



## Professional Development Track

### CTN LIVE BROADCAST

**March 25, 2004**

**10:30 – 11:30 AM ET / 9:30 – 10:30 AM CT**

## ***Unleashing Top Dog Potential in an Underdog World***



### **Featuring: Bill Crawford, Ph.D.**

Dr. Crawford is a psychologist & organizational consultant whose 2 PBS specials have been seen by 15 million people across the country. Dr. Crawford works with IBM, Sprint & other Fortune 500 companies in unleashing the incredible power of the brain. He has been called the "Steve Martin" of corporate America. For more information visit [www.billcphd.com](http://www.billcphd.com)

**Target Audience:** All employees, HR professionals, and hiring managers.

**Program Overview:** Everyone has heard the statistics . . . 75% of Americans describe their job as "very stressful". Absenteeism, burnout, conflict, turnover, low morale, worker's comp, and medical insurance claims are costing corporate America over 200 BILLION dollars a year in lost productivity! Suffice it to say, things are not well in the land of opportunity and almost everyone predicts it's just going to get worse! Rather than talk about just managing one's stress however (i.e. keeping it down to a "manageable" problem), Dr. Crawford goes against conventional wisdom and demonstrates why so much of the advice about how to deal with these problems will never work. In fact, he not only explains why this "underdog" mentality is so prevalent, he then goes on to give his audiences information on how to access the most productive parts of their brain and bring more clarity, confidence, and creativity (C<sup>3</sup>/The Top Dog Mentality) to life!

**Learning Objectives:** This interactive and skill-based seminar is designed to help participants:

- Understand how we are set up by evolution to live a reactive life.
- Learn how to stop these reactions and escape from the world of the "Underdog" by shifting the way our brain processes information.
- Learn how to move from being "the effect" to becoming "the cause", or becoming more influential in their lives and in the lives of others.

*This satellite broadcast is a follow-up presentation from Dr. Crawford's successful October 2003 Audio Conference, "The People Side of Business... Why DO Smart People do Stupid Things?"*

**To register for this satellite broadcast, contact:**  
Nadine Fred, 972-620-4015 for [nfred@ctn-energy.org](mailto:nfred@ctn-energy.org)  
Mary Landrum, 713-722-8307 or [mlandrum@ctn-energy.org](mailto:mlandrum@ctn-energy.org)