



**BROADCAST**  
**Leadership Development Track**

**Tuesday, June 28, 2005**

**2:00 – 3:00 PM Central Time**

**3:00 – 4:00 PM Eastern Time**

**1:00 – 2:00 PM Mountain Time**

**“Help Me Help You:  
Learning to Ask Not Tell”**



**Featuring: J. O. (Jim) Rodgers,**  
**President of J. O. Rodgers and Associates**  
[www.thediversitycoach.com](http://www.thediversitycoach.com)

*Jim Rodgers, CMC, is in the performance business. He has been a confidential change agent for dozens of leaders at some of America’s “best” companies. Jim has published over 20 articles and delivered more than 50 speeches and has become the leading advocate for using the principles of Managing Differently and inclusion as a strategy to manage complexity, accomplish specific objectives, and improve overall performance.*

**Program Overview:**

In a previous broadcast, Jim introduced seven principles for Managing Differently. These principles are designed to help you get 100% from 100% of your people 100% of the time.

This session focuses on

- Principle 6 – Each employee knows how he/she wants to be treated. If I want to know, I have to ask.
- Principle 7 – Treating people equally and fairly does not mean treating them the same.

Mr. Rodgers will explore the value of preferential treatment and offer examples of the freedom that comes with allowing employees to participate in solving their own problems. Getting 100% (commitment and contribution) only comes when managers ask rather than tell.

**For more information, contact:**  
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**If your company is already a subscriber, you do not need to register.**