

Dear Friends,

Information about the presentation is included at the bottom of this page.

You are encouraged to bring a friend and arrive early to get a good seat!

This networking meeting is sponsored by the DFW Sales & Business Development Group and open to all professionals!

Tuesday - November 3, 2009

Location: St. Andrew United Methodist Church
Festival Hall (N.E. Corner of Bldg. - 2nd Floor)

7:45 AM – 7:59 AM – Arrival and Informal Networking
8:00 AM – 8:59 AM – Announcements (*Landings*)
9:00 AM – 10:14 AM – “Networker’s Guide to Ethical Influence”
10:15 AM – 11:00 AM – Follow-up Q&A and Networking

St. Andrew United Methodist Church (UMC)
(1/2 mile east of the Dallas North Tollway)
5801 W. Plano Parkway
Plano, Texas 75093

Map to event: <http://bit.ly/1i7fq6>

We hope to see you there.

Best regards, David

David J. Lanners

MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

12140 Larchgate Drive

Dallas, TX 75243-5053

469-287-8936 (office)

972-467-8559 (mobile)

Email: leaderhelper@gmail.com

LinkedIn: www.linkedin.com/in/leaderhelper

Twitter: twitter.com/leaderhelper

Gratias ago ergo sum

"I thank therefore I am."

** THE BEST COMPLIMENT I CAN RECEIVE IS A "THANK YOU" **

FREE program sponsored by the DFW Sales & Business Development Professional Networking Group
Reservations are not required. However, we suggest you arrive by 7:45 AM to be assured of a seat.

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8:00 AM – 11:00 AM

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“A Networker’s Guide to Ethical Influence”

(Practical persuasion techniques for managing networking relationships)

This is NOT an ethics course; this is behavior-shaping preso on principles of persuasion.

If the following questions pique your interest, this presentation will give you practical career tools:

What adjectives are used to discern whether a candidate is a leader or a manager?

When a receptionist asks if you would like some water, how should you respond?

When describing yourself, which do you mention first? A) Your weakness. B) Your strength.

How do you defend yourself or your team from intimidation rituals used by middle managers?

Presented by:

David J. Lanners

MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

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“A Networker’s Guide to Ethical Influence”

(Practical persuasion techniques for managing networking relationships)



David J. Lanners, MBA (Harvard)

CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP

This presentation provides valuable insights for networking professionals and those who wish to be more effective as managers or leaders. Along with his light-hearted look at serious issues, we get the presenter’s insights into principles of influence, management, persuasion, leadership, and communication. Attendees who are “between major assignments” will find this presentation helpful in preparing for job interviews and also improving the odds of enduring longer in that next assignment. Drawing on research from at least four respected authors, the presenter addresses important principles in interesting and memorable ways. Techniques used regularly by masters of influence will be seen in a new light as emphasis is shifting to process-driven issues. We will enjoy learning from real-life examples presented by a graduate of the Harvard Business School with experience-based qualifications from the school of hard knocks.

David will cover:

- **Leadership vs. Management and Words That Match Them**
- **Practical Frameworks for influencing and Persuading Others**
- **Communicating Effectively in Our Professional Networks**

Mr. Lanners has refined his skills through more than two decades of delivering executive consulting services and custom (tailored) seminars in operations management, new product development, engineering administration, and project management. Before his most recent assignment as a senior consultant with NEC, Mr. Lanners directed an international consulting firm and held technical, senior advisory and managerial positions with several major high-tech companies. Mr. Lanners has served on the Industry Advisory Council for the SMU School of Engineering and on the Program Advisory Council for LeTourneau University. His community service includes substantial contributions in numerous appointed and elected positions with D/FW area non-profit organizations.

Mr. Lanners received his project management professional certification from the Project Management Institute in 1993 and served three terms as president of the 2,500+ member Dallas Chapter where under his leadership more than 1,000 chapter members earned their PMP certification and the chapter tripled in size in less than three years. Mr. Lanners is certified as a quality auditor, quality engineer, and quality manager by the American Society for Quality. He is also certified at the fellow level in production & inventory management and certified in integrated resource management by the American Production & Inventory Control Society. Mr. Lanners was elected to Beta Gamma Sigma national business honor society and is a member of Mensa and Intertel. He received an **A.E.S.** degree from Normandale College, a **B.S.B.** degree from the University of Minnesota and an **M.B.A.** degree from Harvard.