

# FREE to LEAD



**5** KEYS to GETTING IT DONE  
WITHOUT DOING IT ALL

**GENE MAGE**

A Wise Man from the East

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## 5 KEYS to GETTING IT DONE WITHOUT DOING IT ALL

**ARTFUL WORDS FOR MASTERFUL LEADERS** Caught in the trap of endless crises and activity? From Fortune 500 boardrooms to overworked hospital emergency rooms, today's leaders are being stretched to the limit. Break free from the things that drain *your* time, energy, and enthusiasm. Gene Mage equips you with five powerful verbal keys that will set you **Free to Lead!**

**HELPING LEADERS FIND THEIR VOICE** Get out in front where you belong! "When you master the *words* of leadership, you begin to master the *work* of leadership," says Gene. An insightful and captivating speaker, Gene shows you how to invest your valuable time and energy in the leadership work that really makes a difference for your co-workers, customers, company, and career. Best of all, by doing so you create an energizing "culture of excellence" that magnetically attracts and retains the best people with the highest standards.

**LEADING...AND LOVING IT!** Learn how to:

- ⌘ Unleash the natural leadership talent you already possess
- ⌘ Deal artfully with crises, chaos, and conflict
- ⌘ Turn around those annoying non-performers
- ⌘ Empower people to find their own solutions
- ⌘ Motivate ordinary employees to become more committed, self-motivated performers
- ⌘ Exercise your full potential and influence as a leader
- ⌘ Take control of your leadership agenda

**AUDIENCES INCLUDE:**

Corning Incorporated, The Adventist Health Care System, Society for Human Resources Management (SHRM); International Association of Administrative Professionals (IAAP); Meeting Professionals International (MPI).

“Thank you for the professional work you delivered during our celebration of National Customer Service Week. Your closing keynote presentation did a great job of tying all the concepts of the week together. Great content *and* great fun!”

—DAVID DUDEK, Manager Customer Relations  
Corning Incorporated Shared Services Excellence Center

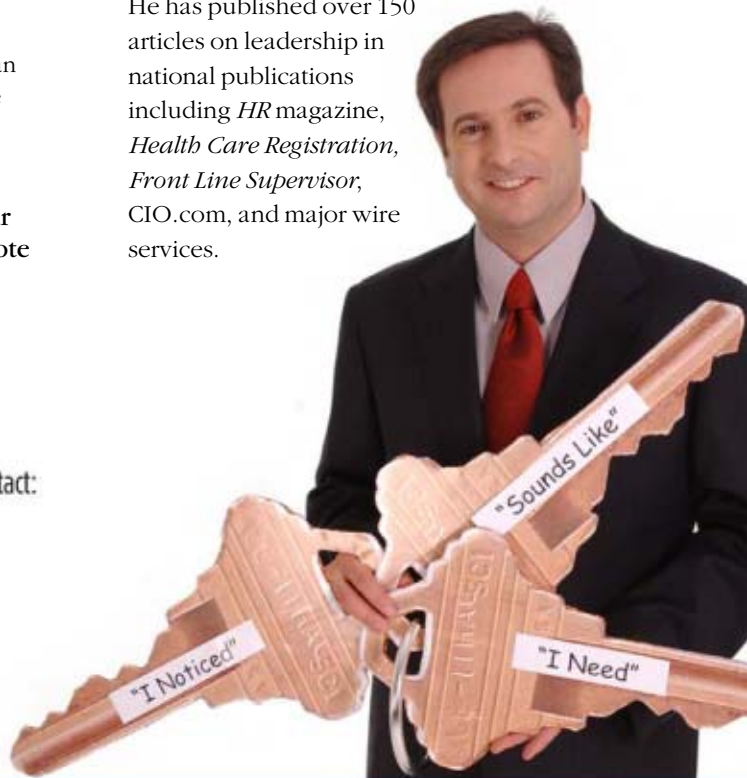
To schedule your presentation with **GENE MAGE**, please contact:

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## GENE MAGE

**SPEAKER · AUTHOR · LEADERSHIP DEVELOPMENT EXPERT**

Gene is the author of *Managing for High Performance: A Concise Handbook for Managers Who Want to Create a Great Place to Work*. His syndicated column, *Making it Work*®, reaches more than 350,000 readers each week. He has published over 150 articles on leadership in national publications including *HR* magazine, *Health Care Registration*, *Front Line Supervisor*, *CIO.com*, and major wire services.



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### Biography

For more than a decade in the Fortune 500, **Gene Mage developed leaders in five countries around the world.** Today Gene equips leaders at leading corporations and associations with artful communications skills for “getting it done, without doing it all.” Through his information-packed and entertaining keynote presentations, seminars, and on-site coaching programs, Gene shows leaders how to “find their voice” and “lead from the front” to create high standards, and a magnetic “culture of excellence” that attracts and retains top talent.

“**The leaders I work with have great, natural potential,**” says Gene, “but they’re too tied up chasing daily crises to do the real job of leadership.” Gene helps leaders break free from what he calls the “25 imaginary handcuffs” that hold leaders back. “It’s gratifying to watch leaders find their voice. Suddenly they discover that they have far more influence than they ever imagined possible. I equip leaders with a few simple but powerful keys they can use to unlock that potential they already possess.”

**Prior to starting his own firm, Making It Work<sup>®</sup>, in 2000,** Gene served for twelve years in leadership at one of America's most admired companies, Corning Incorporated. Among his accomplishments during his tenure, Gene developed and launched Cranberry Visions cookware, which reached \$38 million in sales its first year; opened a sales office in Tokyo, Japan; developed leaders in Japan, Europe and Latin America; and served as leader of Corning's internal consulting group.

**Gene researched, developed, and tested the “FREE to LEAD” leadership development system** to deliver immediate results for leaders across a range of industries. But the learning doesn’t stop after a keynote or workshop. “Once leaders experience the skills, word gets around. Soon leaders at every level want to get involved,” says Gene. Through his on-site coaching sessions and follow-up programs, Gene equips leaders at every level with the skills to create a “culture of excellence.”

**Gene is the author of two books on leadership, *Managing for High Performance*, and *FREE to LEAD*.** His syndicated newspaper column, *Making It Work<sup>®</sup>*, reaches more than 350,000 readers each week. He has also published more than 150 articles on leadership in national publications and wire services such as: *HR Magazine*, *Front Line Supervisor*, *Health Care Registration*, CIO.com, MPIweb.com, WorldAtWork.com, and many more.

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## Sample Client List

Meeting Professionals International (MPI)

Corning Incorporated

Adventist HealthCare

International Association of Administrative Professionals (IAAP)

Association for Healthcare Philanthropy (AHP)

The United States Veterans Administration

Society for Human Resources Management (SHRM)

The American Marketing Association (AMA)

The American Society for Training and Development (ASTD)

The American Society of Association Executives (ASAE)

Gannett Newspapers

*The Buffalo News*

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### Testimonials

“You made our leadership development program an overwhelming success. Input from participants is very positive, and the measurable results are outstanding. There is no question that this program is world class.”

--Bill Robertson, President and CEO, Adventist HealthCare

“Thank you for the professional work you delivered during our celebration of National Customer Service Week. Your closing keynote presentation did a great job of tying all the concepts of the week together. Great content *and* great fun!”

--David Dudek, Manager Customer Relations, Corning Incorporated Shared Services Excellence Center

“Thank you for your informative, energetic presentation to our Roundtable this morning. We all appreciated your interactive style, professionalism, enthusiasm, and sharing of expertise. Looking forward to working with you again.”

--Bonnie Gestwicki, Director, Corning Community College Small Business Development Center

“Your *Managing for High Performance* presentation is helping our high-performing, independently motivated staff understand the goals that are meaningful to the company and the individual. It is also allowing low-performing staff the opportunity to discuss how to raise their performance. I have found your services a great value to me and the company I lead.”

--John Renz, CEO, Creative Orthotics & Prosthetics, Inc.

“You did a great job with the Global Leadership segment. The participants listed that as a “most effective” presentation. Thanks for facilitating and sharing.”

--Nancy Blummer, Training Coordinator, The College Center of the Finger Lakes.

“I am again awestruck by your message, simply said—yet frequently forgotten—in today’s world.”

--Richard Suchan, Vice-President and Manager, M&T Bank

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