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Steven B. Wiley and

Located in historic Gettysburg, Pennsylvania in the famous Wills House  
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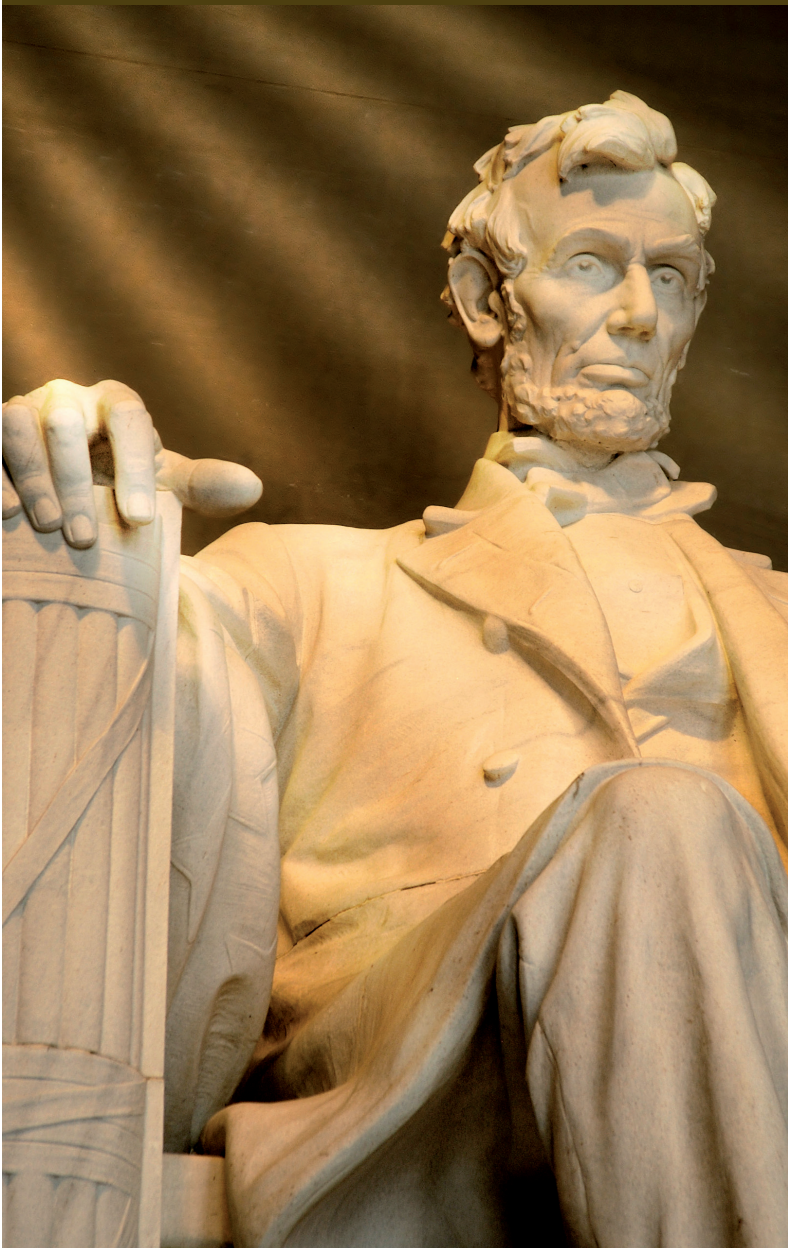
"Steve Wiley is the best speaker  
you've never heard of!"

"The most powerful performance  
training available."



When it comes to motivating, educating and developing their  
greatest asset, their people, they turn to Steven B. Wiley and  
The Lincoln Leadership Institute at Gettysburg.

What do the MAJORITY of Fortune 100 companies,  
SCORES of federal agencies and 75 presidential appointees  
and their teams all have in common?



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PRESENT:

# Lessons from Gettysburg

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## Lessons from Gettysburg

**Communicating**  
• 7% words / 38% tonality / 55% physiology  
• Listen 'til it hurts!

**Negotiating**  
• Contracts  
• Resources  
• Time  
• Money  
• Schedules

**Management**  
• Transactional—planning, organizing, coordinating, directing, controlling, generating solutions  
**Leadership**  
• Transformational—co-creating a vision, values, role modeling, setting strategies, enabling, confidence, communicating

More than 70% of US workers say they are not engaged or are actively disengaged at work.

The #1 reason?

The quality of their leadership.

—Recent Gallup Poll

*Think it's not important to engage those around you?*

**THINK AGAIN!**

# Lessons from Gettysburg

*You can profoundly impact your ability to engage those around you whether you are at home, work or in your community.*

### **Communicating**

- ★ 7% Words / 38% Tonality / 55% Physiology
- ★ Listen 'til it hurts!

### **Negotiating**

- ★ Contracts
- ★ Resources
- ★ Time
- ★ Money
- ★ Schedules

### **Management**

- Transactional
  - ★ Planning/Budgeting
  - ★ Organizing
  - ★ Coordinating Resources
  - ★ Providing Structure and Direction
  - ★ Controlling
  - ★ Generating Solutions

### **Leadership**

- Transformational
  - ★ Co-Creating a Vision
  - ★ Living Your Values
  - ★ Role Modeling
  - ★ Setting Strategies
  - ★ Enabling vs. Empowering
  - ★ Building Confidence
  - ★ Communicating

# ENGAGE