



People-Centric Leadership

February 24, 2022 | 9:00am-11:00pm
Webinar

In the world of business, 'profitability' is king, but the most significant contribution a good leader makes isn't really focused on the bottom line. It's the focus on people—on relationships—on developing employees. If your company wants to become an 'employer of choice,' especially during a time of worker shortages, you need strong leadership and a culture that encourages teamwork. Good leaders are effective because they know what it takes to cultivate that culture. They understand employees will work hard if given the right tools, guidance, and reason. They also understand you earn the respect of those around you by adding value and making a significant difference in their lives.

Based on the work of manufacturing industry's Bob Chapman, CEO of Barry-Wehmiller; Simon Sinek, author of Start With Why; and leadership guru John C. Maxwell, you will discover:

- 5 ways to rejuvenate and re-energize your organization's culture
- A new, old way of leading and making a difference
- Keys to being a good people-centric leader
- How commitment, contributions, teamwork and community spirit each play a part
- Advantages to aligning with the philosophy of "The Truly Human Institute"

Instructor: Susan Hileman, Founder, Red Day Communications

Susan Hileman, Founder of Red Day Communications, has spent more than 25 years serving manufacturing; the last 15 years as a Strategic Business Advisor for the NWIRC. She is a graduate of Clarion University with degrees in Business Management and Speech Communication, a certified John Maxwell Group Team member, and trained in DISC Behavioral Profiling. Susan is a veteran of the U.S. Air Force.



Cost - \$149

Early-bird discount available

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**For more information or to register: www.nwirc.org/events
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