



# Doug Smart CSP

www.DougSmart.com ~ Contact Doug directly at Doug@DougSmart.com

## Doug Smart, CSP

*Certified Speaking Professional,  
Author and "Assessment Pro"*

Doug is an expert at helping individuals and organizations identify and maximize their strengths so they can reach their toughest goals smarter, faster and easier. He has presented 2,000 programs around the world. He is the author/co-author of 25 books. For 3 years Doug hosted the motivational radio show, *Smarter by the Minute*. CSP is *Certified Speaking Professional*, an honor held by less than 9% of the 4,000 members of the National Speaker's Association.

### Clients

- AT&T
- Coca-Cola
- FedEx
- IBM
- Kraft Foods
- Lexus USA
- Marriott Hotels
- NASA
- Retail Lumber Assoc.
- RV Dealers Assoc.
- Wachovia Bank
- Wal-Mart

### Clients Have Something to Say

"Doug is the best trainer Miller has ever brought on site. That's saying a lot."

- Edie Butler, HR Dir., Miller Brewing Company

~

"This was the best educational program in our Association's history. Our delegates were WOWed by Doug's three presentations."

- Trish Foshee, American Bus Association

~

Our team had a senior management meeting this week and several of our team members quoted Doug Smart! It's great when a year after a presentation a group references the material. I kept hearing,

"It's like Doug Smart said!"

-- Angela Keglovich, Sodexho School Services

~

"I was impressed by Doug's ability to grasp the complexities of working in the health care environment. His ability to make us take an honest appraisal of how we are meeting the challenges of working in acute care settings was impressive."

- Jane Kuhn, Educational Program Professional, Association of periOperative Registered Nurses

## Who Else Wants to Avoid the Exorbitant Cost of Making Even ONE Bad Hire?

## Who Else Wants to Retain Great Employees Forever?

*This program is available in keynote, breakout and half-day formats*

### **New** Recruiting and Retention:

### **How to Surround Yourself with the Best People ....and Never Lose Them to Your Competition**

Special presentation for CEOs and top business leaders! Do you ever have key people on your team who fail to live up to your expectations? If you replace them, can you guarantee you'll get better people? Yes! Based on **new, scientifically validated research**, you'll learn a fresh new way to:

- Take the gamble out of hiring or promoting top talent. No surprises.
- Quickly identify the true motivators of people you are considering for executive, management and sales roles
- Gain a competitive advantage — and stop wasting time, energy and money on bad hires or promotions
- See why, in a hyper-changing world, past performance is no longer a reliable indicator of future performance — and what you can do about it
- See clearly how to meet the motivational needs of your best people so your competitors keep their hands off! (Good news: don't think you have to pay more money — or be nicer! — to retain top talent)
- Bonus: Have any "misfits" now? Learn how to turn things around and significantly increase productivity and job satisfaction of under-achievers by using this info!



Did you know that 40% to 50% of people are unmotivated by their jobs, according to the U.S. Department of Labor? It happens to executives and managers, too. If you hire even one of these people, it will cost you a fortune. Now's the time to learn how to safeguard your business.

