

**Leaders in the Following organizations Use the Leadership Talk™**

Besides having lectured about the Leadership Talk at MIT Sloan School of Management, Columbia University, Wake Forest, Villanova, Williams, Middlebury, Brent Filson also brought the methodology to leaders in these organizations: Abbott, Ameritech, Anheuser-Busch, Armstrong World Industries, AT&T, BancOne, BASF, Bell Atlantic, BellSouth, Betz Laboratories, Bose, Bristol-Meyers Squibb, Campbell Sales, Canadian Government, CNA, DuPont, Eaton Corporation, Exelon, First Energy, Ford, General Electric, General Motors, GTE, Hershey Foods, Houghton Mifflin, IBM, Meals-on-Wheels, Merck, Miller Brewing Company, NASA, PaineWebber, Polaroid, Price Waterhouse, Roadway Express, Sears Roebuck, Spalding International, Southern Company, The United Nations, Unilever, UPS, Union Carbide, United Dominion Industries, U.S. Steel, Vermont State Police, Warner Lambert — and more.

**Helping Leaders Achieve Outstanding Results Every Day.**

## **How to Become the Profit-Generating, Inspirational Leader You Were Meant to Be**

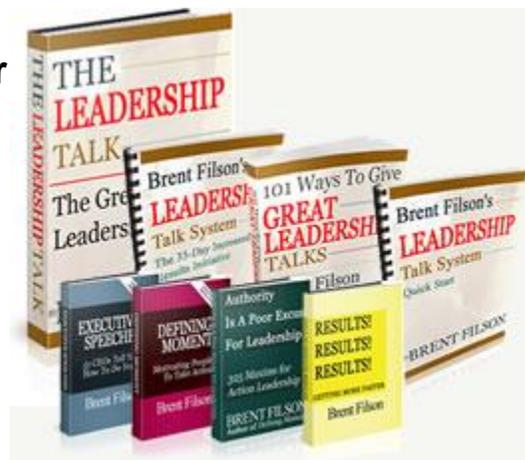
**Propel your career and multiply your profits with the complete collection of all my proven leadership strategies and methodologies.**

Dear Frustrated Leader:

Envision your employees arriving at work Monday mornings as charged up as they are on Friday afternoons.

Can you imagine what that would do for your business?

What if your employees were brimming with new ideas? Challenging each other to exceed your goals? Showed real passion and dedication to a common purpose?



And what if you could cultivate that mind-set day in and day out, year after year for continual results?

Here's another thing: How do you want to spend the rest of YOUR career?

Do you want to be known as the visionary who unlocked the potential of each and every employee? Who earned your team's undying loyalty, respect and admiration?

Would you like to be considered one of your company's (and industry's) most influential leaders credited with its dramatic turnaround and success?

Think it isn't possible? I know better. That's because I've witnessed the most incredible transformations of leaders and organizations large and small around the world.

It is not only possible, but if you alter the way you think about your role, about what it takes to be a great leader, it's well within your reach to convert underperformers to overachievers, reverse your losses and boost performance.

Fact is, if you implement my methodologies, there's just no stopping you. Best of all, you'll actually work less and enjoy your job more.

The difference is you'll be more confident and focused. You'll finally be able to tap your team's talents, inspire them to join your cause, while almost effortlessly increasing productivity and profits.

## **Serious Leaders Needed Only**

My system isn't for everyone. If you don't have the drive, the determination, that special calling to lead... well, maybe it's time to reconsider your career choice.

*"Brent Filson is one of the most talented communicators in the world. If you want to learn to motivate two, two hundred or two thousand people to take action for results, his lectures and seminars are a must!"* —  
Joseph Mancuso, CEO of the Center for Entrepreneurial Management

But if you're ready to take a leap of faith, to step up [Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.] to the challenge and realize your leadership potential, with my system, you'll become the leader you were born to be.

**You'll also be:**

- Working less while racking up results fast0
- Inspiring and motivating people to be your cause leaders
- Accelerating your career in ways you never thought possible
- Leading teams that enthusiastically accept and exceed your goals

*"In my work with many cultures in many countries all over the world during the past two decades, I have encountered myriads of leaders and leadership programs — but Brent's methodologies are really special. He not only focuses on having leaders consistently get actual results (not just talk about getting results); but his methodologies have people become engaged in profoundly human ways. Furthermore, he makes leadership and getting results a true joy!" -- Dr. Jeanne-Marie Col, Dept of Economic & Social Affairs, the United Nations.*

## The Secrets to (Much) Better Leadership

There's really only one difference between you and the greatest of leaders in business, government, and sports: **they** know how to inspire people and motivate them to act.

It sounds simple, but you know it's not. I know it's not. Still, it's something you can do ... I know, because I've studied hundreds, even thousands of great leaders and learned they all shared the same attributes: in one way or the other, whether they knew it or not, they all gave what could be defined as Leadership Talks™.

What is a Leadership Talk™? The answer is one of the most important you will encounter in your career, for it goes right to the heart of your leadership success or failure.

And the answer is simple: the Leadership Talk™ is a transformative means of leadership communication. One way to understand it is to differentiate it from the standard way of such communication, the presentation. Whereas the presentation formats and communicates information, the Leadership Talk™ not only communicates information, it does much more, it helps the leader make motivational connections with the audience so that audience acts to achieve great results.

Think of the transformative impact that would have on your leadership if you were delivering many Leadership Talks™ each day, day in and day out, throughout your present job and for the rest of your career!

Here's the thing: Most people WANT to enjoy their work. They want to feel useful, productive, and valued.

*"Brent Filson's 'Three Trigger Motivational Process' makes the Leadership Talk all the more concrete. I keep and refer to the wallet card frequently to keep me on course. His two-day intensive is a winner!" —Mark Goldman, Office of Career Development and Employee Work Life, NASA Goddard Space Flight Center*

But how can you get a cynical, indifferent workforce—who've stopped believing it's possible to enjoy their current job—to rally around you? What will it take to get them to change their attitudes?

Ordering them to change won't work. Threatening them certainly won't create the rapport you need. And manipulative incentive programs are temporary band-aids—costly too!

**The Leadership Talk™ is a better way—a proven way that includes:**

- replacing those annual mind-numbing presentations and speeches with daily Leadership Talks™ – that motivates people to be ardently committed to supporting you.
- working towards “critical confluence,” the uniting of your needs with those of your team for optimum results
- instilling enthusiasm and motivation, using methods most leaders haven't even considered (though they watch it taking place all around them throughout their careers
- a two-stage call-to-action you have never thought of before that inspires people to act in ways you and they haven't thought possible.

*“Brent Filson doesn't just teach you how to lead. He inspires you to do it!” —Duncan Maxwell Anderson, Senior Editor, Success Magazine.*

Persuading your team to believe in you and your vision is just the first step toward results; but without a subsequent course of action, nothing really changes except their attitudes.

How can you get your team to reverse their now ingrained habit of inertia? What'll it take for your team to abandon their aversion to change? What's got to happen so they'll finally channel their desire for change into action?

Status reports, weekly meetings, shaming them into it won't work. You need a bold new way to kick-start your team for fast results and build momentum for continual performance.

**The Leadership Talk™ offers you new, practical ideas you can put into action right away that include:**

- speeding up results by slowing down, a framework inspired by Albert Einstein's quest for a unified theory of the universe,
- creating an environment for success that ignites initiative and perseverance,
- powerful processes that tap into your audience's deepest emotional triggers,
- ways to unite their needs with your organization's needs to create great achievements on a continual basis.

*“Many thanks, Brent, for your vision, direction and skill. It was a growth experience working with you!” — John Quinn, president of General Electric Plastics, Canada.*

I can't emphasize this last point enough: your team has to believe—beyond a doubt—that you are committed to the long-term success of the team and the company.

## **So what can you do?**

Let me answer that by first showing you why I can help you do it. I'm not a college professor. In fact, I first learned about leadership as a Marine Corps rifle platoon and company commander—an infantry grunt.

So I didn't develop the Leadership Talk™ processes in an ivory tower. Since 1984, when I was brought into Jack Welch's General Electric to boost the leadership effectiveness of its executives, I've been working in the front-line trenches with thousands of leaders worldwide. I've been a grunt in the global marketplace!

My clients are running hard. They've no time to waste. (Sound familiar?) They want to get down to brass tacks immediately. They want what works. Anything else — forget it.

If I didn't get them real results in their very real world, they'd have thrown me out on my ear. Well, I haven't been thrown out—yet. I've always made a commitment to give my clients far more value than what they paid for.

And it's the same for you. I aim to give you outrageous value.

You don't have the time to wade through theory and academic jargon.

You're up to here with "leveraging strengths," "paradigm shifts" and anything "robust"—all you know is you've got to get those results numbers up, those operating costs in line and meet your Board's expectations.

*"The Leadership Talk is right on target! In my many years as an Army officer and later as a manager at GE, I knew that effective and motivating oral communications was one of the major keys to success in making your numbers, motivating very smart professionals, hiring future stars, and 360 communications." – Phil Poe, GE executive*

See the books at the beginning. The Leadership Talk™ processes are detailed in many books and leadership guidebooks. It will take you months and even years to master it.

But you can't spend months and years. You need results now. I've got the answer. Forget about those books now. I've developed a way for you to start right away.

It's called QUICK STARTa: MOTIVATING PEOPLE TO ACT FOR GREAT RESULTS.

You'll jump right into the deep end, whether you can swim or not, and learn as you go. You'll start putting the processes into action in every leadership challenge you face, every day.

You'll work at your own pace, of course. But shortly, you'll be putting together and delivering rudimentary Leadership Talks™.

And take it from me, even a rudimentary Leadership Talk™ is far better than a polished presentation or speech.

Your team will immediately recognize a difference and immediately begin adjusting their own behavior.

## Quick Start gets you: ...

- Tackling each leadership challenge in radically new and productive ways.
- Applying the Leadership Talk's™ basic process, the Three-trigger Motivational Process, to your daily leadership communication activities.
- Transferring your deep believe to your audience so they believe as deeply as you do about the challenge you both face.
- Motivating your audience to be ardently committed to acting on your behalf.
- Analyzing and employing the emotional triggers of your audience to achieve great organizational results.

You'll do this and much more in the Quick Start by developing and delivering a single Leadership Talk™ to a single audience.

The audience you select can be:

- In your job or private life,
- Needed to achieve important results,
- One person or many people,
- Your boss, a colleague(s) or a person or people who report to you,
- Someone you eventually want to be your cause leader.
- Involved in a crucial challenge facing you now.

You'll be shown how to deliver the Leadership Talk™ for great results.

I can't emphasize this too much! **In the process of giving a Leadership Talk™ to your selected audience, you will absolutely change what you say. What you will say to**

*"Brent Filson knows how to help leaders get results! His programs are proven in a variety of settings, including industry, government, nonprofit, and the military, proving that the way he practices, teaches and coaches leadership can work for any organization willing to invest the time and energy to influence its people to produce at their highest productivity levels." -- Joe Javorski, Director, Worldwide Staffing, Analog Devices.*

*"I utilized Brent Filson's Leadership Talk initiatives to motivate police officers to perform their duties at a higher level and to be engaged positively with individuals in the community we protect & serve. During my 16 years as a police officer, I know that community support is one of the most important assets a police officer can have. Brent's methodologies can be applied to a broad range of professions & professionals. Exceptional!"—Joseph Bartlett, Patrol Sergeant, Rutland Police Department*

**that audience once you learn the basics of the Leadership Talk™ will be much different and more effective than what you would have said if you had not known the processes.**

This is so important that I must couple it with a word of caution: If you don't fundamentally change what you say after applying the Quick Start processes to your audience, you should re-consider your commitment to the Leadership Talk™.

Your audience may not be the right one at this moment; you may have misapplied the Three-trigger Motivational Process; or you may have figured out another way to get results. In these cases, you may want to select another audience and re-apply the processes to that audience.

On the other hand, those who do not change what they say having gone through their initial application of the processes may decide the Leadership Talk™ journey is not for them. The Leadership Talk™ is not for everyone. Let's not waste your time.

Know too that Quick Start is only the beginning. This one Leadership Talk™ you develop and deliver through Quick Start is meant to put you on a career-long journey in which you apply the processes many times daily to many different audiences.

My guarantee is that the time spent will be rewarded many times over in your becoming a far more effective leader who achieves continual increases in hard, measured results

*"The interesting thing about Brent Filson's Leadership Talk methodologies is that they recast the way you think about things; and on a deep and powerful and gentle way, they change the way you do your job." — Laura Arling, General Director of New Business, John Hancock*

Armed with what you learned in Quick Start, there is much more for you to absorb, more ways to improve your leadership and its results-producing activities, more to experience and to grow from.

Now in fundamentally changing what you say, you may be repeating what many hundreds of leaders report when first learning the processes, that they wish they had come upon the processes much earlier in their career, for they see they have been saying the wrong things to people – thinking all the time they were the right things!

After all, most leaders spend their careers getting a fraction of the results they are capable of so coming up short in their jobs and careers because they are saying the wrong things.

**Quick Start will have you too realize you have been saying the wrong things in your leadership interactions!**

But the important thing is that now you understand the right things to say, going forward in your activities, you are going to say them!

And there's more! Changing what you say means your relationship with the audience has become more effective, since your audience will change what they do in more positive ways in achieving results.

Most importantly, changing what you say once with your Quick-Start, selected audience can lead to your changing what you say many times.

The Leadership Talk™ is a game changer! Powerful though such a descriptor is, it hardly begins to characterize the formidable transformations the Leadership Talk™ will make in your job and your life!

*"The term 'leadership' means different things to different people. Brent's approach to the Leadership Talk is very specific and can be a powerful tool to obtain specific results. I have applied his tools and techniques in multiple companies and on multiple continents and found universal results. In my latest assignment, I applied his principles to help improve operating margin by over 30 margin points" -- Paul Conroy, Business General Manager - Honeywell Europe*

## Okay, So What's The Cost For This Incredible Resource?

**Priceless.** Look at it this way: the difference between successful and unsuccessful people is simple. Successful people can motivate others to do what they want. **What would it be worth to you to have the greatest motivational tool of all?**

**What would it be worth to your job performance and your career advancement?**

Motivate your boss, your employees, your colleagues, clients, customers, boards of directors, committees you head or serve—even your teen-age son or daughter (maybe!). Imagine! Honestly, this system could easily sell for thousands of dollars.

**I charge \$5,000 dollars a day to teach the Leadership Talk™ to my corporation clients. In the coming year, I will be charging \$10,000 dollars a day!** And companies gladly pay it, because I guarantee them hard, measured increases in results—results far beyond what they are getting, results they can't get without the Leadership Talk™.

In fact, with each corporate leader I have a \$50,000 guarantee. If he/she doesn't achieve at least \$50K increases in hard, measured results, using Leadership Talks™, I waive my fees. And in all the decades of teaching Leadership Talks™ not one leader has failed to reach that goal. That's how powerful the Leadership Talk™ is!

**The Quick Start incorporates precisely what I teach to leaders in top corporations!**

So, you're getting many thousands of dollars' worth of value learning about the Leadership Talk™. But I'm not going to charge you anywhere near that amount or even my minimum project price.

In fact, your total investment for the Leadership Talk™ system is just \$500.00.

That's right, just \$500.00 to learn how to become the leader you've always wanted to be. Considering the impact Leadership Talks™ will have on your job and career—well, you do the math!

Mind you, the average cost of a master's degree in business runs from \$30,000 to \$120,000 depending on the university and the program.

*"Over the past several years I have witnessed Brent Filson apply his Leadership Talk to members of our state's nonprofit and government organizations. The application of his seminars converted managers into leaders in a matter of weeks---by no means an easy task but one that Brent Filson was willing to undertake." Brent's audience was, "the tip of the iceberg." We need more Brent Filson's carrying out the Leadership Talk." Don Keelan, CPA and advisor to Vermont's nonprofit community.*

And I have found that many leaders with highfalutin degrees can't lead well enough to reach their full potential.

The Leadership Talk™ cuts through all the rigamarole of theory and guesswork and case studies and systems analysis – which can be tremendously expensive. It will provide you with those critical few, proven processes that when executed continually will be a daily realization of what priceless means.

## **So What's The Catch? Why Am I Practically Giving This System Away?**

**The answer is simple:** my personal crusade to help people enjoy their jobs more and make the world a better place.

Remember, I've worked with a lot of top corporations. My company, **The Filson Leadership Group, Inc.**, will continue to consult with companies who need my help.

Not to sound immodest, but I truly believe the **Leadership Talk™** is too valuable to the economic future of the world to be available just to major corporations alone.

Employees of top companies have enjoyed tremendous benefits from the **Leadership Talk™**. I want those of you with more modest budgets to have the same advantages.

I'm sharing the **Leadership Talk™** with the world, and you can be part of this exciting, revolutionary new leadership movement.

*"You've done a great job working with our executives during our sales, marketing, technology and manufacturing meetings, Brent. In getting to the heart of the objectives and needs of every one of our divisions, you've helped our executives become much better communicators and leaders and helped the businesses get more results." —Helen Casey, General Electric Meeting Planner*

In years to come, when leaders have a communication to make, they will not say, "I'm going give a presentation;" they will say instead, "I'm going to give a Leadership Talk™. They will know that replacing their traditional presentation with a much more effective Leadership Talk™ is a no-brainer. The Leadership Talk™ will change the culture for the better of every organization where it is extensively used.

## ***My 30 Day Guarantee!***

Try my Quick Start for 30 days. If you don't feel that it will help you become the leader you've always wanted to be, ask for a complete refund. Of course, getting a refund will preclude you from being a part of the Leadership Talk™ online community, get the wallet cards, the additional Leadership Talk™ books and leadership guidebooks so you can sustain the Leadership Talk™ way throughout your entire career. But if the Leadership Talk™ is not for you, why waste your time? The course, its templates, and the downloaded books are yours, of course. That's how confident I am that you will find my system the solution you need.

Don't give presentations – give Leadership Talks™!

Sincerely,



**Brent Filson**  
**Founder & President**

The Filson Leadership Group, Inc.

"For 35 years, boosting the skills of leaders worldwide."

[www.brentfilson.com](http://www.brentfilson.com)

[www.brentfilsonbooks.com](http://www.brentfilsonbooks.com)

[www.theleadershiptalk.com](http://www.theleadershiptalk.com)

**[Order Now! >>](#)**

**P.S.** Won't continuing the same way you're going get the same results? What I'm offering is the easiest, most risk-free way to try the Leadership Talk™ so you multiply your profits and skyrocket your career.

**P.P.S.** This introductory Internet price of \$500.00 won't be available much longer. Don't miss out on the chance to grab Quick Start for the lowest price it will ever be offered. Soon, the price will double and next year triple. I'm offering the low price to get a critical mass of leaders around the world using the Leadership Talk™.

*“Brent gave seminars on the Leadership Talk to professionals, students, and entrepreneurs alike in Los Angeles. Afterwards, the participants expanded the Leadership Talk principles and processes to other groups around the area with great success. Brent’s brilliant, yet simple approach to leadership met with rave reviews from everyone. It left them wanting more! On a personal level, the core principle of the leadership talk that I embraced has allowed me to continuously evolve in my career but more importantly I have grown spiritually. Brent’s unassuming manner puts his students at ease and meets them where they are and takes them several levels higher in their knowledge, expectations, job/career vision, and results.” -- Sam Hashizu, Takenaga, Hashizu, Jay & Co., Certified Public Accountants.*

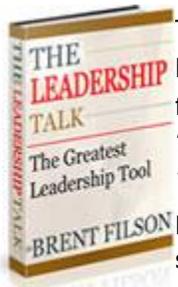
As I said, the books and leadership guidebooks shown above come not with the Quick Start but the Long-Haul, which you can purchase separately after you have given many Leadership Talks™ and are comfortable with the basic processes.

Showing those materials was my way of demonstrating the depth and scope of the Leadership Talk™.

I’m not offering those now because in the early stages of learning how to develop and deliver Leadership Talks™. I don’t want you drinking out of a fire hose of information! .

With the Quick Start course, you will receive:

- [The Leadership Talk: The Greatest Leadership Tool](#)



There’s no other leadership book like it. It represents the culmination of hours and hours of my work with thousands of leaders of all ranks and functions worldwide for more than 20 years.

**The Leadership Talk: The Greatest Leadership Tool, “Best Book of the Year,”** national award, conveys not only how to motivate people to get results, but precisely how to **keep** them motivated, day in and day out, and powerful, practical steps for linking that motivation to continual increases in results.

## 2. [101 Ways To Give Great Leadership Talks](#)



Expand and deepen your knowledge and application of the Leadership Talk throughout your entire career.

You’ll get practical tips on giving Leadership Talks under all circumstances and in all environments. This book is intended as a companion to The Leadership Talk: The Greatest Leadership Tool.

Put it in your pocket for easy portability and handy reference.

*"In a 360-degree process that I went through three years ago, my peers recommended that I get out in front of audiences more often. They suggested to me that I had good ideas but I needed to share them. I worked through Brent's methodology and it changed my approach completely. What he teaches is simple yet profound in its implications. We need to motivate people to choose to be our cause leaders, not have people simply do things. Instead of telling people what you know and want them to do, we need to understand their motivation, tap their emotion, and enlist them as cause leaders to share a dream. I keep Brent's card in my wallet to remind me of the steps in the process. Every Leadership Talk that I give follows this process. I recently used this process to enlist the support in a campaign for corporate giving. As a result, we increased the employee participation and realized an increase in the giving rate per employee by 10%. His approach had a positive impact on the results."* —David Goodnight, Vice President, Asia/Pacific & Latin America, Lexmark International

*"Your leadership classes are one of the highlights of my professional career! I still talk about my defining moment! It will be with me always because of you. Blessings!"* Gael Hanaeur, Director, Human Resources, Sears Roebuck & Company

*"I would like to take this moment and thank you from the bottom of my heart for allowing the retreat to be exposed in our world.... God bless you all ... it has been an experience that will be with me and I will always be grateful for. My meeting this past week with QVC and infomercial owners was always with the thought of Brent's teachings' in mind. It made a world of difference and my focus was certainly genuinely on how can I support the success of these people with the information and product that I supply. It's an honor to be a part of your*

*"There's no doubt, Brent, that your program was one of my professional defining moments."* ----Lee Feinberg, Senior Vice President, UBS Financial Services.

*"Brent Filson's leadership methodologies continue to be foremost in helping me get far more results at our power generating organization- and get those results in the best possible ways, by establishing an environment by which people at all levels are continually motivated to do their best."* —Ashton Harrilal, Supervisor, Powergen, Trinidad, West Indies.