



BETTER WAY TO GREAT

Speed, the buzzword of 21st century business, is not always the friend of good sense, especially when it involves making pivotal decisions.

In the frenetic pace of the meetings and events industry, personal drive and ambition are vital to success. Type A's thrive. Being indispensable is tantamount to being great. But when you find yourself frantic, distracted and overwhelmed instead of staying grounded, focused and fulfilled, you may have reached a tipping point that can be counterproductive to your success. You may have an outcome addiction – the “doing more gets you more” mindset, which can blind you to your own intuition and insight and inhibit your productivity. There is a better way.

- *recognize the signals of your own tipping point*
- *reflect on the perspective shift that challenges your belief of “doing more gets you more”*
- *discover that there is purpose in the process, which will lead to better performance and fulfillment.*



[Dean Savoca, M.Ed., BCC, CSP™](#) is the performance development partner for leaders who want highly-effective teams that are focused, aligned and inspired. Simply put, Dean helps leaders coach their people. A 25-year veteran of the meetings and events industry, Dean combines an early career in hospitality sales and operations with a Master's Degree in Organizational Performance and Change, and has spent the last 15 years speaking, training and coaching on leadership and development. He helps participants identify the core issues they face daily that impact performance development, people management and team alignment – and rallies them to action, *often right there in the room. **The result is a better bottom line*** – boosted by improved performance, higher productivity, and more cohesive teamwork. Dean is a board-certified coach and has conducted 10,000 executive coaching sessions. He is also a Certified Speaking Professional™, conferred by the National Speakers Association, and actively involved in several industry associations.