

A Keynote Presentation by Paul E. Heacock

Commonsense Ideas on How to Get Along Better with the Important People in Your Life

Based On the Book

BASIC RELATIONSHIP AND LEADERSHIP STRATEGIES

Paul shares commonsense “**BASIC**” strategies for success in managing our everyday business and personal relationships in an entertaining fashion, while allowing each of us to re-think and re-discover better ways to manage and deal with today’s fast-paced environment.

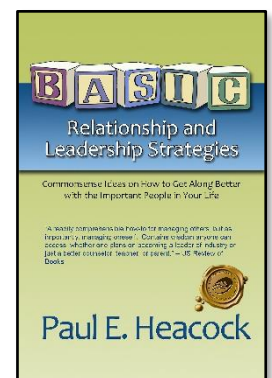
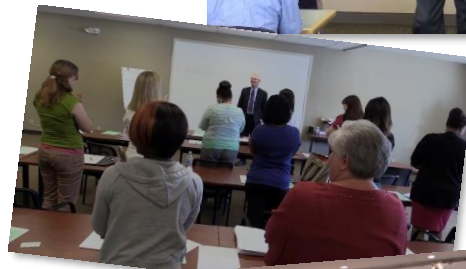
Format can range from 20 to 60 minutes for breakfast, lunch, or dinner speaker or as a keynote address.

Topics include:

- How to Reduce Stress
- Why People Act the Way They Do
- How to Win Arguments
- Keeping Your Perspective
- Being Situational
- Being the Senior Partner in Relationships
- The Importance of a Strong Positive Self-Image
- The Power of Care
- The Power of Choice

About the Presentation:

- Like most of us, Paul has played many roles in his lifetime. He has been in a senior leadership role and married to his wife Janis since 1967. Janis and Paul have two daughters, Melissa a “special” child, and Jennifer the “normal” child. They also have one granddaughter.
- Although formally educated in accounting and finance, Paul has always had a strong interest in training, performance support, and interpersonal relationships. At one point he was engaged to research, develop, and deliver seminars for a national seminar company. The more he researched and reflected, the more he began to realize that these resources were citing many of the same concepts – just with slightly different titles or positioning. He also realized that most lessons involved the timely recall and use of plain old common sense. The BASIC acronym and this presentation evolved from Paul’s reflections on these thoughts, ideas, and themes.
- Paul does not present himself as “the perfect leader, partner, parent, or grandparent”. Rather, he says when he remembers and applies these commonsense BASIC concepts; he is a much BETTER leader, partner, parent, grandparent and presenter.
- He challenges his audience to realize how they can also be better and more consistent in their relationships with the important people in their lives.



For more information and video samples see www.BasicRelationships.com.

More details on reverse side

For more information contact

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BASIC Relationship and Leadership Strategies

Presentation Description

B The presentation opens with a discussion of the two **B**'s – **B**ehavior and **B**alance. This includes a concise discussion of some basic principles of human behavior as well as the need to achieve a balance in our work and home environments.

A Then Paul illustrates the importance of beginning each circumstance **A**new. This means carefully avoiding pre-conceived prejudices or stereotypes without losing the value of our previous life experiences.

S The importance, reasons for, and benefits of **S**ituational leadership and living are illustrated next. The presentation includes a discussion of the value systems we all bring and their impact on our relationships.

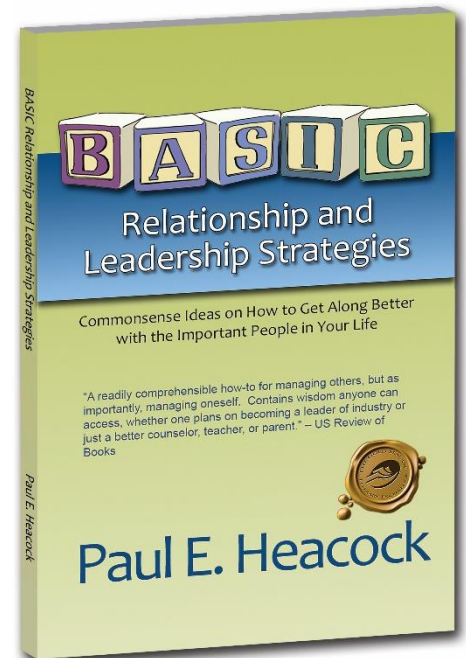
I Paul gives some effective reminders on the need to watch the **"I"** in our daily activities. This portion of the presentation includes a discussion of the essential role of a positive self-image.

C The concluding topics all begin with **"C"**. They are **C**ommunication, **C**aring and **C**ommon sense. Emphasis is placed on the importance and need for effective communication skills, with special attention to developing effective listening skills. The importance of caring is illustrated including a specific recommendation to be "tough on results but tender on people". The presentation closes with a practical discussion of the proper application of commonsense to everyday situations.



What others are saying about the Book and Presentation:

- "A readily comprehensible how-to for managing others, but as importantly, managing oneself. Contains wisdom anyone can access, whether one plans on becoming a leader of industry or just a better counselor, teacher, or parent." — *The US Review of Books*
- "Treats the BASIC concepts of success so simply and straightforwardly. — *Becky Blades, Entrepreneur, Strategist, Creative Consultant*
- This simple mnemonic makes it easy to remember the ideals of a strong, caring leader. — *Joe Van Haecke, Teacher Des Moines Public Schools*
- A genuinely commonsense approach to relationships. — *Brad M. Fowler, President and CEO, Cameron Insurance Companies*
- A cogent and concise discussion on the fundamentals of good leadership. — *Colonel Tom Dials (Ret.) U.S. Army*



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