



# Parenting the Office

Proven Management  
Techniques for Your  
“Other Family”



A  
SURVIVAL  
GUIDE FOR ANY  
MANAGER!

**PHIL AND DORIS DAVIDOFF**

# Parenting the Office

## Proven Management Techniques for Your "Other Family"



Anyone who has a family—or grew up in one—can see the many similarities between home and office. Look around. Who's the oldest child, the middle, the "baby"? Who gets pampered? Who does more but gets less credit? Who complains but does nothing to pitch in and help? Who is the rebellious teenager? As a manager, you see it all—jealousy, resentment, competition, and everyday personality clashes.

**But, just like at home, the right parenting skills can make all the difference.** Phil and Doris Davidoff show you exactly how to use proven techniques to successfully resolve any "family" conflict in your office. You get highly practical, easy-to-use ideas that make your job easier, your employees more productive, and your office a much more efficient and enjoyable place to live *and* work!

### You and your participants will learn how to:

- Identify and evaluate your current "parenting style"
- Be an effective role model—the *easy* way
- Quickly recognize and redirect sibling rivalry, jealousy, and more
- Reward excellence—without anyone else feeling inferior
- Maintain authority while avoiding the trap of pushover or dictator
- Recognize strengths and weaknesses—and build on *both*

### Sample Client List:

American Automobile Association (AAA),  
 American Society of Travel Agents,  
 Airline Reporting Corporation,  
 Bermuda Government  
 Office of Tourism,  
 Vacation.com,  
 Empress Travel  
 (franchiser),  
 Travel Trade  
 newspaper,  
 World Airways,  
 Worldspan.



"The Davidoffs have done a wonderful job of weaving the similarities between home and office together. *Parenting the Office* is a modern guide to understanding and implementing proven parenting principles in your office to increase your personal and your organization's success."

—J.W. Marriott, Jr, Chairman of Marriott International

"Marvelous. It was great to be able to think of 'managing' in terms of 'parenting.' It made us feel that we can do this. Your theory is sound, your tips are practical, and your presentation is fun."

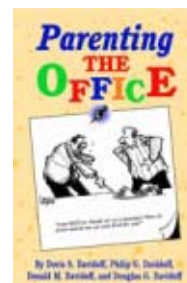
—Mara Bier, Coordinator  
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—Judith Resnick, CEO of The Resnick Group

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BUSINESS OWNERS · AUTHORS · SPEAKERS · CONSULTANTS



Nationally recognized leaders in the travel business for more than twenty-five years, the Davidoffs cross every industry border to bring a wealth of management expertise to *your* business. They are recipients of numerous prestigious business awards and the authors of eight highly acclaimed books on sales, marketing, and management, all published by Prentice Hall, McGraw Hill, and others. Their

latest book, *Parenting the Office*, is quickly becoming the essential management guide for large and small businesses alike. Their straightforward, solutions-now approach make them favorites with audiences everywhere.

### To schedule your presentation, please contact:

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10925 Royal Caribbean Circle  
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# Parenting the Office

## Everything You Need to Know About Running an Office ...You Learned by Raising a Family!

Do you ever feel like your employees act like kids?

A  
MUST FOR  
ALL WOMEN  
MANAGERS!

Any woman who "took time off" to raise a family can rest easy. Any mother in the "working world" can step out with confidence. Similarities between raising smart, healthy kids and managing a productive, stable office are endless. Raising a family gives you in-the-trenches training that money can't buy: multi-tasking, problem solving, massive time management, and "personnel" growth and development.

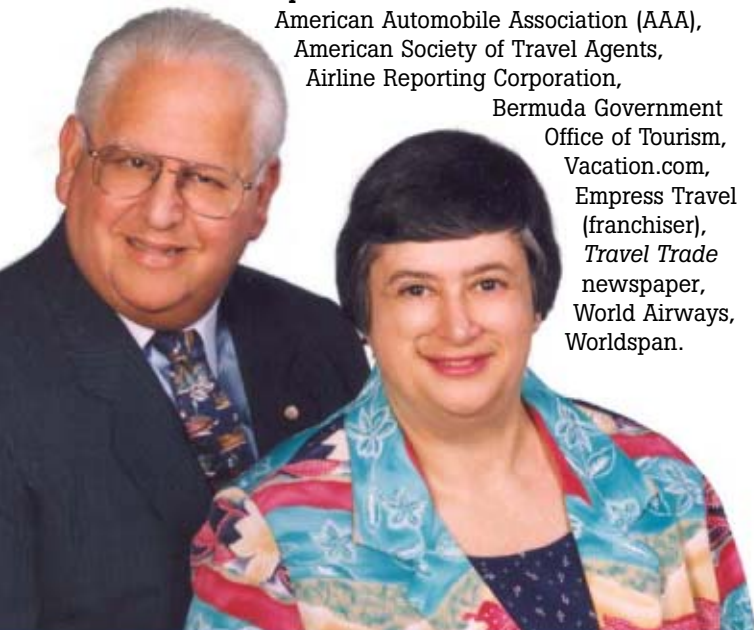
Now, Phil and Doris Davidoff show you exactly how to harness the power of your parenting skills and use them to your advantage. This is not just about relationships, but how to make those relationships work so that productivity soars! The Davidoffs are the pros, celebrated for showing managers at any level how to take the best of what they already know to efficiently and effectively manage the office "family."

### You and your participants will learn how to:

- Identify the strengths and weaknesses of various "parenting" styles
- Use what works and what doesn't—for you and your staff
- Mine your wealth of experience in sibling rivalry, setting priorities, meeting financial goals, and more
- Use your parenting status to elevate your own performance and your career

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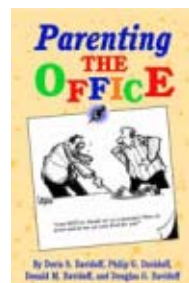
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# Biography

## Phil and Doris Davidoff

The Davidoffs have become in-demand speakers and business consultants for one very good reason: They have taken an experience we are all familiar with—families and parenting—and brilliantly transformed it into a proven, practical strategy for successfully managing any office or team. *Parenting the Office* is a fresh and much-needed approach to personnel management. The Davidoffs started learning and using these techniques in their own businesses when they started raising their own three children. Now they help hundreds of businesses large and small achieve dramatic leaps in efficiency and productivity by tapping into this same storehouse of professional tools available right in their our own homes.

### **They now have a loyal global following to show for it.**

The Davidoffs are highly respected business authorities in the travel industry. They have owned and operated several businesses, including travel agencies, a travel industry marketing organization, and their consulting firm, Davidoff Associates, Inc. Both Phil and Doris are acclaimed seminar leaders on a variety of hard-hitting business topics, including personnel management, marketing, financial management, and business automation strategies.

### **They have received some of the most prestigious awards and recognition in their industry.**

Here's just a sample of the Davidoff's career accomplishments:

- International President and Chief Executive Officer of the American Society of Travel Agents (ASTA), the world's largest and most powerful travel trade association with more than 22,000 members worldwide
- Named "Travel Industry Man of the Year" by *Travel Agent* magazine, the industry's oldest and most respected publication
- Joint recipients of Travel Trade's "Travel Person of the Year"
- Joint recipients of the First Achievement Award from the Society of Travel and Tourism Educators
- National Trustee of the Institute of Certified Travel Agents
- Bestselling authors of eight business textbooks, most published by Prentice Hall and McGraw Hill

### **Imagine what they can do for your business.**

Each successful business enterprise, title, and award is a direct testament to the effectiveness of the *Parenting the Office* approach at work. Imagine what the Davidoffs can do to improve efficiency, productivity, and *profit* in your office.

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# Testimonials

## Phil and Doris Davidoff

"The Davidoffs have the unique ability to take complex business concepts and make them appear simple. Participants leave not only excited about how they can improve themselves and their teams, but also with specific things they can and will do as soon as they return to the office."

—David Collins, Chief Executive Officer  
Airlines Reporting Corporation

"I've worked with both Phil and Doris Davidoff at numerous conferences over the past fifteen years, and they are top-quality speakers and consultants. Our attendee evaluations indicate that they are a winning team with a very effective presentation and delivery style. I recommend them without qualification."

—Joel M. Abels  
Editor and Publisher, *Travel Trade* newspaper

"You can't be a successful parent without the kind of skills that most CEOs have. After eight years at home with my children, no job is too hard."

—Michelle Murray  
Executive Director of Workforce 2020

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"Many of the issues raised in the workplace are also common to family life, from the desire of the youngest to rival the oldest child, to bullying and rivalry. *Parenting the Office* equates these lessons learned from children to business and family life alike, using case histories to discuss applications and clarify problems."

—Midwest Book Review

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# Sample Client List

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### Corporations

American Express  
American Society of Travel Writers  
Airline Reporting Corporation  
Carlson Travel Network (now Carlson Wagonlit)  
Covia (owned by United Airlines)  
Insight Vacations  
Premier Cruise Line  
Sandals Resorts  
TravCom  
*Travel Trade* newspaper  
*Travel Weekly* newspaper  
World Airways  
WorldSpan  
Bermuda Government Office of Tourism

### Professional Associations and Conferences

American Society of Travel Agents  
Vacation.com (travel industry consortium)  
Empress Travel (a franchise organization of small businesses)  
American Bus Association  
AAA (American Automobile Association)  
ACTA (Association of Canadian Travel Agents)  
G.I.A.N.T.S. (travel industry consortium)  
GEM (travel industry consortium)

**And hundreds of small businesses nationwide!**



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