

# Do You Know What Your Managers are Costing You? Would You Like More Engaged, Productive Employees? Would You Like to Know Two Secrets to Success?

Everyone is talking about employee engagement and customer service; and they're usually complaining. Very often that's because managers haven't been given the opportunity to learn how to lead and leaders don't know where you want them to go! Here are two secrets that will start you on the road to fixing those problems.

1. Managers must know how to lead. That's right; your managers are really leaders. Think about this. Managers spend more time face-to-face with your employees than anyone else in the organization. They handle the problems and make you successful. (Or not)

2. Make sure everyone understands your mission and goals. Your employees will be much more engaged when they understand why they are important to the organization's success.

What's that got to do with customer service? When managers are good leaders, employees are happier, and that translates to better customer service. Unhappy, non-engaged employees don't provide very good customer service.

But, you say, it isn't that simple.

You're right, it takes work. Your success starts with these two secrets and the results are worth the effort. Besides, you'll enjoy the process and so will your managers. So, why should you listen to me?

There are a lot of people who will tell you they're leadership experts. Some of them are but most don't have 30 years of experience and many haven't really led anything: I have! From being a first-line supervisor to leading large, complex, high value organizations, I've been in the trenches making decisions and living with the results. You will benefit from the knowledge and skill that only comes from years of experience.

What are your managers costing you besides poor customer service? When they don't understand the fundamentals of leading people, they cost you high turnover, lower productivity, and reduced efficiency.

Let's start helping them be great leaders!

## **Raves about Bob:**

When it comes to leadership, Bob Mason is the total package. This is not a diamond in the rough – this one is cut and polished with all the characteristics of the brilliant lustrous stone. He's the total package. He knows how to lead and people respond to his rock solid leadership. He gets the most out of people.

*Hugh Campbell  
USAF (Ret)*

Bob made the information simple, relative, and easy to understand. Great use of examples helped me really understand.

*John White  
Principle  
Fundamental Fitness Concepts*

*You can cut costs by developing great  
leaders!*

**Help me help you!  
Call**

**866-243-1682 (toll free)**

**505-456-5233 (in NM)**

**or email**

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**RLM** PLANNING  
&  
LEADERSHIP  

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**PLAN – LEAD – EXCEL**



**Are you ready for a speaker who will give your audience  
concrete information they can use?  
Do you want a speaker who provides information culled from  
over 30 years of experience?**

Selecting the right speaker or trainer is a big responsibility! You need someone who is an expert and can provide the information your audience needs while energizing them to act on that information. Your audience will not only be excited about what they can do to improve your organization, but will also gain the tools to make those great things happen. Develop your leaders with Bob Mason's seminars, workshops, and keynotes on these topics. You'll be glad you did!

My mission is to transform leadership and create great leaders. To accomplish that mission, I will work with you in three areas.

1. Developing first- and mid-level leaders. Training managers and supervisors in the fundamentals of leadership is one of the most cost effective steps an organization can take. It's these managers and supervisors who have the most day-to-day contact with the workers who make the organization succeed, and therefore, they have tremendous impact on your success. Helping them learn to lead people makes that a more positive impact.
2. Creating great strategic plans. When there is a well defined mission and clearly stated goals, and each worker knows they are an important part of accomplishing the mission and meeting the goals, the result is more focused leaders, more engaged employees, lower costs, and higher productivity.
3. Helping senior leaders create and implement a leadership development program as a solid part of the organization's culture. The ultimate benefit comes from a leadership development program embedded in the company's culture. When a comprehensive program is accepted as part of the fabric of a company, the positive effects extends to all aspects of the company's operations. Leadership development is not a cost, but an investment with very high ROI.

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**To bring Bob to your next event, call 866-243-1682 (toll free) or email  
[rlm@planleadexcel.com](mailto:rlm@planleadexcel.com)**

**Raves about Bob:**

I have personally attended professional management training at Stanford University, Thunderbird International School of Management, Kellogg School of Business at Northwestern University, and INSEAD in Fontainebleu, France among others and I can say that the quality and level of information of Bob's presentation is on a par with instructors at these institutions. I would recommend Mr. Mason to anyone seeking to gain insight into the two workshops that he presented for the SC SBDC.

*Ted Trujillo - Director  
Sandoval County SBDC*

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“Outstanding speaker. The audience is riveted throughout the presentation.”

*Professor Ralph Liebhaber  
Associate Professor*

“Bob kept us engaged throughout his keynote. He researched our association and really involved the audience.”

*Maintenance Alumni Association*

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Bob has brought simplicity to what has previously been a "complicated" process.

*Karen Howard  
Enchantment Land CDC*

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Great speech. It was one of the few that I actually remember.

*Karen Hemsing  
Career Service Specialist  
ITT Technical Institute*