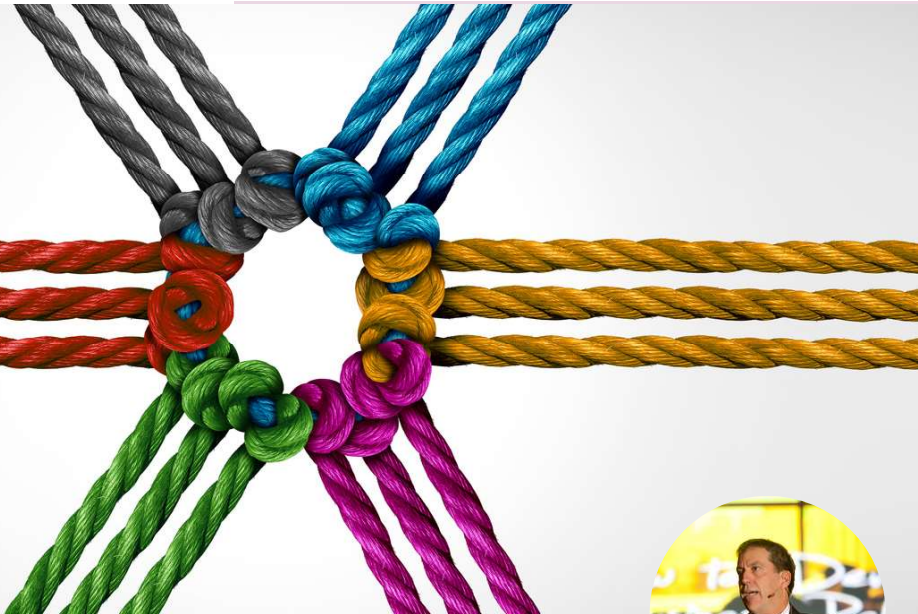




The Trust Connection

Monday, September 30, 2024

The Wisconsin Club
900 West Wisconsin Avenue
Milwaukee, WI 53233



The Trust Connection

Key Takeaways:

1. How to gain trust in the first 4 minutes.
2. How to communicate in a way that best motivates people.
3. How to get people to retain more in half the time.
4. How to praise and correct performance without losing it.
5. Interviewing and selection. How to determine when people are telling the truth.
6. How to convert naysayers into champions of your ideas.
7. The 12 most persuasive words to gain attention and retention.

Who Should Attend

GMs/COOs, Club Managers, and all Department Managers, guests welcome.

Attire: Business Casual

Credits: (1.5) Chapter Credits and (1) AA Credit

REGISTER:

ForeTees Mobile App | wisconsinmaa.org | kathy@wisconsinmaa.org

\$50 per person

Attire: Business Casual (no denim please)

Virtual Option, must pre-register [HERE](#). \$25 per person

Dr. Kerry Johnson "America's Business Psychologist"



Kerry L. Johnson, MBA, Ph.D. is an internationally known author and speaker. He speaks on such topics as "Marketing to the Affluent" and "Peak Performance" He has taught at Harvard, Oxford, and Purdue universities.

Kerry currently writes monthly for fifteen national sales and management magazines whose editors have dubbed him "The Nation's Business Psychologist." He is the author of 17 best-selling books including,

In 1980, Kerry was a stock broker with Kidder Peabody.

In the 1970's, Kerry spent two years competing on the International Grand Prix Tennis Tour. Kerry was also recognized by the U.S. Jaycees as one of the Most Outstanding Men in America.

Specialties: Best Selling Author, Award Winning Speaker, Business Coach.

AGENDA

Monday, September 30, 2024

- | | |
|------------|--------------------------|
| 10:00 a.m. | Arrivals |
| 10:30 a.m. | The Trust Connection |
| 12:00 p.m. | Business Meeting & Lunch |
| 1:00 p.m. | Conclusion |