

*Cutting-edge, innovative one-day, internal seminar for executives, managers, and teams*

## **“FEAR ERODES PROFITS:**

**Engage Employees, Reduce Fear,  
Build Trust, & Impact your Bottom Line!”**

*Provocative, full of discovery, timely, practical and applicable!*

**“There is such incredible fear that people are just locking up.”**

*David Cote, CEO, Honeywell*

**“Fear drives seemingly rational behaviors that end up being extremely costly to both the organization and the individuals themselves.”**

*Harry Artinian, SVP, Finance, McCann Worldgroup*

With unemployment over 10% and a fragile global economy, fear is running rampant.

### **Common fears are:**

- losing your job or wondering if you can find a new one,
- the unknown and change,
- making mistakes,
- and hundreds of others.

Fear is paralyzing individuals; crippling risk-taking, decision-making, and productivity in organizations; eroding profits, and impacting the bottom line.

### **Engage employees, build trust, and reduce fear and you can:**

- increase creativity, innovation, and communication,
- reduce stress, chaos, and complexity, and
- improve productivity and profits, and grow your business.

### **You will learn how to:**

- Identify and reduce the devastating fears that distract employees from achieving increased growth, revenues & profits;
- Identify the metrics that limit productivity and hinder you from improving processes that save costs and increase revenues;
- Create a dynamic, flexible systems thinking Plan to achieve profitable growth.

## **Marcia Daszko & Associates**

*20 years experience delivering hundreds of internal/public*

*“Reducing Fear and Building Trust” seminars and keynote speeches  
for Fortune 500 corporations, private companies, agencies, and non-profits.*

*We can help you effectively engage with your employees for a more productive organization!*

**Contact us today to schedule a workshop for your executives, managers, and teams!**

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