



Doug Smart CSP

www.DougSmart.com ~ Contact Doug directly at Doug@DougSmart.com

Doug Smart, CSP

*Certified Speaking Professional,
Author and "Assessment Pro"*

Doug is an expert at helping individuals and organizations identify and maximize their strengths so they can reach their toughest goals smarter, faster and easier. He has presented 2,000 programs around the world. He is the author/co-author of 25 books. For 3 years Doug hosted the motivational radio show, *Smarter by the Minute*. CSP is *Certified Speaking Professional*, an honor held by less than 9% of the 4,000 members of the National Speaker's Association.

Organizations that have Benefited from Doug Smart

- AT&T
- Coca-Cola
- FedEx
- IBM
- Kraft Foods
- Lexus USA
- Marriott Hotels
- NASA
- Retail Lumber Assoc.
- RV Dealers Assoc.
- Wachovia Bank
- Wal-Mart

Clients Have Something to Say

Our sales are up nearly \$3,000,000 since we started working with you last year. You showed us how to get the right people in the right places. " Wayne Lynn, President, Belk Printing Technologies

"Doug is the best trainer Miller has ever brought on site. That's saying a lot."

- Edie Butler, HR Dir., Miller Brewing Company

"This was the best educational program in our Association's history. Our delegates were WOWed by Doug's three presentations."

- Trish Foshee, American Bus Association

Our team had a senior management meeting this week and several of our team members quoted Doug Smart! It's great when a year after a presentation a group references the material.

I kept hearing, 'It's like Doug Smart said!'"

-- Angela Keglovich, Sodexo School Services

New How to Take the Gamble Out of Hiring Managers, Directors & Leaders...so that You Have a Blue Chip, Championship Level, Leadership Team that Never Quits

*For business owners , CEOs, executives & other leaders who make hiring, firing and promotion decisions.
This program is available in keynote, breakout, half or full day formats*

"Good employees make you rich. Bad employees cost you a fortune." - Doug Smart

Have you ever hired or promoted a management level person who failed to live up to your expectations? If you replace them, can you guarantee you'll get better people? Yes! Based on *new, scientifically validated research*, you'll get a new system so you can learn...

- ✓ How to identify diamonds in the rough while simultaneously safeguarding yourself so a bad apple doesn't disrupt your goals, customers or put you out of business.
- ✓ How to spot trouble BEFORE it becomes obvious or expensive
- ✓ How to keep your organization from falling prey to skilled manipulators who harbor hidden attitudes and agendas
- ✓ How to avoid the unseen mistake most people make in interviews.

Note: Interviews — even a multiple interview process — are typically flawed if you don't know what to ask or look for

- ✓ How to positively identify the combination of behaviors, motivators and natural talents that are right for BOTH the job and your organization's culture. For example, a top performing VP of Sales at your competitor might choke in your company's culture. Vice versa, an under-performer at a competitor could unleash her inner champion in your company's culture. Learn how to spot the difference—early!

PLUS! Learn how to reduce exposure to legal problems by injecting greater objectivity into your selection process.



Did you know 40% to 50% of people are unmotivated by their jobs, according to the U.S. Department of Labor? It happens to executives and managers, too. If you hire even one of these people, it will cost you a fortune. Now's the time to learn how to safeguard your business.

