



# Michael W. Mercer, Ph.D.

Keynote Speaker • Management & Leadership Expert

## Presentation Outline

### SECRETS OF LEADERS in AMERICA'S BEST-RUN COMPANIES

From his years of consulting to corporate executives and doing in-depth research, Dr. Michael W. Mercer discovered qualities of America's finest executives and managers. Each one of them led organizational change that produced \$10-million - \$1-billion in *profit improvement*.

These people are leaders in America's best-run companies, including IBM, Harley-Davidson, The Ritz-Carlton Hotel Company, Intuit, Mondavi, VF Corporation, Excell Global Services, and Outback Steakhouse, Inc. He even had the leaders fill-out his *Abilities & Behavior Forecaster™* test -- which normally is used by companies to test job candidates.

From all his consulting and research, he discovered the amazing qualities of absolutely fabulous leaders. Dr. Mercer is the author of several books, including *Absolutely Fabulous Organizational Change™: Strategies for Success from America's Best-Run Companies*.

During Dr. Mercer's presentation, you discover information to model yourself after leaders who have track records that prove they are the best of the best.

- ◆ Fascinating research & consulting uncovers secrets of leaders at America's best-run companies
- ◆ 12 qualities exhibited by America's most outstanding corporate leaders
- ◆ Test scores revealing the real personalities & intelligence of these fabulous executives & managers
- ◆ 8 amazing examples of these leaders
- ◆ 2 methods leaders use to go over, under, around or through critics & doubters
- ◆ Which people do these amazing leaders admire the most -- & why
- ◆ 5 actions these leaders use every single day

"Your presentation at The Realty Alliance conference was a big hit! I was very impressed with how you customized your presentation. You more than lived up to your reputation!"

#### The Realty Alliance

"It took an outstanding presenter with a well-defined presentation to fulfill our high expectations. You delivered!"

#### International Management Council

"What you talked about helped broaden the thinking of our leaders as we move ahead with the significant changes we are making."

#### Canadian National Defence Headquarters

"Your customization, expertise, case examples, research and knowledge of what works best was profoundly helpful."

#### Zero Stantron Company

**Absolutely Fabulous  
Organizational  
Change**

STRATEGIES FOR SUCCESS  
FROM AMERICA'S  
BEST-RUN COMPANIES

MICHAEL MERCER, PH.D.  
America's Organizational Change Strategist