

L e a d e r s h i p   h a p p e n s   o n e  
c o n v e r s a t i o n   a t   a   t i m e .  
Y o u   a r e   r e s p o n s i b l e  
f o r   t h e   q u a l i t y   o f  
t h a t   c o n v e r s a t i o n .

C r i t i c a l   c o n v e r s a t i o n  
i n   y o u r   f u t u r e ?  
W e   c a n   h e l p .

amyk inc.

---

I G N I T E   B R I L L I A N C E

EXCLUSIVE OPPORTUNITY FOR LAKELAND BUSINESS EXECUTIVES & THEIR MANAGERS!

# P

## erformance enhancement...where do *you* need it most?

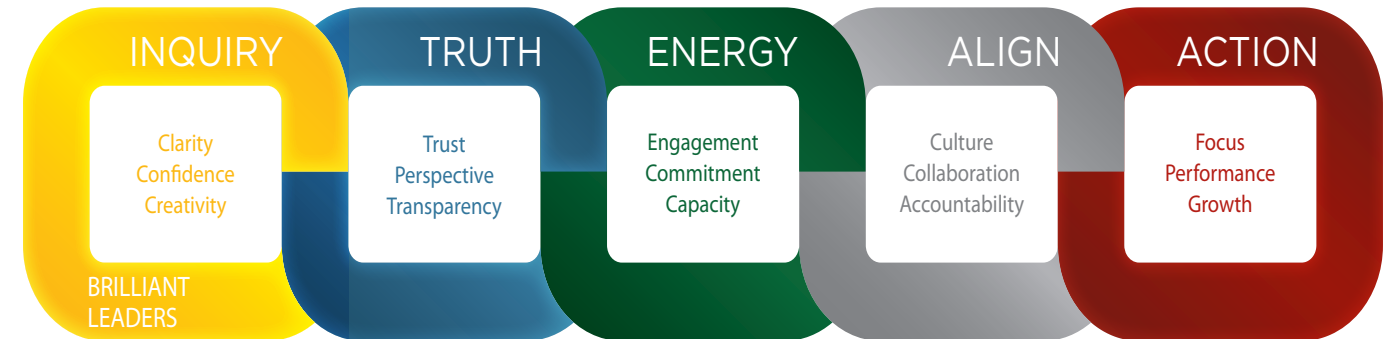
### If you happen to be talking about...

Strategy - Innovation - Sales - Performance -  
Accountability - Alignment - Culture -  
"A" Players - Millennials - Growth - Creativity -  
Energy - Efficiencies - Goals - Collaboration -  
Commitment - Capacity - Direction -  
Focus - Profitability - Results -

**...wouldn't you like it to be a  
productive conversation?!**

- *Ask the Better Questions to Get Better Results*
- *Integrate Millennials and Close the Leadership Gap*
- *Foster Innovation, Creativity, Fresh Thinking*
- *Retain Your Competitive Advantage*
- *Develop Strong Teams of Committed, Self-Driven "A" Players*
- *Reach and Exceed Goals Faster*
- *Get Cross-Functional Teams More Aligned*
- *Create a Healthy Culture of Accountability & Collaboration*
- *Increase Energy Levels Within You & Your Organization*

**Join AmyK  
for 5 Days of  
LEADERSHIP  
TRAINING  
for only \$4995\***



## Which is your weakest link?

Leadership Links is an interactive, 5-month executive development program. 1 Day per month for 5 months to address each critical link.

Learn. Apply. Transform.

*"Motivating a creative team and getting them to work together in a unified, driven direction is very challenging. Our team has taken what they learned with AmyK to a new level of client satisfaction and growth. We're at the 60 day mark and we've already seen a 12% growth in client services."*

- Keith White, COO, ParkerWhite

Training sessions will be held  
in Lakeland, Florida.

Specific location TBD.

All Five Dates in 2012:  
8:30 am - 3:30 pm

**Wednesday, January 18**  
**Wednesday, February 22**  
**Wednesday, March 21**  
**Wednesday, April 18**  
**Wednesday, May 16**

Call 760.652.5451 to register.  
Registration closes January 6, 2012.

**amyk** inc.

IGNITE BRILLIANCE

5

interactive and engaging days filled with tools for immediate, practical application.

| INQUIRY   | TRUTH   | ENERGY  | ALIGN  | ACTION   |
|---|---|---|--|--|
| <p>Clarity<br/>Confidence<br/>Creativity</p>  | <p>Trust<br/>Perspective<br/>Transparency</p>   | <p>Engagement<br/>Commitment<br/>Capacity</p>   | <p>Culture<br/>Collaboration<br/>Accountability</p>  | <p>Focus<br/>Performance<br/>Growth</p>  |
| <p><b>Skillset:</b></p> <ul style="list-style-type: none"> <li>• Higher-Level Dialogue</li> <li>• Socratic Methodology</li> <li>• Appreciative Inquiry</li> <li>• Critical Thinking:               <ul style="list-style-type: none"> <li>Reflection</li> <li>Evaluation</li> <li>Prediction</li> </ul> </li> <li>• Question-Based Agendas</li> <li>• Critical Conversations</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Clarity</li> <li>- Confidence</li> <li>- Creativity</li> <li>- Inclusion</li> <li>- Appreciation</li> <li>- Respect</li> <li>- Vulnerability</li> <li>- Innovation</li> <li>- Credibility</li> </ul> | <p><b>Skillset:</b></p> <ul style="list-style-type: none"> <li>• Question Truth</li> <li>• Challenge Perspective</li> <li>• Manage Change</li> <li>• 2 Fundamental Fears</li> <li>• 3 Must-Ask Questions</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Trust</li> <li>- Depth of Perspective</li> <li>- Transparency</li> <li>- Fulfill Potential</li> <li>- Resolve Limiting Beliefs</li> <li>- Mission - Vision - Values</li> <li>- Seamless Transition</li> <li>- Understanding</li> </ul> | <p><b>Skillset:</b></p> <ul style="list-style-type: none"> <li>• Energy, not time, is the fundamental currency of high performance.</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Engagement</li> <li>- Commitment</li> <li>- Capacity</li> <li>- Prioritization</li> <li>- Quantity, Quality of Energy</li> <li>- Focus, Force of Energy</li> <li>- Passion - Purpose - Integrity</li> </ul> | <p><b>Skillset:</b></p> <ul style="list-style-type: none"> <li>• Realistic Optimism</li> <li>• Strategic Positioning</li> <li>• Operational Planning</li> <li>• High Expectations</li> <li>• Buy-In</li> <li>• Conflict Resolution</li> <li>• Communication</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Healthy Culture</li> <li>- Collaboration</li> <li>- Accountability</li> <li>- Efficiency</li> <li>- Engagement</li> <li>- Commitment</li> <li>- Recognition</li> </ul> | <p><b>Skillset:</b></p> <ul style="list-style-type: none"> <li>• Execution</li> <li>• Goal - Outcome Planning</li> <li>• Communication</li> <li>• Thinking Styles</li> <li>• Messaging Techniques</li> </ul> <p><b>Outcomes:</b></p> <ul style="list-style-type: none"> <li>- Performance</li> <li>- Productivity</li> <li>- Focus</li> <li>- Direction</li> <li>- Growth</li> <li>- Profitability</li> <li>- Results</li> </ul> |

## Leadership Links Will Move Your Organization...



**J**oin AmyK for 5 full days of intense, fun & engaging leadership training and get brilliant results fast.

**Exclusive opportunity for Lakeland executives & their managers only!**

AmyK International has been sparking breakthrough ideas for those who are creating, leading and transforming businesses for over 10 years.

LEADERSHIP LINKS: A program for the ideas, trends, challenges and opportunities that are shaping the future of business and business leaders.

**AmyK is coming to Lakeland to deliver a special series of leadership training days just for Lakeland business executives.**

Many Lakeland leaders have expressed interest in participating in our Leadership Links executive development program. In an effort to honor this interest, AmyK will deliver our proprietary Leadership Links program to a combined group of executive leaders at an exclusive rate.

**To register today, please call Monica at 760.652.5451.**

\$4995\* per participant for all 5 days.

Investment includes all program materials, and breakfast & lunch each day.

\* Does not include your travel & accommodation.

**AmyK Hutchens  
Speaker. Trainer. Business Strategist.**



Over 800 presentations to 20,000+ executives in 7 countries.

AmyK has been a featured guest on numerous TV and radio networks including NBC, Fox and ABC for her brain-based commentary on current events.

AmyK International, Inc. won 5 Telly Marketing Awards and the Summit International's Award for Creativity.

AmyK has served as Sr Executive VP, Operations for one of the largest sales & marketing firms in the U.S. and as Director of Education for a 900 million dollar consumer products company.

She also holds a Master's of Science degree in education with an emphasis in brain research from Johns Hopkins University.

*"AmyK hit a home run for my CEO members. Her insights were keen, her enthusiasm was contagious and her call to action was timely. If you want to motivate your executives and grow your management skills, get AmyK!"*

*- Mark Fackler – Chair, Vistage International, Inc.*