

**SURVIVAL IS OPTIONAL:
FIVE REVOLUTIONARY NUGGETS TO CATAPULT YOUR BUSINESS**

Our world is abruptly changing. What worked in the past is not innovative enough for the future. Learn the 5 inter-dependent nuggets that will be more effective!

VALUE! Leaders and teams will learn to *think different* to:

- STOP “best practices” that are internally harming or destroying organizations;
- START new practices to significantly increase collaboration, creativity, & results;
- Create strategies that link to projects that achieve your desired goals;
- Lead the organization to **optimize & transform** it, the foundation for growth.

IF YOU ARE EXPERIENCING:

- Too much chaos, pressure, complexity (i.e. waste) and less productivity;
- More insurmountable challenges, disruptive change, and initiative overload;
- Less quality, creativity and collaboration;
- Tougher competition and significantly lower stock prices;
- Goals and results not realized soon enough;
- More demanding, but less satisfied customers

BRING THIS PROGRAM TO YOUR MANAGERS AND TEAMS TO:

- Identify the barriers to more success so you can remove them;
- Learn how to focus, prioritize and engage all employees for better productivity;
- Assess current bottlenecks; Learn concepts to apply to critical business decisions.

**CALL TODAY (408) 247-7757
TO SCHEDULE YOUR 3-HOUR WORKSHOP**

ABOUT THE PRESENTER

Marcia’s magic is that in each situation she finds a way to release the client’s own power to fulfill their highest potential and purpose. She guides leaders in their strategic thinking, planning and implementation. She helps leaders challenge their current thinking, align their actions with their passions, and generate a culture of learning that will culminate in new systems, structures, processes, and relationships for getting the work done and the results achieved—like never before. Guiding transformative, adaptive change is Marcia’s passion.

Marcia is a keynote speaker at conferences and facilitates and teaches at executive retreats. A protégé of Dr. W. Edwards Deming, she founded two Deming User Groups and assisted at 20 of the late Dr. W. Edwards Deming’s renowned 4-day seminars. She has taught Graduate management classes at UC-Berkeley, Fordham Univ. and SJSU. She is the author of the book, *Survival Is Optional*, to be published in 2011 and has contributed a chapter on leadership in the book: *Organizational Project Management*, published in 2010.



**ORGANIZATIONAL
PROJECT MANAGEMENT**

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Marcia Daszko & Associates is a strategy and innovation company that works with executives to help them transform their organizations through times of disruptive change. Marcia has advised executives and managers in Apple, AT&T, Boeing, Applied Materials, Cisco, HP, Intel, ITT, Nextel, PBS, Pepsi, and the U.S. Navy. An educator, non-profit co-founder, and author, Marcia’s passion is helping leaders focus on creating rapid, sustainable growth & healthy workplaces. She is also a frequent keynote corporate & conference speaker