

# When You Need A Speaker

## Company Events, Retreats, Business Conferences, Association Meetings & Civic Groups

Whether the purpose of your program is to entertain, inspire or inform, our speakers can motivate, educate and keep your organization on the fast track.

*American Institute of Management can help you make your next event a success!*

### Our Most Requested Programs!

Why is Generation Y So Special?

“That’s Not What I Said!”  
*Communication – It’s Harder Than It Sounds!*

Are You A Jerk or Gem?  
*Employee Perception versus Your Intent*

The Changing Role of a Leader  
*Strategy, Execution, Results*

Are You Working On Your Business or In Your Business?



### Our Fans!

“Andrea lifts me up! Thanks for making our conference a success!”

Iowa School Nutrition Association.

“She’s a keeper! Bring her back! Andrea is a professional and effective presenter with a wealth of knowledge that is invaluable to us.”

Comfort Keeper National Convention

“Your presentation was a big hit with our management team! You provided us with tools we can use everyday... and you made it FUN!”

John Mock, VP, Travel and Transport



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# Our Most Requested Topics...

## **Why is Generation Y So Special?**

Let's face it, as more Gen Y enters the workforce, the communication gap between employees is getting wider. How you attract, train, retain and motivate each of the generations is becoming more complicated every day. Learn about what happened to make each generation misunderstood and how to adjust your style to meet your specific needs.

**Audience:** General, Sales, Management/Leadership, Business Owners

## **“That’s Not What I Said!” *Communication – It’s Harder Than It Sounds!***

People are busy. Priorities change, sometimes moment to moment. We spend less and less time communicating effectively with employees and co-workers. What you meant to say and how it was understood becomes more and more challenging the busier we become. Learn how your communication style can be adjusted to best be understood by others.

**Audience:** General, Management/Leadership

## **Are You A Jerk or Gem? *Employee Perceptions versus Your Intent***

Most managers intend to communicate and respond to employees effectively. However, when polled, employees often cite supervisor communication style as the number one reason they leave a company. Learn what Key Moments are and how to better respond to major and minor disappointing events with employees.

**Audience:** Management/Leadership, Business Owners

## **Are You Working On Your Business or In Your Business?**

No matter the size of your business, as a business owner it is easy to get caught in the reaction mode of running the business day to day. You spend your time reacting to the events and crisis of the day. Whew! That's exhausting! Learn how to put together the systems and processes so that you are running the business rather than the business running you.

**Audience:** Independent Contractors and Business Owners

## **The Changing Role of a Leader: *Strategy, Execution, Results***

Leadership has many definitions, but one common element in these definitions is followship. As we emerge into different roles within our organizations our understanding and demonstration of leadership must be clear as not to confuse those we lead. Identify the leadership results you desire and how to execute your plan without changing your personality.

**Audience:** Management/Leadership, Business Owners

## **SpeedNetworking - *AIM to grow your business***

SpeedNetworking events have become one of the fastest growing forms of structured networking in the world and why wouldn't it be? People are using it to build business relationships, recruit employees, and at times to simply improve internal communication within an organization. We have taken the old fashion networking and boldly added a few twist and turns. The nonsocial butterfly now has a safe way to stop holding up the wall while the glad-handers have a quick opportunity to swap business cards. Unlike a cold call, there is no pressure and no major expectations. You also have just enough time to figure out who you'd like to see again and not too much time where you need to bring a wingman for safety. Let AIM organize and facilitate your next SpeedNetworking event.

**Audience:** Everyone

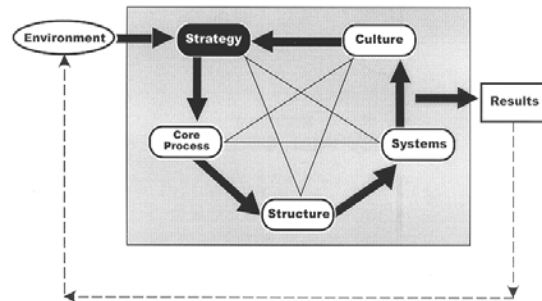
# Our Most Requested Topics...

## What got you here..... Won't get you there.

*Confronting the Brutal Business Facts!*

"We're doing okay." Translation: "I wish we were doing better." The difference between your company being successful today and existing tomorrow lies on the shoulders of your leadership. Are you ready?

- Define your strategic objective
- Define the results you want
- Quantify key processes
- Engage in strategic work
- Communicate and lead



## Why Don't My Employees Get It?"

*The Death of Common Sense*

It happens all across the US, and is not specific to any industry or service. Business leaders and managers struggle to get employees to perform and be productive. As the labor market tightens, it is even more important that everyone produces the results we need.

- Understand why telling doesn't translate to training or productivity
- Stop throwing people at problems
- Assuming your employees understand what you want
- How to get the productivity and results you want

## Stop Accepting "Good Enough!"

*Addressing Average Performance*

- Understand the motivation-performance loop
- Confront apathetic behavior
- Align results with individual and group production capacity
- Create an environment where people drive change
- Identify when termination is the best option

### Stop

- Blaming
- Rationalizing
- Excusing
- Accepting

### Start Performing

## Organizational Effectiveness

*The Keys to Success*

- Defining High Performance Organizations
- Identify Traditional Management versus Empowering Leadership
- Understanding the 3 keys levels of high performance organizations
- Evaluating your organizations strengths and weaknesses
- Identify a your plan

***"Every organization is perfectly designed to get the results it gets!"***

# Break-Out Session Topics...

- Attitude  
*Positive Impact on Others*
- Accountability: Yourself & Others
- Building Trust
- Communication  
*It's harder than it sounds*
- Customer Focused  
*A strategic advantage*
- Coaching & Employee Development
- Cold Calling  
*Planning and opening the call*
- Conflict Prevention / Resolution
- Crucial Conversations
- Dealing with Unacceptable Performance
- Delegating and Sharing Responsibilities
- Developing the Potential of People & High Performance Teams
- Developing Satisfied Customers
- DiSC
- Effective Listening
- Everyday Negotiation Skills
- Exercise Responsibility for Words & Actions
- Exploring & Aligning Leadership Strategies
- Giving and Receiving Feedback
- Goal Setting
- Handling Difficult People
- Harassment Preventing
- High Performance Leadership
- High Performance Teams
- Holding People Accountable
- How to Motivate Employees
- Interviewing & Hiring Techniques
- Leading Through Change
- Managing Diversity
- Motivating Others
- Negotiations  
*Is That Your Best Price?*
- Networking –vs– No Working
- Delivering Performance Appraisals
- Personal Leadership
- Personal Development  
*Understand your own behaviors at others*
- Powerful Presentations
- Professional Communication  
*Phone and Netiquette*
- Reaching Success Through Self Mastery
- Resolving Conflict  
*The road to Win / Win*
- Root Cause Analysis
- Sales as Service  
*Bring value by understanding the facts, features and benefits*
- Self Mastery  
*Conquer your key moments*
- Spinning It Around  
*What if they say no?*
- Time Management  
*Only if I had more hours in the day*

# Clients Say...

## **Southwest Iowa Association of Realtors**

"Are You Working on Your Business or In Your Business?" I swear you were talking to me! This was great information!"

## **The Schemmer Associates**

"We have seen distinct improvement in the performance of our technical staff since we began providing training through AIM. Improved "soft skills" have given our people the ability to more effectively handle management and leadership duties." "Our thanks to you for an outstanding job, but most importantly for effecting a change in culture at TSA

Frank W. Comisar, A.I.A, President and CEO, Full service architect and engineering firm

## **360 Solutions, 8<sup>th</sup> Annual World Conference**

"Andrea has the ability to incorporate practical application and humor into her presentations. She proved to be a fantastic choice to help us understand how [our agents] can be excellent communicators while using their own unique personality...She's great! Andrea is at the top of the list to be invited back next year!"

Chip Wilson, President and Owner of 360 Solutions

## **American Meat Institute**

"Excellent speaker. Good examples and detailed. Very engaging! Great information – fantastic enthusiasm!! Please invite her back!"

## **Travel and Transport**

"Your presentation on "Customer Interactions in Today's Business World" was a big hit with our management team. Your ability to incorporate the results from the DISC exercise into your presentation will provide our management team with many useful tools as we seek new and better travel solutions for our customers and vendors. AND, you made the presentation FUN!"

John Mock, Vice President of Human Resources

## **Iowa Chamber of Commerce Executives 2007 Annual Conference**

"Andrea Fredrickson and the AIM Generational Differences presentation were a big hit at the Iowa Chamber of Commerce Executives Conference. She kept the group involved with humorous and applicable information for wading through the complexities and challenges of today's diverse workforce. All people managers should receive this training to maximize their effectiveness."

Bob Mundt, President/CEO Council Bluffs Area Chamber of Commerce

## **Meylan Enterprises, Inc**

Four years ago we made a decision to enhance the leadership and management skills of our Foremen, Supervisors and Managers. For our 2007 Leadership Retreat we chose American Institute of Management to provide the training workshops on the topics of Leadership, Coaching and Communication. We made the right choice. They connected with the entire audience by not only having them involved throughout the day, but used real situations that people could relate to.

Every member of the audience was able to identify specific tips and techniques that they can apply in their day to day work life – enhancing the skills, productivity and communication of the work force. We are very pleased with the results of the training retreat lead by American Institute of Management. We're ready to bring them back next year!

Phil A. Haile, Executive VP of Operations

## **TS Bank, Treynor, Iowa**

The training was customized to our bank and participants. The facilitator took the time to get real life scenarios put together as the training progressed to focus in on the exact things needed. We have received many thank from our employees who recognized the personal benefit they received from the training. We appreciate how the training will benefit TSBank and our clients as we move toward regularly achieving win-win solutions for each individual situation.

Mick Guttau, Chairman, President & CEO & Joshua Gutta, CFO ~ Regional full service bank

## **Richard Ellis/MEGA/Brokerage Services**

My experience working with Andrea Fredrickson and the American Institute of Management has far exceeded my expectations. Andrea was able to assist me with my goal setting which allowed me to surpass my goals by more than I thought I was capable of. I would grandly recommend Andrea to who ever wants to learn how to focus more on their business and achieve what they have the potential to do.

Nancy K. Johnson, Vice President

## **Iowa School Nutrition Association**

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# Meet Our Speakers...



## **Wayne G Nielsen Ph.D.**

President

In 1989, Dr. Nielsen established the Institute. He has a background in operations, business and industry development, market development, training and planning. Wayne has had ownership responsibilities in manufacturing, retail outlets and service industries. He served as Operations Director and Vice President of National Development for a closely held national corporation with revenues of 120 million annually. After establishing American Institute of Management, Wayne was recruited for an in-house three year turn around assignment serving as the Chief Operating Officer for a national service organization having over 1500 employees.

With over 30 years of coaching experience, Wayne has worked with a wide variety of industries and businesses. Having owned several successful businesses has provided Wayne with broad experiences that serve his clients well. Wayne works through the eyes and experiences of those he serves, helping them discover their own path to success.



## **Andrea Fredrickson**

**Co-Founder and Vice-President**

Andrea generates a motivating, high-energy presence that immediately involves people and has them responding to her excitement. She has real world experiences and crafts unique messages that audiences can relate to. She also spends her days working with the people in family businesses to help them "get it". You have to hear her speak to understand what "it" is!

Before becoming a senior coach and facilitator at American Institute of Management, Andrea experienced the business world through a variety of industries in positions from front-line to management. She has over 10 years experience in management and coaching with over 15 years experience training with company's across the United States. She has successfully practiced behavior change in a variety of industries. Her extensive coaching experience includes strategic planning, corporate university development, sales, cultural change, team building, leadership & supervisory development.

Andrea has a bachelor's degree in education from Dana College and additional course work in educational psychology, a master's degree in Business Management from Bellevue University, and post graduate coursework in organizational behavior from the University of Nebraska – Lincoln.

Andrea has built her success by always putting the client's business objectives first. She is a confident group facilitator focused on running meetings to get results. She knows how to run meetings that are hubs of creative activity and contribution, where the diverse talents of group members are applied effectively to business challenges.

# Meet Our Speakers...



**Timm Johnson**  
Vice-President of Client Development

Timm Johnson began his career with one goal in mind to help people develop the skill and environment essential for lasting business success. As Vice-President of American Institute of Management, Inc., this has become his daily scorecard.

Whether providing custom coaching to a business owner or speaking to a group of 500 dedicated employees, Timm mixes leadership, experience and passion into an invigorating mélange meant to not only entertain, but drive the audience to action! This is accomplished with a careful blend of skill, knowledge, experience and the insatiable belief that anything can be done with the right mix of the right people.

Combine one part information, one part meaningful application and a sprinkle of motivation and you have the ingredients necessary for a winning speaking engagement. Timm strives daily to merge vision with action, dream with reality and process with prosperity. Driven by the goal of matching fun with fundamentals, Timm creates an environment where participants are able to discover practical solutions to issues with people, problems and potential.



**Michelle Hill**  
Director of Business Development

Michelle has an energetic, innovative, can-do attitude that gets the audience involved. Her presentations are combined with a lively mix of practical knowledge and creative insight. She spends most of her days building relationships with individuals and organizations to help make a difference. It's about meeting people and making that meaningful connection.

Michelle is a strong and versatile professional with over ten years of experience in sales, operations and employee development in the steel, hospitality and consulting industries. She is especially skilled at building effective, productive working relationships with prospects, clients and staff. Due to her real life professional experiences Michelle adds exceptional depth to her professional training and presentations. She approaches training as an opportunity to discover and to think outside the box. Having spent much of her career in the competitive sales arena she is highly capable of bringing fresh ideas and sound applications to your business.

Michelle graduated with honors in business from Davenport University during the construction and operations of two hotels. Michelle drives herself and others to succeed. Ask anyone who has seen her in action and you will hear words "Energy", "Compassion", and "Persistence". She has a vision, thinks ahead, and puts a plan in place.

# About Us...

**AMERICAN INSTITUTE OF MANAGEMENT, Inc.** is a family owned and operated firm established in 1989. AIM serves businesses and individuals by providing direction for planning strategically. As a national corporation based in Iowa and Arizona, it serves a broad spectrum of diverse organizations.

## **OUR BELIEF**

Many people approach the team at **American Institute of Management, Inc.** and ask, "What is it that you do?" Our response is, "Provide the building blocks of personal and corporate success." It is the belief of every team member at **American Institute of Management, Inc.** that all people have talent. In order for a person to be successful, each must decide their personal definition of success. That definition of success becomes a personal goal. We, at American Institute of Management, Inc., assist people in the development of personal success plans.

## **CORPORATE SUCCESS**

Businesses are not made of bricks, mortar and walls. They are created from the sum intellectual capital of the people they employ. We assist in developing corporate success from the success plans of each person.

## **What Makes American Institute of Management Different?**

We focus on Behavior Change not simply enter-TRAIN-ment. There are many companies who provide training and consultative services. The difference with AIM is the notion that your knowledge should be leveraged and we will guide the process. Our coaching is a facilitative process. Our training will help you change your behavior as well as motivate you.

## **Our Clients Work With Us Because...**

- Training & coaching is personalized to the individual, customized to the culture,
- They gain confidence to guide their team and company,
- They benefit from our exposure to a network of other businesses and industries,
- We focus on Behavior Change to meet their objectives.
- We tie measurable results to their goals and bottom line,
- We have full a range of services available to meet multiple needs,
- Our multiple team members add flexibility and stability.

# Request a Date...

## **Business or Organization**

Business/Organization:

Contact:

Address:

E-mail:

Telephone:

## **Presentation**

Date:

Time:

City and State:

Location:

Audience:

Number of Participants/Attendees:

Topic (s):

Speaker Requests:

- Attendee list with contact information
- Testimonial
- Article in Association Newsletter / Journal