

ACHIEVING BUSINESS EXCELLENCE THROUGH VALUE CREATION



“Lori gave the top-rated presentation at our conference in San Francisco. 100% for innovation, preparation and knowledge. I was [also] honored to have Lori give the keynote at our Community of Excellence conference in Charleston last year. She is a true professional.”

Grace L. Duffy, Chair, ASQ Quality Management Division
Management and Performance Systems Specialist, Trident Technical College

Given the state of our economy, improving organizational performance is more important than ever. We can no longer ignore the call to create value. It is the foundation for building long-term, sustainable competitive advantage. However, this implies a significant shift in our thinking and in how we work.

While quality is necessary in creating value, it is not sufficient, in and of itself. Creating value necessitates contributing to overall profitability—cutting costs and increasing revenues—while at the same time continuing to simultaneously increase satisfaction for employees, consumers, shareholders and our communities. Unfortunately, many of the performance improvement approaches we use today, and have been employing over the past 15 years, primarily address the cost-side of the enterprise. Learn what you can do to enhance your organization’s competitive position through value creation.

YOU WILL DISCOVER...

- What is causing this shift in thinking to occur.
- How to define “value.”
- Tools and methods to create value for employees, consumers, shareholders and society-at-large.
- The impact of creating value for yourself, your work and your professional success.
- How to communicate this approach and the need for it to others in your organization.

POSSIBLE FORMATS

- Keynote
- Half-day workshop
- Full-day workshop

WHO SHOULD ATTEND? YOU SHOULD IF YOU...

- Have a leadership role in your organization.
- Own, manage or are considering starting a small business.
- Are helping your organization improve its performance.

LORI L. SILVERMAN

Engaging. Captivating. Humorous. Passionate. Effective.

Lori Silverman is a speaker, consultant, trainer, and author who strives in her work to connect people to possibilities and to each other. Her savvy yet down-to-earth style has helped dozens of individuals and companies to realize their true potential and professional success. Lori’s highly energized and enthusiastic approach and magical stories inspire her audiences to take action. A member of the National Speakers Association, she has mesmerized thousands of people with a variety of topics—ranging from the humorously edu-taining “Schmoozing: Meet, Greet and Speak with Ease” to weighty business topics such as “More than a Quick Fix: Organizational Change that Sticks.”

Lori owns Partners for Progress, a management consulting firm dedicated to helping organizations think and act differently so they can move to the next level of performance. She’s authored myriad articles, workbooks, and books including *Critical SHIFT: The Future of Quality in Organizational Performance* and *Stories Trainers Tell: 55 Ready-to-Use Stories to Make Training Stick*. Her new book is titled, *Wake Me Up When the Data is Over: How Organizations Use Stories to Drive Results*. Having earned two Master’s, in business and in counseling, and a B.S. in psychology, Lori shares a fascinating perspective with her audiences.