

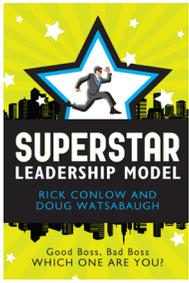
LEADERSHIP BRINGS OUT  
THE BEST IN PEOPLE,  
DRIVES VALUE TO  
YOUR CUSTOMERS AND  
CREATES SUCCESS  
IN THE MARKETPLACE.

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UNFORTUNATELY ACCORDING TO MANAGEMENT DERAILMENT STUDIES  
50% OF MANAGERS FAIL TODAY.



Rick Conlow, the global authority on transforming leaders, teaches what inspires employees to achieve their highest performance and what leaders can do to excel — **TODAY.**



Rick Conlow, CEO and Co-Founder of WCW Partners — a global management and training firm — knows managers are desperate to find new ways to add value to customers, inspire employees to their best work and catapult their careers forward.

How can you create a high performance culture that will exceed your goals and those of the company you work with? As co-author of — *The SuperSTAR Leadership Model, Good Boss, Bad Boss Which One*

*Are You?* — he has the answers. Rick's dynamic and enthusiastic presentation will shake up and teach your leaders:

- **What Defines a Superstar Leader?** How the best leaders behave
- Why Do Leaders Fail? **The #1 reason for leadership failure**
- Why Do Hate Their Boss? The top 10 reasons employees hate their boss
- **What Motivates Employees, Really?** 7 drives of employee motivation
- **What do the best leaders do?** The 9 Strategies of Superstar Leaders
- How do you achieve brilliant execution? **The difference between the best and the rest**

After noticing a company of over 60,000 employee lose customers and business, Rick and his team created a framework to drive sales and customer loyalty that radically shifted leaders into better performance. His clients have included: Amgen, Meijer, 3M, Canadian Linen and Uniform Service, Coca Cola, Rite Aid and Target. He has appeared on numerous radio and TV programs.



**REDEFINE** what it takes to win.  
**IGNITE** your people's will and skill to perform.  
**CREATE** a cultural habit of success

[Click Here to Book Rick Now!](#) • 1-888-313-0514 • [wcwpartners.com](http://wcwpartners.com)



## THEIR WORDS

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*“Rick enthusiasm inspires leadership greatness immediately!”*

*“It is my pleasure to recommend Rick Conlow. Rick is a tremendous sales and development professional. His dedication, commitment and passion all serve him well in building relationships and driving results. I am thankful for the opportunity I had to work with Rick and his team.”*

**DESMOND CLANCY, CORPORATE TRAINING  
MANAGER, PATTERSON DENTAL**

*“It is with great pleasure I recommend Rick and WCW Partners. Rick is an energetic and charismatic facilitator that really knows his subject matter. Through him and WCW Partners we were able to set and exceed our goals, all while learning and having fun along the journey. I highly recommend Rick.”*

**PAUL MARTIN CHIEF ACQUISITIONS  
OFFICER, HBC**

*“Rick is great to work with. High energy...and good business partner!”*

**TAMMY NINK, SENIOR MANAGER,  
CORPORATE CUSTOMER  
SERVICE,  
MEIJER CORPORATION**

*“Each time our management team works with Rick, the intended outcome is achieved. We develop as a team and as professionals in ways that are truly remarkable. Rick’s programs are clear, customized and powerful. I highly recommend Rick Conlow as a consultant, trainer, presenter and coach there is none better.”*

**PATRICK MALONEY, DPD PRINT  
DISTRIBUTION**

*“I want to thank you for your outstanding support to the Canadian Division, you have been an inspiration and an icon to a lot of our branches. Thank you again Rick for a stellar year!”*

**NAIEM NAIROUZ, SVP OPERATIONS,  
CANADIAN LINEN AND UNIFORM SERVICE**



## THE MANAGER'S REPORT CARD: GOOD BOSS BAD BOSS WHICH ONE ARE YOU?

By Rick Conlow, CEO/Co-Founder of WCW Partners and Co-Author of the *SuperSTAR Leadership Model, Good Boss Bad Boss Which One Are You?*

***This is a free excerpt you can share with your organization at no cost.***

**Everywhere managers are looking for, or working hard to achieve, that “magic” formula that will create and inspire the highest performance in their teams.** All leaders from the first-line supervisor to the division executive want to exceed their goals, preferably in grand fashion. Who wouldn't?

The problem is that far too few managers are winning this big. If they were the economy would be much better and growth rates would be much higher. Leadership is the issue, as shown in this Manager's Report Card.

### THE MANAGER'S REPORT CARD

According to management derailment studies 50% of managers fail. Some say it's worse than that. This is worse than a normal bell curve. These are massive failures and those who don't out-right fail aren't exactly shining in the lime light. Here is the state of the art for management practices today. **How do you rate?**

- **50%** of managers don't know that improving service and quality would reduce operating costs.
- **50%** of managers don't understand that people repeat behavior that is rewarded.
- **60%** of managers don't think it is right to brag about an employee in front of others.
- **66%** of managers don't set and review goals with their employees.
- **70%** of managers don't know that the best way to solve an employee problem is through a mutual decision-making process.
- **80%** of managers don't know that observations in performance feedback should focus on specifics, not generalities.
- **80-95%** of service and quality problems are management related.
- **91%** of employees want more recognition and only 50% say they get any at all.

What grade would you give these managers? An A, B, C? How about a D or F? Most say a D or F. Managers have to be better than this. You have to be better than this. Don't get me wrong, despite all this info on how ineffective managers are, I believe in them and their potential. My business is dedicated to helping managers excel.

However, this is a challenge to managers and companies across the globe. Imagine how the above affects an employee's attitude and productivity? In fact, the #1 reason why employees quit their jobs is because of their bosses. According to a Conference Board Report 55% of employees are dissatisfied with their jobs. Gallup says 75-80% of employees could care less about their company's goals. There are more statistics like this, and these consistently show that far too many employees are disenfranchised because of bad bosses, and it cost companies billions of dollars in productivity, customers, sales and profits.

### WHAT DO MANAGERS NEED TO DO TO IMPROVE?

As we studied what the best leaders do we found research and practical evidence that points to what top leaders do to succeed. Below is a list showing the management strategies, the performance gain, and the study that supports it.

1. **CLEAR GOALS AND EXPECTATIONS:** 16% improvement. *Locke and Latham*
2. **TRAINING:** Companies in the top quarter of training expense (\$1500 per year or more per employee) average 24% higher profit margins than those with lower training expenses. *ASTD Study*
3. **COMMUNICATION:** Companies with an in-house plan increase market share by 30%. *Wyatt Study*
4. **COACHING:** A structured process for coaching leads to an 88% improvement in employee performance. *Personnel Management Association*
5. **LEADERSHIP FLEXIBILITY:** Managers who adapt their leadership styles to the needs of employees gain 15-20% more in productivity. *Blanchard, Hershey, Goleman*
6. **PROMOTIONS:** Providing strategic employee incentives leads to a 22% increase in productivity. *Performance Improvement Institute*
7. **CUSTOMER LOYALTY:** 5% improvement in customer retention improves profit by 25% or more. *Bain Research*
8. **RECOGNITION:** Triple return on equity for companies with more employee recognition than those companies who do less. *Jackson ROI Study*
9. **HIRING:** A professional hiring process prevents expensive mistakes. A good hire can save you 3x the annual salary. *Personnel Policy Service*

By implementing these strategies you have an opportunity to ace **The Manager's Report Card**. More importantly you will excite, motivate and inspire your team to achieve stellar performance. With passionate and consistent execution you have a chance to win big. Really big! This means more success for you and the pride that goes with excelling. Get to it. Learn all you can in these areas. Become one of the best leaders in your chosen field.



*"I have known Rick for over 20 years. He has a gift of pure enthusiasm which our employees and managers bought into. I would recommend him to any company looking to help their organization to be more customer focused."*

**KEN STARKEY, V.P.-COO  
METROPOLITAN CORPORATION**

*"Rick's energy and positive attitude are his trademark. He cares about getting results as much as any of our employees. His can-do attitude is infectious and helps drive results. Rick is a fantastic presenter and meeting facilitator, as well. I would recommend Rick and WCW to any company looking to improve their leadership skills, employee sales and customer service performance."*

**CHRIS MAYER,  
DIRECTOR SERVICE SALES  
AMERIPRIDE SERVICES**

# POPULAR PROGRAMS

## SuperSTAR Leadership: *Good Boss Bad Boss Which One Are You?*

**TOPIC:** Leadership Effectiveness

What's it like to be led by you? What does your team really need from you to excel? These two questions set the tone for Rick's engaging talk on what separates the best from the worst. Few speakers today have been in the trenches as a manager and achieve superior results. Fewer still have consulted with organizations to gain **dramatic performance results**. Rick's co-author of the groundbreaking book, *SuperSTAR Model, Good Boss Bad Boss Which One Are You*. He understands and lives leadership effectiveness. He has worked with Widex, International Truck, Target, Costco, Canadian Linen and Uniform, GN Resound, Rite Aid, Amgen, Health East, Ford, GM and many others. His goal is to inspire leaders to bring out the best in others.

## How to Become a Sales SuperSTAR: *Gain more customers and make more money!*

**TOPIC:** Sales Effectiveness

Rick will review 5 key ingredients to superstar sales success. He will reveal a combination of strategic sales skills and explosive enthusiasm that leads to success.

Rick has trained sales reps all across North America and has been a National Sales Trainer for a company with 30,000 distributors. Through his consulting business he has helped companies make dramatic sales gains:

- 75% in a services company
- 52% in a retailer
- 20% in a medical manufacturer

The traits of **sales greatness** can be learned and applied in spite of an ever changing marketplace, tough competition and the social media revolution. Salespeople need to move from relationship selling to partnership selling and from self-centeredness to customer centeredness.

## How to Increase Your Customers' Experience and Double Your Sales Growth

**TOPIC:** Quality Service

Customer service stinks everywhere. The average rating is 75.6, that's at best a C grade. Are you satisfied with that? Of course not. Rick has been there and done that consulting with nearly 50 companies to increase their customers' experience. It's one thing to write about, talk about it and do it. He has consulted with organizations to achieve:

- Improve 12+ points on surveys
- Reduce complaints over 60%
- Gain 4-6% transaction counts
- Increase sales gains by an additional 8%
- Win 34 quality service awards

If you want your leadership team to create a high performing culture that will **transform your customer experience** and catapult your bottom line forward. Work with and listen to Rick today!

## SuperSTAR Customer Service: *How to Become an Elite Service Provider*

**TOPIC:** Customer Service

Over 80% of the reasons customer stop doing business with a company is because of the rude, discourteous and indifferent attitude of employees. Too many employees are ill equipped to deal with today's demanding customers. Rick will help your employees get "fired up" about being a superstar performer. He will teach them **five key moments of truth** that will define their success with your customers.

Rick has study the best worldwide and will challenge your team to rise above being "good" and join the ranks of the elite. The first step to great service is personal and must be learned to be the best. The second step is to understand what customers want and how to deliver it with CARE. This lively and engaging presentation will leave your team wanting for more.