



STOP

SEARCHING FOR A MAGIC BULLET.

START

CREATING THE REAL-WORLD CHANGE YOUR INITIATIVES REQUIRE.

Martin VanDerSchouw, PMP

Leaders: Given that 7 out of 10 initiatives fail, how can you ensure yours is among the “golden 3” that succeed?

Searching for that magic bullet never works. Nor does turning to the latest “flavor-of-the-month” management system. Cultural change has to occur for any initiative to succeed.

Shifting your organization’s culture requires addressing the gap in understanding between *those who assign the work and those who do it*. **But how?**

Ask **Martin VanDerSchouw, PMP**, performance management expert and author of *Flavor of the Month*. He shows leaders how to bridge that gap—no magic bullet needed! His presentations, consulting, and book allegories lead to the real-world cultural changes initiatives need to succeed.

MARTIN’S PRESENTATIONS

Martin addresses *your* performance and program/project management issues:

FLAVOR OF THE MONTH - KEYNOTE

You have good products and great ideas, but your company can’t seem to deliver. You struggle with lateness, excessive spending, and delivering the wrong features. You’ve tried every “flavor of the month” from TQM to Six Sigma, Lean, Agile Development—to no avail.

It’s time to learn why 7 out of 10 initiatives fail. Martin explains—

- how to overcome common hurdles
- why even the best leaders struggle
- 8 key concepts needed to succeed

The result? You’ll implement your strategy on schedule, on budget, and on time.

THE COMMON SENSE LEADER - KEYNOTE

Can you identify with the golfers who struggle to master their strokes using one of those widgets—but nothing improves? The true secrets to success haven’t changed in eons.

Martin reinforces what the oldest writings have stressed—

- the importance of service over self
- the struggles of serving two masters
- the way to address generational differences

This presentation focuses on *exactly* what drives success in the 21st century.

“I walked out of Mr. VanderSchouw’s keynote feeling better about my job and more energized than in years!”

- Bob Andresen, Sr. Vice President

“Not only was Martin’s excellent material very focused, his message was delivered with exceptional impact and passion.”

- Dunan Baird, President, JaKe Business Consulting, Inc.

Turn Your
Search for a
Magic Bullet
into Results
that Put Your
Initiatives
Among the
“Golden 3”

*energizing
focused
passionate*

MARTIN’S ACHIEVEMENTS

Martin’s high-level qualifications stem from 20 years as an executive and information technology professional. He’s currently president and CEO of Looking Glass Development, a training/consulting company that serves leaders in manufacturing, financial services, construction and engineering, military and government, and professional services. He has:

- served on International Board of Directors for the Project Management Institute (PMI)
- been recognized as PMI’s 2004 International Leader of the Year
- been named to the *Denver Business Journal’s* 40 Under 40 list
- appeared in *The Wall Street Journal*, *Investors’ Business Daily*, *Forbes*, *Interactive Week*, *Virtual Finance*, *PM Network*, *LA Times*, *San Francisco Chronicle*, *San Jose Mercury News*

Martin is a member of President’s Business Advisory Council, Colorado’s Commission on Information Management, and National Speakers Association. He delivers a wealth of solutions to C-level executives, financial leaders, project/program managers, and leaders in organizations such as:

Aegon	Wells Fargo	First Data Corporation
Vangent	Western Union	U.S. Military
Chevron	Rockwell Collins	U.S. National Park Service

MARTIN’S BOOKS

Flavor of the Month

This allegory promises no magic bullet. Tools like Strategy Maps, Balanced Scorecards, and Six Sigma are just that—tools. Entertaining and educational, it’s easily read on a two-hour plane ride.

“This book encourages the reader to think and act as a servant leader.”

- Lawrence S. Costello

The Common Sense Leader

This management fable features Joe, a once-rising star in banking on the verge of getting fired. Still seeing his potential, Joe’s boss sends him to a leadership workshop. Can Joe learn the lessons he needs to change—and keep his job?

