

**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.

**Don't Make the One Big Mistake That Can Cost You Hundreds of Thousands of Dollars (If Not Millions) Over the Length of Your Career.**

**Most leaders make this career-killing mistake – and they don't even know they are making it!**

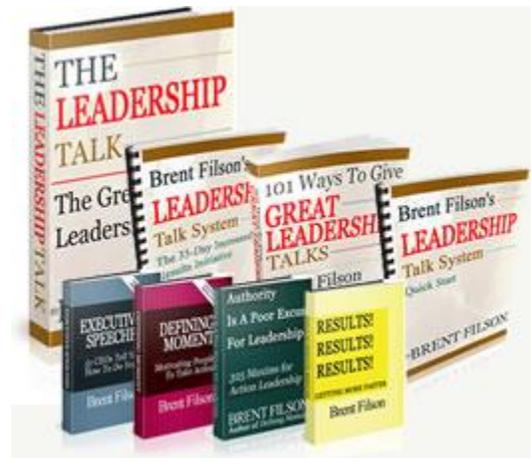
Dear Leader:

Your career is one of the most important dynamics in your life. It determines your economic status.

It establishes your relationships with family, friends, and community. It greatly influences your happiness – or lack thereof. You may be asking,

- Am I doing well in my career?
- How can I do better?
- Am I in the right career?
- Should I change careers?

That's why this mistake can be one of the worst you make in your life!



Once you realize the mistake and rectify it, you will not only outshine other leaders, but you will have a much more rewarding career.

The mistake I'm talking about is grounded in the essence of leadership.

To understand the mistake, you must first understand that essence. Working with thousands of leaders worldwide in all kinds of organizations, I've found most leaders fail in this understanding.

In fact, without knowing this essence, you can't fully appreciate the mistake and how to rectify it.

The word "leadership" comes from an Old Norse word meaning "To make go."

Many leaders I've encountered spend their entire careers not understanding who makes what go? Because of this misunderstanding they fail. I'm not saying they don't do well in their jobs and careers. Many of them do very well, become high ranking leaders. But I am saying they don't do as well as they could and should! That's failure! What a tragedy! What wasted talent!

The mistake can be rectified with a clarifying vision of leadership that for decades has been manifested through my practical processes by leaders of all ranks and functions.

That vision can be described first with a principle then a process.

The principle is, that leaders do nothing more important than have people achieve results. Note that word "have." They don't order, they don't force. The passive word "have" has tremendous force. And the best way leaders have people get results is not to order them but have them want to get those results. Instilling "want to" in people should be the leader's primary way of achieving results.

The process manifests the vision many times daily, day in and day out, month in and month out, year in and year out.

It's the Leadership Talk™. And the Leadership Talk™ is a key factor in rectifying the mistake.

Look at it this way: Presentations format and communicate information. Leadership Talks™ do that, but they also do something more: they motivate people to act achieve great results.

When leaders replace their traditional presentations with Leadership Talks™, they become far more effective.

**HERE'S THE BIG MISTAKE!**

It is simply a mistake of not seeing the future in the present.

What does this mean? What does the future have to do with the present of your leadership? A lot, as it turns out.

And leaders who don't know this are making a job and career-damaging mistake.

To understand this present/future dynamic, let's first examine the present in terms of your leadership.

That present is a combination of many things, among which are:

- the immediate challenge,
- your skills,
- your audience,
- your goals,
- your mental state,
- the urgency, or lack thereof, of the challenge.

And what's the future? There's a meme, "Start with the end in mind" that is often used in leadership activities, but what I'm talking about is different and more effective.

The future I'm talking about has no end. That future encompasses your lifetime – your one career or your many careers as well as your life after your careers.

Why is this important for the present?

Without a future in the present, the present lacks dimension, direction, and deep meaning. Embedded in your present activities should be your vision for your future.

If you don't understand where you are going, or you don't know or care, your job performance and ultimately career will suffer.

This is not academic claptrap. This goes right to the heart of your leadership activities achieving continual increases in hard, measured results.

The perfect example of a dynamic present/future integration is the Preamble of the Constitution.

"We the People of the United States, in order to form a more perfect Union, establish Justice, ensure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America."

In those simple words, a blessed future is united with a beautifully animated present to create a timeless imperative that has inspired generations around the world.

Another example from today is Jeff Bezos, founder of Amazon. Amazon grew by establishing a culture of extraordinary commitment to present/future mindset. In the company's 1997 shareholder letter, Bezos said, "Because of our emphasis on the long-term, we may make decisions and weigh trade-offs differently than some companies." Later, he said, "In whatever you are undertaking now, always take a long-term view. Lean into the future. Think about the great expanse of time ahead of you and plan for that."

Make the same commitment in your leadership activities. Be clearly conscious of making the future live in all your present activities.

How do you instill vision, direction, commitment into your daily leadership activities? After all, don't you have enough trouble working on present problems? Wouldn't you be distracted from fully focusing on what you are facing now? Won't such a mindset make you less effective?

The answer is you will be less effective in you *don't*!

Here is a way to establish the future in the present. Ask: Where do I want my organization and me to be, let's say, in 15 years? Bring the factors of your answer into what you are doing now.

HOW are you going to integrate those factors with the present? Formulating HOW is one of the most important parts of your present/future focus. The good news is you don't have to do extensive research and analysis. You don't have to make fundamental recalibrations in the way you think and act about leadership.

HOW is already here for you! Employing four decades of work with leaders of all ranks and functions worldwide, I have developed it for you.

There is no better way to live the Leadership Talk™ present/future reality than through my Long-Haul course.

The Long-Haul brings the future into the present by continually infusing the present Leadership Talk™ activities with the best of what you want your future to hold.

You will get:

- The full complement of the eight audience needs questions (Quick Start only had three.) that will enable you to make a deep dive into those needs and consequently into the people's motivational triggers. The result is your harvesting rich motivational material otherwise unavailable and so engage in constructive relationships in your job and personal life for years to come.
- A Leadership Talk™ tool, the Defining Moment. One of the most effective, results-producing, leadership tools you will ever encounter. Yet few leaders know about it. The Defining Moment will help you transfer your motivation regarding the challenge you face to your audience, so they become as motivated as you are in dealing with that challenge! You'll also find the Defining Moment helps you craft motivational leadership strategies that enable you and your organization to achieve big increases in results over the long haul.
- Ways to give interactive Leadership Talks™. Since most of your leadership interactions are not simply about you speaking and the people listening but instead involve a give-and-take, the tips on how to give interactive Talks™ will boost your leadership skills to higher levels of effectiveness. Following these tips, you'll become a master at give-and-take and will improve dramatically in years to come.
- How to pull a productive reversal by having your audience give you *your* Leadership Talk™. As you continually give Leadership Talks,™ you will find that often your most effective Talks™ happen when you set up a situation in which they give you your Talk™. The Leadership Talk™ they give you will likely turn out to be more of a results-producer than the one you would have given them. Imagine being the leader who by speaking less and listening more gets a lot more results. This is a career-transforming process.
- The Motivational Elements that arise in every leadership challenge. Every challenge you face will have an emotional dimension. Most leaders miss this dimension or wrongly perceive it. The Motivational Elements will have you not only identifying the emotion in the issue but use that emotion for your great, communication benefit. The Motivational Elements will be your results-partner in whatever job you undertake throughout your entire career(s).
- Teaching the Leadership Talk™. One of the best ways to advance your Leadership Talk™ skills is to teach its processes to others. You will learn tips on how to impart the processes to others in

the quickest most efficient ways – thus saturating your organization with leaders consistently giving Leadership Talks™. Such saturated organizations are exceptionally competitive both short and long term.

- The listening Leadership Talk™. Sometimes the best Leadership Talk™ you give is not when you speak but when you *listen*. Making this listening happen can be one of your most effective communication techniques you apply many times daily for years.
- How to use the Leadership Talk™ wallet card (which comes with the Long-Haul) many times daily. In an airport, I bumped into a leader who had taken my course a dozen years before. He pulled out Leadership Talk™ wallet card that came with the course and said he has used the card every day to help him give Leadership Talks™. You will keep and use this card over the long term.
- Access to the Leadership Talk™ online community where you will share your leadership communications challenges with other Leadership Talk™ devotees. This cross-fertilization of best practices will enhance your skills like no other venue.

## Okay, So What's the Cost for This Career-time, Life-time Resource?

- *for you to achieve far more results now in your present job and for the rest of your career(s) in whatever jobs you undertake? Far more results than if you had not taken up the Leadership Talk™ and the Long-Haul?*
- *To get promotions and other productive career advances you might not otherwise achieve?*
- *be viewed as more of a success by your family, friends, colleagues, board of directors, and community?*
- *to have the self-satisfaction of continual leadership achievement.*
- *to have more satisfying and productive relations with people and thus more interesting moments throughout your career.*

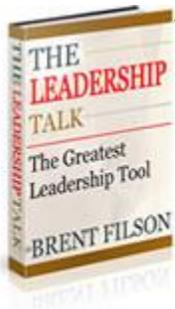
**Your total investment for the Long-Haul Leadership Talk™ System is just \$950.00.**

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 for you to make that happen many times daily, day in and day out for your entire career(s)?**

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. And leaders who have taken such programs report to me that they are far less effective in achieving a continuous stream of increases in results than my Leadership Talk™ processes.

With the Long-Haul Course, you get:

### 1. The Leadership Talk: The Greatest Leadership Tool

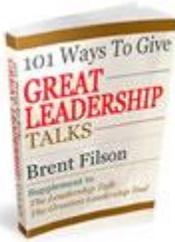


There's no other leadership book like it. It represents the culmination of hours and hours of my work with thousands of leaders of all ranks and functions worldwide for more than 20 years.

**The Leadership Talk: The Greatest Leadership Tool** 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.

**(A \$24.95 value—FREE)**

## 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.

**(An \$8.95 value—free)**

## 3. Executive Speeches: 51 CEOs Tell You How To Do Yours



This book is a result of my interviews with 51 CEOs of successful companies across the U.S. on what worked for them in preparing and delivering speeches—not only formal speeches to large audiences, but those informal talks to small groups of people.

**But I didn't stop there.**

I also packed the book with lessons learned from interviewing scores of other U.S. executives, as well as a number of the best speech writers and communication specialists.

Don't confuse this with your typical book on public speaking. It's packed with proven techniques employed by some of the most successful executive communicators in the country.

***"Brent Filson has put together a treasure trove of anecdotes and quotes that you can borrow and use..."***

"It wouldn't hurt if more corporate executives read this book before they stand up in front of an audience. Here is sound and sophisticated advice on the art of public persuasion, culled from the front-line experience of real-life CEOs. Brent Filson has put together a treasure trove of anecdotes and quotes that you can borrow and use .... "

*— Thomas H. Kean, Former Governor of New Jersey*

**(A \$49.50 value—yours FREE!)**

**4. Quick Speech.** Whenever you have to give a talk, break out this template, fill in the blanks for a quick and easy way to develop and deliver that speech.

Don't get me wrong: just because I say the Leadership Talk is a far more powerful communication tool than speeches, doesn't mean you should never give speeches.

And another thing; there are many aspects of the speech that you can adapt to your Leadership Talk. So by all means, learn the speech, especially the way it's taught in the book and supplement.

**(A \$250 value – FREE)**

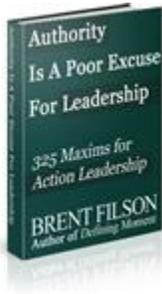
### ***"Thoughtful, Insightful, Practical "***

"Not for executives only! Whatever cause, policy or product you promote, this book can help you succeed. Thoughtful. Insightful. Practical. Readable."

— **Dr. Kathryn Clarenbach**

**co-founder of NOW, the National Organization for Women**

#### **#4. Authority is a Poor Excuse for Leadership**



Maxims or mottos have an illustrious place in the annals of leadership history.

Applying the less-is-more principle of expression, maxims use our intuitive knowledge to trigger action, guide behavior, and promote values.

Maxims can be especially important in these times of sharpened competitiveness when traditional order-giving models of leadership are being replaced with a new kind of leadership that is more effective in highly competitive, fast-changing circumstances.

**(A \$24.50 value—FREE)**

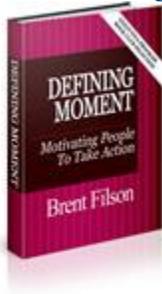
### ***"Become Inspired! "***

"Brent Filson doesn't just teach you how to lead. He inspires you to do it!"

- **Duncan Anderson**

**"Success" magazine**

#### **5. Defining Moment: Motivating People to Take Action**



Leaders should do nothing more important than motivate people to take action to achieve results.

Plain speech triggers action. These propositions are the pillars of the Defining Moment. This book offers a practical guide to preparing and delivering talks that motivate people to take action for results.

But that's not all. Since leaders must speak effectively to lead effectively, you'll also get a blueprint for a new kind of leadership - an "action leader, " who doesn't give orders, but who knows how to motivate people to take the initiative.

You'll learn the secrets of motivation and action. It's a great companion to the Leadership Talk.

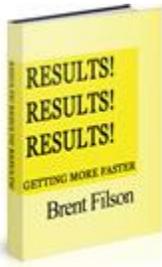
**(A \$39.50 value—FREE)**

### ***"Attention Grabbing, Inspiring, a riveting read"***

"Brent Filson has staged a leadership coup. He's written a guide to grabbing attention and inspiring action that's a riveting read from start to finish. Defining Moment is enlivened by history, steered by practical strategy, and inspired by a clear vision of the leader's calling."

-**Duncan Maxwell Anderson**

**Senior Editor, SUCCESS magazine**



## 6. Results! Results! Results! Getting More Faster

Discover my **"Results Process"** - an 8 -step, systematic method for achieving the Leadership Talk's fundamental premise, "More results, faster results, and 'more, faster' on a continual basis".

The "Results Process" begins with the SAMMER Test—an incredibly effective tool that helps you define the right results and continues through a "cascading of cause leaders," to help multiply your results at increasingly higher levels.

With this book, you can steadily increase the effectiveness of your leadership and the skills of your cause leaders.

**(A \$42.50 value—FREE)**

### ***"Brent changes the way you do your job "***

"Brent Filson's leadership methods recast the way you think about things; in a deep, powerful, gentle way, they change the way you do your job.."

— *Laura Arling*

*General Director of New Business, John Hancock*

**ALSO: These two critical papers can help you rapidly and vigorously boost your leadership effectiveness.**

### **[7. Fifty-one Ways to Turn Action into Results](#)**

### **[8. 7 Steps to Leadership Mastery](#)**

### ***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. 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™ Long-Haul System so you multiply your profits and skyrocket your career.

**P.P.S.** This introductory Internet price of \$950.00 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.*

If you haven't purchased the Quick Start and want more information on it, go here:

<https://www.brentfilson.com/files/135515570.pdf>