

# Coaches Encourage - Bosses Punish

## Secrets to Building Effective and Enduring Relationships

### OVERVIEW:

GORDON JACKSON'S most popular keynote and banquet address, this presentation reveals the essential steps necessary to mold the best of all types of relationships – whether in the home, in the workplace, in the classroom or in the sports arena. Gordon Jackson draws heavily in this presentation on the “secrets” revealed in his book by the same title and enhances the presentation with a discussion about his own positive relations’ experiences as a management attorney, consultant, author, speaker, parent and grandparent. He discusses significant changes that have occurred in recent years that have revolutionized the American home and workplace: transitioning the mindset of the parent from that of a “punisher” to that of an “encourager” and the mindset of the manager from that of a “dictator” to that of a “resourcer.”

### TOPICAL COVERAGE:

- ▲ THE REAL SECRET TO MOTIVATING OTHERS
- ▲ BUILDING AN ENVIRONMENT IN WHICH OTHERS MOTIVATE FROM WITHIN
- ▲ THE TRANSFORMATION OF THE AMERICAN MINDSET
- ▲ THE REVOLUTION OF THE AMERICAN WORKPLACE
- ▲ CHARACTERISTICS OF HIGHLY EFFECTIVE COACHES
- ▲ DEFINING THE CONSUMMATE COACH OF THE FUTURE
- ▲ THE MOTIVATIONAL DYNAMICS OF “DEFINING EXPECTATIONS”
- ▲ APPLYING THE “DOCTRINE OF ASSURED RESPONSE”
- ▲ MOTIVATIONAL ASPECTS OF “ESTABLISHING CONSEQUENCES”
- ▲ THE POWER OF POSITIVE REINFORCEMENT
- ▲ WHEN A CHILD SEES A PARENT APPROACHING ...
- ▲ WHEN AN EMPLOYEE SEES A MANAGER APPROACHING ...
- ▲ THE IMPACT OF “ENCOURAGEMENT”
- ▲ DISTINGUISHING AN “ATTITUDINAL” DEFICIENCY FROM A “TRAINING” DEFICIENCY
- ▲ THE SIGNIFICANCE OF SEPARATING THE “BEHAVIOR” FROM THE “PERSON”

### ADDITIONAL FEATURE:

Meeting planners may arrange to make available to each attendee an autographed copy of Gordon Jackson's book, *COACHES ENCOURAGE – BOSSES PUNISH* as a lasting memento and a permanent reference guide to building effective and enduring relationships, as part of the program.

*COACHES ENCOURAGE – BOSSES PUNISH* is one of Gordon Jackson's most popular keynote addresses. A more comprehensive coverage of this topic also is available for breakout sessions and seminars. Outlines of a more detail and comprehensive coverage are available of this topic, on request.