



SPEECHES AND KEYNOTES

by Janet McCracken, CEO of The Employers Edge

Speaking Engagement Topics include:

1. GETTING INTO LEADERSHIP SHAPE

Identifying the top 8 competencies that leaders must exercise in order to stay in shape as a leader. This experiential, fun and actioned packed session offers specific exercises from her book.

2. COACHING FOR EXCELLENCE

Learn how to create a leaders developing leaders culture by using your own people to coach and mentor your people.

3. HOW TEAMS WIN!

Evaluate the effectiveness of your teams, and learn specific strategies for improving executive team and departmental results.

4. COURAGEOUS CONFIDENCE

Learn how self-confidence is tied directly to work productivity and how to build courage and confidence in yourself and others.

5. ENTITLEMENT TO ENGAGEMENT - CHANGING YOUR CULTURE

Be intentional! Learn the 7 strategies it takes to change, grow and engage the workforce in getting better results – literally getting an over 50% increase in revenues in less than 2 years.

6. THE 10 MISTAKES THAT EXECUTIVES MAKE

What causes most executives to de-rail? Learn 10 strategies to get back on track...or help others get back on track.

7. BOOST OR BUST

15 specific strategies to manage your sales and marketing direction resulting in improved top and bottom line performance.

8. HIRE SLOW, FIRE FAST!

How to hire smart and slow – five strategies for hiring employees that “fit” the job and measurement strategies for the first 90 days.

9. THE TOP FIVE CAREER DERAILERS and how to stay on track as a leader.

Evaluating your personal leadership quotient and what it takes to be worthy of a leadership title.

10. HOW TO MAKE EVERY DAY A HOLIDAY

People want to give, and people like to receive. Strategies for boosting morale, fun, and employee engagement.



Winner of
**COLORADO'S
OUTSTANDING
WOMAN IN
BUSINESS**
by the Denver
Business Journal

Coming from the corporate world where Janet had held positions including Vice President of Sales and Marketing for a major national company, she launched The Employers Edge in 1991. For the last 22 years, Janet's organization, The Employers Edge, has developed leaders in over 400 corporations including Jeppesen, Charter Communication, Toyota, Developmental Pathways, U.S. Foods, and GE Capital. In addition to managing her company and 3 branch offices, Janet has personally coached over 2000 CEO's, managers, and sales staff, and facilitates Executive Roundtables. She is the author of The Sales Edge, The Leadership Edge, and Strategy Management for Teams. Her book "Getting Into LeaderShip Shape" (Summer, 2015 release date) has leadership exercises that Janet and her team have been using for years to improve leadership performance.

What makes Janet a highly effective and sought-after coach, trainer, and speaker is that, at heart, she is a motivator with a contagious passion and enthusiasm for helping people accomplish their goals. Her mission in life is to be a positive pivotal person in others' lives.

