

# David Cottrell

## Leadership Lessons You Can't Afford to Miss



**David Cottrell** is a premier authority on leadership. He is most recognized for the insightful lessons found in his best-selling book *Monday Morning Leadership* and the popular presentation by the same name. As President and CEO of CornerStone Leadership Institute, one of America's largest publishers of management and leadership resources, David inherently understands the challenges and rewards of leadership. His mission is to develop current and future leaders and to mentor them to peak performance. "Leadership is about influence," David explains. "It exists throughout the organization – not just in executives, managers and supervisors."

What makes him different from all other leadership experts, and why is he such a sought after speaker?

**David has walked in leaders' shoes.** With over 25 years of leadership experience in corporate America, David knows firsthand the obstacles, frustrations and issues leaders face. In sales and executive management positions with FedEx and Xerox, he created a legacy of leadership excellence, earning awards and achieving levels that continue to stand out as remarkable. His wisdom and sincerity come from one who has "been there." **David's depth of knowledge and experience make for content-rich learning experiences that few other speakers can match.**

*You presented an important message full of powerful wisdom and examples, punctuated with style and humor. You bring a presence and charisma to your audience, and you know how to involve the crowd and keep them attentive.*

– Manufacturers Resource Center

*Everyone walked away from our meeting energized – not only with motivational thoughts, but also with practical tips that we can use in our everyday lives. Thanks for delivering more than what we were hoping for!*

– Southwest Airlines Co.

*Clearly, the highlight of the day and the "difference maker" was the series you facilitated. Many participants were especially impressed by your ability to tie the qualities of successful leadership directly to our core values and philosophy. This approach resonated very well with our leaders.*

– CenterPoint Energy

**David is a master at developing people.** His genuine passion for mentoring others is reflected in his presentations, his array of leadership resources and the work of CornerStone Leadership Institute. David's leadership philosophy and lessons have become the guiding force for organizations around the world. More than a *quarter of a million* leaders who've heard him share his leadership message will tell you that David changed not only their perspectives, their energy levels and their attitudes, but also their lives. **David is sincerely committed to helping each individual enhance his or her leadership skills.**

An internationally known speaker and author, David works with many of today's most successful organizations:

AFLAC	North Carolina Farm Bureau
American Airlines	Oakwood International
Bridgestone/Firestone	Pathway Health
CenterPoint Energy	PFSweb
Cigna Healthcare	Professional Services Inc.
City of Dallas	Raytheon
ClubCorp	SalesLink
Conseco Finance	Social Security Administration
Direct Energy Marketing	Southwest Airlines Co.
Dura-Line Corporation	TA Instruments
ExxonMobil	The Brickman Group
FedEx	Titan Financial Tower Group, Int'l
Heights Financial Corp.	Tri Tech Labs
Lands' End	University of Buffalo
Mannatech	Wal-Mart
Manufacturers Resource Center	YUM! Brands
Mt. Clemens Hospital	

**David's message sticks.** David is enthusiastic about his message. He has an uncommon talent for making complex issues simple and for anchoring business concepts to concrete subjects people are familiar with and can easily relate to. His lessons are grounded in the real world and reinforced with compelling examples, humorous stories and creative exercises. **David is committed to giving participants solid solutions and practical strategies they can and will use to succeed back on the job – not just the next day, but the next month and the next year, too.**

**David's most popular topics are:**

### Monday Morning Leadership

What would be the impact on your organization and your business if every one of your leaders spent dedicated time with a mentor? Now they can. In this program based on his best-selling book, David delivers key success principles that equip leaders to confront and overcome their daily challenges.



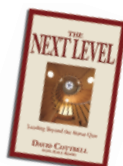
### 12 Choices ... That Lead to Your Success

Why does success seem to come easily to some and not to others? Success is ultimately realized by those who make more right choices and quickly recover from their wrong choices. Based on the book of the same name, this program creates a foundation for organizational and personal success ... how to achieve it, how to keep it and how to enjoy it, by consistently making 12 key choices.



### The Next Level: Leading Beyond the Status Quo

It's the one question you hear in every boardroom and business meeting: *How can we move our organization to the next level?* This program, based on David's book, teaches participants how to move beyond the status quo to achieve their personal and organizational objectives. With a proven systematic approach, David demonstrates that goals are attainable and expectations can be met – or even exceeded – with the right amount of commitment, energy and effort.



**David is a popular business author.** He has authored or co-authored more than 20 highly acclaimed books on virtually every aspect of management and leadership development. His books are quick, easy reads that share strategies and tips readers can pick up and use immediately. With more than three million copies in print, **David's books are trusted leadership training tools for organizations throughout the world:**

*12 Choices ... That Lead to Your Success*

*136 Effective Presentation Tips*

*175 Ways to Get More Done in Less Time*

*Becoming the Obvious Choice*

*Birdies, Pars & Bogeys: Leadership Lessons from the Links*

*Leadership ... Biblically Speaking*

*Leadership Courage*

*The Leadership Secrets of Santa Claus*

*Listen Up, Leader*

*Listen Up, Sales and Customer Service*

*Listen Up, Teacher*

*Management Insights*

*The Managers Coaching Handbook*

*The Managers Communication Handbook*

*Memos to Managers*

*Monday Morning Communications*

*Monday Morning Customer Service*

*Monday Morning Leadership*

*Monday Morning Mentoring (May 2006, Harper Collins)*

*The Next Level: Leading Beyond the Status Quo*