

Vistage Speaker Application

This information will be used in our selection process, our speaker directory and to promote your workshop to the Vistage community for selection.

When your program is available in our speaker directory, there is no guarantee your workshop topic will be selected. To increase your chance of being selected, it is important to provide an accurate and compelling description of the value your workshop will provide to Vistage members as described in this application.

Contents of this Application

Being a Vistage Speaker	1
Your Workshop	2
Recognition	5
Video	5
Biography.....	5
Vistage Presentation Framework	7
Application Checklist	7
Submitting Your Application.....	9
Examples.....	10
Workshop Description	10
Vistage Presentation Framework Elements.....	10
Speaker Biography.....	11

Being a Vistage Speaker

We request that all workshops are approximately 3 hours in length. Once your application is reviewed and accepted, your program will be available to Vistage Chairs (meeting facilitators) in a Speaker Directory to view your workshop in consideration for an upcoming meeting.

Our speaker onboarding process requires all speakers to deliver their first workshop pro-bono. Your first workshop will not include any expense reimbursement, so we target Vistage groups near you for your first presentation.

Your workshop will be evaluated by the group members for overall content, delivery, and real-world applicability on a 5.0 scale. Speakers must achieve an average score in all categories of at least 4.0 to continue as an active Vistage speaker.

After the initial successful pro-bono presentation, active Vistage Speakers receive a \$500.00 honorarium for each group meeting and are reimbursed for travel expenses based on a per engagement travel allowance, depending on the city. More details will be included in the New Speaker Kit provided to you after you are activated as a fully qualified Vistage Speaker.

Your Workshop

About You

Your Name: Walter V Murray

Email: wmurray@strategicbusinessanalysts.com

Phone: 6789640640

Home City/State (Location where you would be primarily traveling from): Covington GA.

Preference for speaking is anywhere in Georgia. Out of state is also acceptable if travel costs are covered

Briefly, what makes your workshop uniquely different from other workshops on similar topics? Heavily focused on implementation, providing implementation tools for every concept taught in workshop so attendees can start using the new skills I present. Post workshop support available in the implementation (post workshop will be comply with Vistage's guidelines).

Workshop Title: How to Disagree & Still Get Things Done

Workshop Description: Describe your session. (*See examples below.*)

Organizations lose billions/year when teams are unable to handle disagreements effectively. This workshop teaches C Level execs, Managers, business owners how to distinguish between healthy vs dysfunctional disagreements. I also share/discuss tools to help move from disagreement to full deployment and maximum productivity. I discuss a systematic approach to identifying and building on common ground positions using my proprietary Common Ground Indicator Tool (CGI).

Member Value: Describe the value Vistage members will receive as a result of attending this workshop.

The benefits to attendees include (1) developing a methodology to disagree which creates stronger teams and more efficient organizations (2) Measurable decreases in the time it takes to move beyond disagreement and "get things done". Every hour spent inefficiently wrangling in disagreement costs \$\$ and (3) Empowers their team because this workshop helps leaders/managers create a culture where disagreement is embraced rather than punished or ostracized.

Topic Categories – *Select up to 3 categories and subcategories that BEST describe your workshop*

General Business

- Benchmarking
- Board of Directors/Advisors
- Business Brokerage, Mergers & Acquisitions
- Change
- Consultant Evaluation & Selection
- Corporate Communications
- Corporate Culture
- Creativity/Innovation
- Crisis Management/Turnarounds
- Ethics
- Family Business
- Franchising
- Government Regulations
- International Business
- Joint Ventures/Strategic Alliances
- Organizational Development & Lifecycles
- Strategic Planning & Visioning
- Productivity & Process Improvement
- Project Management
- Valuation
- Industry Issues
- Growth Management
- Management
- Future Trends

Business Services

- Environmental Concerns
- Facilities Planning/Management
- Insurance/Risk Management
- Legal Services
- Patents, Trademarks, Copyrights
- Real Estate
- Transportation
- Security
- Environment
- Sustainability

Finance and Accounting

- Banking/Financing
- Bankruptcy
- Credit & Collection
- Economics
- Financial Management
- Financial Systems
- IPOs
- Purchasing/Inventory
- Taxes

Manufacturing/Distribution

- Automation
- Distribution
- Industrial Engineering
- Manufacturing
- Plant/Warehouse Management
- Product Research and Development
- Product Safety

Human Resources

- Compensation & Benefits
- Hiring, Recruiting, & Retention
- Employee Termination
- Employment & Labor Law
- Mentoring/Coaching
- Motivation/Empowerment
- Outsourcing, Alternative Employment
- Program/Policy Design & Compliance
- Performance Mgmt. & Appraisal
- Safety in the Workplace
- Teambuilding, Conflict Resolution
- Training, Management Development
- Unions/Organized Labor
- Workers' Compensation
- Workforce Diversity

Marketing & Sales

- Branding
- Customer Service
- Marketing
- Market Research
- Pricing
- Public Relations/Advertising
- Sales & Sales Force Management
- Social Media
- Online Marketing

Technology

- Computer Security
- Internet, Electronic Commerce
- Technology Design/Development
- Technology Evaluation/Selection
- Technology, New & Emerging
- Technology Strategy and Management
- Telecommunications
- Technology Training & Support

Personal/Professional Development

- Communication/Presentation Skills
- Delegation
- Goal Setting
- Leadership/Role of CEO
- Life Planning & Personal Growth
- Meeting Planning & Facilitation
- Negotiation
- Productivity/Time Management
- Problem Solving/Decision Making
- Retirement/Succession Planning
- Stress Management
- Women in Business
- Leadership Assessment
- Legacy
- Education
- Self Knowledge

Beyond Business

- Family & Relationships
- Health and Wellbeing
- Leisure/Entertainment
- Politics & World Events
- Religion & Spirituality
- Travel/Adventure
- Friendship
- Philanthropy
- Community Involvement
- Personal Finances
- Purpose & Passion
- Mortality & Death

Audience

What audience is your Vistage workshop appropriate for? (Please choose all that apply)

- | | | |
|--|--|----------------------------------|
| <input checked="" type="checkbox"/> CEOs, non-owners | <input checked="" type="checkbox"/> C-Suite Management | <input type="checkbox"/> Spouses |
| <input checked="" type="checkbox"/> CEOs, owners | <input checked="" type="checkbox"/> Senior Management | |
| <input checked="" type="checkbox"/> Small business owners | <input checked="" type="checkbox"/> Key Executives | |
| <input checked="" type="checkbox"/> Family business owners | <input checked="" type="checkbox"/> Mid-level Managers | |

Workshop Delivery

Please provide details about how you conduct your workshop.

- I use a Powerpoint presentation to deliver my workshop (see below for the Vistage Presentation Framework elements that should be included in your Powerpoint.)
- I do NOT use a Powerpoint presentation to deliver my workshop (see below for the Vistage Presentation Framework elements that should be incorporated in your workshop delivery.)
- My workshop has handout(s) (please include any documents that you plan to handout during your workshop delivery when you return this application.)
- My workshop does NOT have handouts

Please provide any additional detail we should know about how you deliver your workshop. I make the power point presentation available online AFTER the workshop via my webpage at www.genesisleadershiptraining.org

AV Requirements

These requirements should include anything that you do NOT bring with you to present your workshop. Examples include resources like: flip charts/pens, white board easel, projector/screen. Projector screen, white board/easel/erasable whiteboard markers

Recognition

Please include any relevant and recent publications, recognitions or presentations related to your workshop: Published book entitled "How to Disagree & Still Get Things Done". Also have an online course – see <https://genesisleadershiptraining.org/course111/>

Video

Video of your workshop link hosted in YouTube, Vimeo or TedTalk:
<https://vimeo.com/335508447> - <https://vimeo.com/316185182> -
<https://vimeo.com/306949327>

Example of you presenting a workshop for evaluation purposes

Please provide a brief, one to two-minute video about your workshop and its value to Vistage members. It can include footage of you presenting to a live audience. Preferably not a keynote style presentation as your engagement in an interactive environment will be most valuable to evaluate your workshop for how it will benefit and be received by Vistage members. We recommend this video focuses on your subject matter expertise and how you can help Vistage members make key business decisions.

Biography

Please include your name, position, company name, expertise, years of industry experience, and other industry-related credentials. You may also briefly include what is unique about your company, as well as its mission.

VISTAGE

Walter V Murray, Executive Director, Genesis Leadership Training LLP, 25 years of industry experience. CPA license, MSc Mgmt & Leadership, DBA in Strategic Organizational Leadership - <https://wvernonmurray.com/bio-highlights/>

Vistage Presentation Framework

Vistage members are leaders and are in the business of making decisions. How will your workshop help members with the BIG decisions?

To help set you up for success when working with Vistage groups, **all presentations should include the elements of this framework**. Learn more about [using the Vistage Presentation Framework in this video](#).

The Vistage Presentation Framework consists of the following elements:

Opening: How your content will help CEO/leaders make the **big decisions**

Please share up to 3 key decisions your expertise and content will help Vistage members with.

Decision on when a disagreement is dysfunctional or simply disruptive. Disruption can stimulate organizational growth but dysfunction creates chaos and toxicity

Deciding how to choose between opposing “points of positions” among team members (I call them POP Decisions in my workshop)

Deciding to make disagreements become disruptive springboards to increase organizational effectiveness. This has to be an intentional decision because disagreements left to themselves tend to devolve into dysfunction

Big Idea: What is the **one big idea** you want your audience to come away with?

Disagreements are an opportunity that should be embraced. Handled effectively disagreements can be your organization’s greatest source of innovation

Closing: Challenge the group with 3 questions/topics for discussion following your workshop.

These questions ensure your material remains front-of-mind with members after you leave.

What is the opportunity for growth here? Ask this whenever faced with a disagreement

What are the common ground points we can build from? (every disagreement has at least 1 common ground position!

What are we trying to get done? Focusing on expected outcomes is a huge step towards moving beyond disagreement to getting things done

Application Checklist

Checklist and reminders to review before submitting your application to become a Vistage Speaker.

Your Workshop

About You: Have you included your complete contact information and the geographic area you prefer to speak?

Workshop Title: Is your title brief, descriptive and accurate?

Workshop Description: Does your description include the value to Vistage members?

- Workshop Category:** Have you selected up to 3 categories to ensure your session accurately appears in search results?
- Audience:** Who is your presentation most appropriate for?
- Workshop Delivery:** Have you noted the materials that support the delivery of your presentation?
- AV Requirements:** What's required to effectively present your content?
- Your Biography**
- Recognition**
- Video:** The video is NOT a requirement, but we do find it to be a valuable tool to help our booking team communicate about a new speaker with the Vistage Chair community. This video can be self-produced with a webcam or phone. We recommend using the Vistage Presentation Framework to help guide what should be ideally included.

Vistage Presentation Framework elements

- Opening
- Big Idea
- Closing

Materials to attach to your submission

- Powerpoint (if used), incorporated in the Vistage Presentation Framework template. We do not expect this template to alter your content in any way. This template is meant to help you add three slides to the beginning of your presentation (title slide, Opening and the Big Idea) and one additional slide near the end (Closing).
- Handouts (if used), preferably in a PDF format, of anything that you plan to distribute during the delivery of your workshop.

Submitting Your Application

After you've completed this application, please return it along with your Powerpoint file and any handouts. *Please return all information and attachments in a single email.*

Examples

Workshop Description

Defining a High Performance Team

John Smith utilizes information gathered from each member prior to the meeting to discuss specific talent concerns that may be preventing or slowing down companies from reaching their growth goals. Workshop participants will examine three dimensions of high performance teams including leadership, team dynamics, and skills development best practices.

Key Decisions

- Preparing for staff expansion
- Identifying expertise needed to reach goals
- Aligning current team members to maximize performance

Smith, who approaches the issue of team development and evolution from an experiential standpoint, provides participants with specific tools to evaluate current and emerging needs to ensure talent is well aligned with where the organization wants to grow. For companies needing a minor pulse check to major adjustments within their teams will be able to take what they learn in this workshop to see immediate results.

Member Value

Using their own real-life scenarios, participants will explore insights they can immediately apply to their groups and teams. The result: a specific plan to develop teams and groups that are more productive, accountable, cohesive, and connected to organizational goals.

Vistage Presentation Framework Elements

Opening

- Preparing for staff expansion
- Identifying expertise needed to reach goals
- Aligning current team members to maximize performance

Big Idea

Achieving growth requires leaders to evaluate their current talent resources with their future goals.

Closing

- What roles have the greatest risk or opportunity to prioritize?
- Are your current team members in the optimum position to maximize their performance?

- Do your leaders have the expertise and tools to maximum performance from their teams?

Speaker Biography

John Smith is a principal and partner at Smith & Jones Services, a Boston-based leadership consulting firm. He also is a professional business speaker and executive search consultant for Rockford Consulting, where he serves as managing director and the lead principal in their industrial markets practice. Smith specializes in helping CEOs create a sense of urgency among staff and provides an implementation process to increase sales and delight customers with excellent service. Smith started his career as a marketer who built brands for many well-known industries. He went on to become division chairman for one of the world's largest marketing communications companies with annual billings of \$500 million. He was charged with turning around a failing division and keeping its \$27 million anchor client. Smith went on to start his leadership consulting company, which hosts six national leadership retreats a year for CEOs and senior business leaders. His entrepreneurial spirit has driven him to launch and sell two additional companies. Smith is the author of "Creating a High-Performance Culture" as well as several articles on sales and service and culture change and has been featured in Inc. magazine. His first book was "The Art of Leadership" which is a highly rated keynote topic at many major industry conventions throughout the U.S. and abroad. Smith is one of 73 speakers worldwide to receive both the CSP (Certified Speaking Professional) and the CPAE, Speaker Hall of Fame Award from the National Speakers Association. He has presented at many prestigious associations and Fortune 500 companies. Smith earned his M.A. in marketing from Northwestern University and has a B.A. in general management, and also has post graduate work in social psychology from the American University.