

Speaker Kit

THE PEOPLE-PROFIT CONNECTION

*How Emotional Intelligence
Can Maximize People Skills
& Maximize Your
Profits*



G. Brent Darnell

S E C O N D E D I T I O N

Brent Darnell ~ Bio

Brent is the author of the book, *The People-Profit Connection: How Emotional Intelligence Can Maximize People Skills and Maximize Your Profits*. The book introduces Brent's unique approach to teaching emotional intelligence skills to technically trained professions. For more information on *The People-Profit Connection*, please visit www.brentdarnell.com.

Brent is Founder and CEO of Brent Darnell International, a training and consulting company that teaches people skills to technically trained professionals, who can benefit from gaining a higher level of people-to-people skills.

Called "Relevant to performance on every job and any industry" by emotional intelligence pioneer Kate Cannon, Brent is a recognized expert in the field of emotional intelligence. Brent graduated from Georgia Tech in 1981 with a bachelor's degree in Mechanical Engineering. Prior to becoming an author, Brent held numerous positions in the construction industry as a Senior Project Manager and Mechanical/Electrical Coordinator on many construction projects.

Brent is a sought after speaker, trainer and presenter. Recently, he was asked to speak to the National Association of Women Business Owners Atlanta. He was also asked to come to Stockholm, Sweden to train a group from Nobia, a multinational kitchen manufacturer/supplier. He has conducted presentations for construction companies like Hardin, Skanska, Clark and McCarthy. Brent has given dozens of speeches and led hundreds of training sessions reaching thousands of participants.

Presentation Topics

Available as keynote speeches, lunch-and-learns, half-day sessions, day or weekend workshops or full year programs

1. Full Steam Ahead: Emotional Intelligence Foundation for Your Future
2. Throw Away the Box: Inspire Genius with Creative Thinking Techniques
3. Like Clockwork: Introduction to Systems Thinking
4. Training is for Dogs: Stop Wasting Money on Training – Create Real Behavioral Change and Increase Performance
5. The Construction Industry: Can it Be Saved?
6. Primal Safety: A Gut-Level Approach Using Emotional Intelligence to Enhance Your Safety Program
7. Customer Service: How to Win over Owners and Secure Future Work
8. Easy Killer: Coaching Alpha Males
9. Teamwork and Trust: Going Beyond Partnering
10. Tightening Up the Ship: Quality and Productivity
11. Talk It Out: Communication and Knowledge Sharing
12. Mirror, Mirror on the Wall: Poor Industry Image
13. Stop Pulling Your Hair Out: Stress, Burnout and Life Balance Issues
14. We Are the World: Multi-Cultural Issues
15. Human Resource Issues From Recruiting Through Succession Planning
16. Dude, When Am I Gonna Be Vice President? Cross-Generational Management

For Technical Professionals

Topic: Full Steam Ahead: Emotional Intelligence Foundation for Your Future

Summary:

Do you need something that will give your company an edge over the competition? Whether you are a mature organization or a growing startup, your team will benefit from learning how to build a foundation of emotional intelligence into the fiber of the entire organization, a critical differentiator for any company operating in today's highly competitive global business environment.

Deliverables:

Participants will discover:

- The ways emotional intelligence can change your employees lives and your company's bottom line
- Tips for how to ingrain EI into company operations, marketing, sales, service, branding and culture in order to improve communication
- The barriers to relationship building
- How to leverage the full power of your people both intellectually and emotionally
- What emotional intelligence is, why it is important, how it is measured and how it can be improved, and you will soon see the results start to show up on the bottom line.

This presentation is available as a keynote and as an extended workshop

Contact Information

To book Brent for your event, please call (404) 816-4701 (Eastern Time).

For Technical Professionals

Topic: Throw Away the Box: Inspire Genius with Creative Thinking Techniques

Summary:

Through the use of experiential exercises, Brent helps professionals improve the creative thought process. He uses exercises and improvisational storytelling to get participants thinking “outside the box.” This program is designed for any company that desires to stay ahead of the curve in a competitive marketplace and wants to inspire everyday innovation.

Deliverables:

Participants will discover:

- That everyone is creative
- How to break through traditional approaches to problems
- How to explore new ways of thinking
- How to increase their creativity

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For Technical Professionals

Topic: Like Clockwork: Introduction to Systems Thinking

Summary:

A clock is a collection of hundreds of intricate parts all finely tuned to work together to achieve a consistent result. A company and organizational team should operate in much the same way. This program takes the participants through the basics of systems thinking, teaching them how to approach problems from a systems point of view instead of a short-term band-aid approach. Participants learn the basic systems thinking archetypes and how they relate to everyday problems on projects. They will learn to focus on long term results, as they relate to the company's big picture success.

Deliverables:

Participants will discover:

- Systems thinking basics
- Systems archetypes
- How to approach problems from a thinking point of view
- How to generate lasting solutions

This presentation is available as a keynote and as an extended workshop

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For Technical Professionals

Topic: Training Is for Dogs: Stop Wasting Money on Training – Create Real Behavior Change and Increase Performance

Summary:

Companies spent \$119 billion on training last year in an attempt to create behavioral change in their employees. Most soon find out that a pure lecture-based approach to training, especially for “soft” skills, is ineffective. An emotionally intelligent approach to training yields results that last a lifetime.

Deliverables:

During this program, Brent will focus on:

- Why traditional training fails
- Three-ring binder programs are useless
- How to create behavioral change
- Case studies that support the methodology

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For Construction Professionals

Topic: The Construction Industry: Can it Be Saved?

Summary:

Traditional ways of doing business are putting a real strain on the construction industry. Margins cannot shrink any more and sustain business. We focus on processes to squeeze out more profit, but the secret to more profit lies in our people. There is a better way. By focusing on the people and practical solutions to a more collaborative approach to project delivery may be able to save the industry. But if we continue along this path, the industry may be in trouble. Find out why these problems exist and how they can be solved using a people approach.

Deliverables:

Participants will discover:

- What has caused the industries decline
- What has to happen to boost the industry
- How to attract and retain the top minds
- How to attract and retain workers at all levels

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For Technical Professionals

Topic: Primal Safety: A Gut-Level Approach Using Emotional Intelligence to Enhance Your Safety Program

Summary:

Anyone who has ever been on a project where there was a serious accident knows that horrible feeling in the pit of your stomach when the radio crackles with the news that someone has been badly injured or killed. No matter how successful the project is, a serious injury or fatality is the one thing that will always be remembered, and blemish the overall success of the project.

This program will cater to the “highly independent” personality type and show how a simple focus on emotional competencies can turn your safety program around. By tapping into the emotional part of safety, your employees will start to naturally work safer, instead of rebelling against rules and policies. The business will reap the financial benefit of them doing so, allowing the company to build a well-respected reputation around this increasingly important metric.

Deliverables:

Participants will discover:

- Why traditional safety programs reach a limit of success
- How to break through to the next level of safety
- How the typical emotional intelligence profile figures into safety

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For Technical Professionals

Topic: Customer Service: How to Win Over Owners and Secure Future Work

Summary:

Ask most business owners, the perceived level of customer service in their industry is currently quite low. Are all of your employees just jerks or what? Of course not, what is holding your people back from delivering great customer service is a combination of both nature and nurture, both of which can be improved upon using Brent's groundbreaking techniques for translating emotional intelligence theory into a language that construction professionals can understand, internalize and embrace. Having loyal customers who continue to choose to do business with you is critical to your company's long-term growth.

Brent's customer service program translates the often nebulous concept of service into real behavior. He will enlighten your people on the importance of not just getting the job done but doing it in a way that satisfies and delights the customer. Your company will reap the financial benefits of more repeat business and ultimately be able to achieve greater margins on the increased quality of work.

Deliverables:

Participants will discover:

- How the typical EI profile for technical folks is really bad for customer service
- How your employees can overcome this profile
- Customer service and relationships

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For Technical Professionals

Topic: Easy Killer: Coaching Alpha Males

Summary:

Here's a phone call I get every other week. A top manager will call me and say, "I've got this guy. He's a great guy, very knowledgeable and technically, he's excellent. But he's ticking everyone off. Can you help him?" The construction industry is full of these alpha males; they are driven individuals who are results oriented performers, but they can't get along with people. If you could improve their emotional intelligence and deepen their interpersonal skills, their results can be even better.

Brent's insightful presentation teaches managers how they can soften up their hardhats without a bunch of touchy feely stuff. Brent's techniques show a keen awareness of the personality types at hand and introduce you to the most effective means of turning selfish and skilled taskmasters into self-aware company leaders.

Deliverables:

Participants will discover:

- How to identify alpha males
- The typical alpha male emotional intelligence profile
- How to convince alpha males

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For Technical Professionals

Topic: Teamwork and Trust: Going Beyond Partnering

Summary:

Does anyone else find it odd that the entire construction industry, to a large extent, is based on mistrust? One survey said that there were only two occupations with a lower level of trust than contractors: television evangelists and used car dealers.

Deliverables:

Participants will discover:

- Why traditional partnering sessions are a waste of time.
- The root cause of why traditional construction project delivery methods and approaches are not conducive to creating great teams.
- How to break these patterns and change your company's and eventually the industry's reputation.

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For Technical Professionals

Topic: Tightening Up the Ship: Quality and Productivity

Summary:

When you run a tight ship, everyone works together, following the captain's orders, each playing their individual role, but with the capability of stepping in for others when they are needed in a different capacity.

While this is the ideal way to run a company, how many times does work-in-place have to be removed because of other work that has been installed out of sequence?

How many times does the communication break down and cause something to be delivered late or installed incorrectly?

How many times do we improperly handle the architect's and the owner's expectations only to be ambushed during closeout and forced into reworking the finishes?

The Construction Industry Institute's research estimates that re-work costs on average 3% of total construction costs. This money is being robbed from your bottom line. Find out how relationships can improve quality and productivity on your projects and tighten up your ship.

Deliverables:

Participants will discover:

- The underlying causes of low quality and productivity
- How to overcome these issues

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For Technical Professionals

Topic: Talk It Out: Communication and Knowledge Sharing

Summary:

Knowledge is a firm's most valuable resource. More than 75% of the capitalization of the top companies in the United States is through knowledge and other intangible assets.

Brent will teach you how to tap into this reservoir of knowledge and utilize it more fully within your organization. Find out how to create learning organizations where employees will share best practices, cross train and rely on each other for the answers to tough problems.

Deliverables:

Participants will discover:

- Communication basics
- Communication pitfalls
- Communication excellence

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For Technical Professionals

Topic: Mirror, Mirror on the Wall: Poor Industry Image

Summary:

There are only two industries ranked lower in trust than construction, used car dealers and television evangelists. Executives in technical fields know that the industry as a whole struggles with a poor image perception. Year after year, construction jobs are ranked near the bottom in terms of desirability. Women and young people are staying away in droves. Brent's program will help you get to the heart of the issues at hand and show you how to excel in this area.

Deliverables:

Participants will discover:

- How the typical emotional intelligence profile relates to a poor industry image
- How to recruit the best employees
- How executives and managers can become sought after leaders in this revolution and play an important role in improving the industry image as a whole.

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For Technical Professionals

Topic: Stop Pulling Your Hair Out: Stress, Burnout and Life Balance Issues

Summary:

The construction industry has always been stressful, but according to a recent global study compiled by the International Metal Worker's Federation, stress and burnout in technical industries are on the rise around the world.

Brent helps people see the big picture on stress and burnout and the effect they have on precision and decision-making. Find out how to identify stress and burnout in your employees before it manifests in the form of low productivity, absenteeism, and disease. Learn how to create a healthy work environment and make your employees energized and more productive.

Deliverables:

Participants will discover:

- The physical symptoms of stress
- How to build on recovery activities
- Practical stress reduction methods

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For Technical Professionals

Topic: We Are the World: Multi-Cultural Issues

Summary:

We have seen great changes in the cultural makeup of our work force in the past few decades. Many companies are expanding their geographic areas not only in the United States, but internationally. In short, we are encountering many different cultures in this melting pot of construction. How does this affect the way we work? Are we prepared for these diverse cultures with their different values? As companies are finding out, it's not just about learning another language.

Brent tackles the many different aspects of diversity that affect the way we interact and do business. This program will allow employees to explore each other's diversity in a safe framework. Brent will talk about how to consider diversity in terms of leadership styles, teamwork and decisions making. Executives can gain insight on how to be prepared for these shifts in the industry.

Deliverables:

Participants will discover:

- The typical EI profile and how it relates to multicultural issues
- How to address cultural differences

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For Technical Professionals

Topic: Human Resource Issues From Recruiting Through Succession Planning

Summary:

The aging workforce is an important issue facing many organizations today. How do companies recruit better, hire better, train better and plan for succession? How do we tap into the Generation X, Generation Y and female workforce to ensure that we have great employees at all levels to continue the company?

Brent will educate the group on what it takes from a HR standpoint to attract employees with different values and work styles than those of the past. Even the organizational culture may need to change overtime to better reflect the attitudes of this new workforce. While many companies have put their head in the sand on this issue, this program will help you put into place today a strategy to make sure that you make it across the chasm and don't get caught in the succession gap.

Deliverables:

Participants will discover:

- How to prepare for work shortages
- How to utilize boomers
- How to attract and retain gen X and gen Y

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For Technical Professionals

Topic: Dude, When Am I Going to Be Vice President? Cross-Generational Management

Summary:

Generation X and Y think and act differently than their predecessors. Just look at how MySpace and Facebook have infiltrated the business world. Gen X and Y have a strong voice, they are technically advanced and they aren't always motivated by traditional incentives. This program teaches leaders how to work with gen X and Yers, how to leverage their strengths and how to motivate them.

Deliverables:

Participants will discover:

- Characteristics of the various generations
- How to deal with the differences
- Motivators for gen X and gen Y

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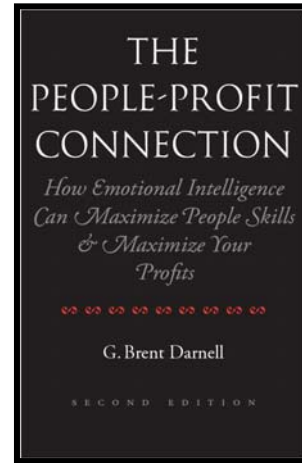
About the Book

Big Ideas of the Book:

- You can isolate and fix your people problems
- People can change for the better and applying emotional intelligence techniques can facilitate that change

For More Information:

The website: www.brentdarnell.com



Coming Soon:

Brent will be releasing his Tough Guys™ series in May of 2008. The following books will be the first in the series:

Yoga and Meditation for Tough Guys™

Stress Management and Life Balance for Tough Guys™

Relationships and Communication for Tough Guys™

Presentation Skills for Tough Guys™

Common Courtesy for Tough Guys™

Creative Thinking for Tough Guys™

Working with Women for Tough Guys™

The TAO of Emotional Intelligence

From the Head to the Heart

What People Are Saying

"I had the pleasure of working with Brent on an international project and his strategy for implementing emotional intelligence to a hard core business audience was brilliant. He understands emotional intelligence at a deep level but even better, he understands how to present it so people 'get it.' I would recommend Brent to anyone who wants to improve their bottom line!"

- Lea Brovedani, Owner of Sagacity Consulting

"Brent's enormously readable book (The People-Profit Connection) demystifies the concept of Emotional Intelligence and links people skills and success in the construction industry – in fact, in any industry. A definite must read."

- Lisa Fanto, VP Administration for Hardin Construction, Co.

"We believe that relationships are our greatest asset. Brent's book takes this central idea, practically applies the concept of emotional intelligence, and offers real solutions to many industry problems. I would recommend it to any construction professional."

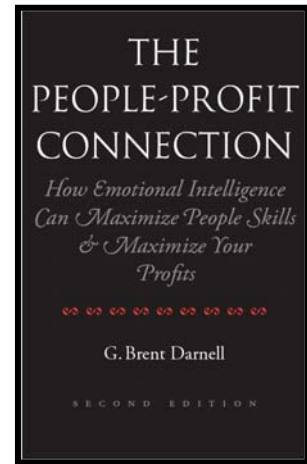
- Jim Griffin, CEO, R.J. Griffin & Company

"Construction has always been a people business, but the human resource challenges of the new millennium have industry players scrambling like never before to capture and utilize talent. Brent Darnell has produced a great handbook for anyone in the construction industry who wishes to elevate their understanding of the human dimension."

- Hank Harris, President of FMI Corporation

"Brent's book has been well received by our managers; they describe it as 'on target' for our industry. We use emotional intelligence concepts to support our talent management work, and this book is particularly helpful in making the ideas practical in their application: better relationships produce better business outcomes."

- Dr. Pam Mayer, Succession & Development Manager of Granite Construction Inc.



Speaker testimonials

"The attendees not only liked your style, they learned a great deal. Several said, 'Now this is something I can really use.'"

- ***John Bachner, Executive Vice President of ASFE***

"ABC of Georgia has been using Brent Darnell to teach leadership and people skills for several years. Brent instantly creates positive rapport with his audience and possesses an exceptional ability to get through to even the most skeptical individuals. It is exciting to witness the transformations that take place as a result of Brent's training.

- ***Pat Dunwoody, Education Director of Associated Builders and Contractors of Georgia***

"Brent presentation's always have a good positive message. He's upbeat, energetic, and is not afraid to engage his audience in the discussion."

- ***Steven C. Severini, Associate Partner, Newcomb & Boyd Consultants and Engineers***

