



**Keynote Description:**  
***The New Leader of the 21<sup>st</sup> Century:  
Becoming a Coach and People Developer***

Leaders who understand today's workforce spend more time authentically investing in *OTHERS*. To do this, you must master the art of becoming an effective *teaching* leader – one who is capable of *captivating, inspiring, coaching* and *developing* your team members.

*Research shows that today's workforce **no longer responds to the top-down hierarchical leadership model**, rather it responds to **a leader who is collaborative, empowering, strategic, intuitive, and passionate about serving others and creating audacious results**. It is not only *possible* to become a leader of the 21<sup>st</sup> century, but it is *absolutely necessary* to experience success. If you want to become a stronger leader, a stronger team player and a leader who can motivate others, then this session will change your life forever!*

Learn from Trudy as she imparts this provocative, progressive and proven style of leadership. *Her step-by-step process will show you how to combine the best of the all leadership styles to become a leader who can harness the greatness of the most diverse workforce in history AND make significant contributions to the organization.*

Using foundational principles from her book, *The Hybrid Leader: Blending the Best of the Male and Female Leadership Styles*, Trudy drives beyond leadership theories and deals with REAL challenges experienced by everyone in the workplace. Learn how the workforce is responding to a composite leader who is authentic, produces exceptional results and is committed to service and the development of *others*.

In this session, learn:

- Practical steps to augment your current leadership style
- Why the top-down leadership model is having a negative impact upon productivity
- Authentic ways to give candid and tough feedback to help others develop
- How to build powerful and authentic relationships with others from different backgrounds, beliefs and life experiences
- How to foster an environment where diversity is leveraged to drive innovation and breakthrough results
- How to eliminate leadership behaviors that block your ability to connect with others and unleash their potential
- How to manage using *the platinum rule* instead of *the golden rule* so that each employees

- gets what they need to be motivated for success
- To develop your own principles that guide your daily behavior
- Why holistically valuing your people actually increases productivity