

connect

collaborate

innovate



SMART Conversations®

Kai Method | SMART Conversations® EXECUTIVE BRIEFING

Friday, August 6, 2010
11:15 AM to 12:45 PM EDT

Jointly presented by Helmut Albrecht @ Kai Method and Robert Zinsser @ Get in the Game SE representing SMART Conversations®.

This **EXECUTIVE BRIEFING** is a collaboration between two companies that present a method for developing strategic creativity and delivering effective dialogue. The ultimate goal is for you to generate options others ignore, to successfully communicate a focused strategic direction and to gain followers in your organization and in the markets you serve.

SMART Conversations® is a “platform” that allows any company to collaborate, build and introduce a strategic plan. Think of it as a way to “prepare the soil” for new ideas and strategies. SMART Conversations® has been delivered to more than 10,000 people as a practical application of Stephen Covey’s “Seven Habits of Highly Effective People.” (www.smartconversations.net)

Kai Method (“Kai” meaning “change” in Japanese) is a strategic creativity consultancy that helps entrepreneurs seize strategic options, unlock innovation, and build strategic thinking skills, resulting in the ability to “outthink your competition”. It enables “breakthrough” companies to transform ideas into reality (www.kaimethod.com).

By combining these two approaches, the audience will gain an understanding of the importance of having open dialogue while exploring and delivering new strategies.

The presentation will be delivered to the audience in a casual style over lunch at Jacksonville’s newest facility that promotes a business environment of collaboration. Join us for the first of many Executive Briefings.

FEE: is \$15.00 per person that includes lunch.

For more information about SMART Conversations®, please contact Bob at 904-472-3706. To learn more about Kai Method, call Helmut Albrecht at 585-406-2296.



ROBERT ZINSSER

A successful 25+ year professional sales career enables Bob to draw on a wide range of skills. Bob applies his business development skills in situational analysis and his six sigma quality background to identify needs and leverage skill building as a springboard to innovation, best practices, productivity, hiring and retention.



HELMUT ALBRECHT

Helmut is a principal with Kai Method as well as a sales and marketing executive and change agent with extensive business development capabilities. Helmut’s methodology combines his engineering-trained analytical approach to determine the strength and know-how of an organization and to translate it into marketable products and services.