes business development work primarily in the Middle East (Saudi Arabia and the United Arab Emirates).

He has held management positions with Canadian Gypsum Company, United States Gypsum International Division, Mediacom (Canada's largest outdoor advertising Company), LePage Ltd., Gall Advertising, Certainteed Corporation, and IDC Telecommunications Canada Inc., where he managed exclusive marketing licenses with the Canadian Olympic Committee, the Canadian Football League, Earth Day Canada, and worked with Air Canada, McDonald's, Ford, and Sunquest travel.

More recently his other clients have included the NTN Interactive Network (Canada's only digital satellite television network broadcasting to the hospitality industry), the Canadian Outward Bound Wilderness School, the Toronto Rock Lacrosse Club, and Konica Minolta. He has delivered keynote seminars and training to clients including the Toronto District Health Council, Synergi Global Travel Management Canada, Aliant, John Deere, Timberland Canada, AMJ Campbell Van Lines, Karl Storz Endoscopy (medical instruments), TD Waterhouse, Scotia McLeod Investing, Miller Thompson LLP, and Canada Mortgage and Housing Corporation.

Bill is a member of the Canadian Professional Sales Association, the American Marketing Association, and the Strategic Leadership Forum, and has served on the Marketing Advisory Committees of Humber College, The Canadian Outward Bound Wilderness School, and Theatre Ontario. A former army reservist, he maintains a lifelong interest in military history and strategy and continually finds relevant applications for business situations. He holds a Bachelor of Arts Degree from the University of Western Ontario, an Executive MBA (with a first in class in marketing) from the Rotman School of Management, University of Toronto, and a Certified Sales Professional Rating (with distinction) from the Canadian Professional Sales Association.



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525 Highland Rd. W., Suite 131, Kitchener, ON N2M 5P4  
P: 519-579-7598 F: 519-579-8134 E: jhowes@clsassoc.com Web: www.clsassoc.com