

NEW!

LEADERSHIP SEMINAR *AT* PICS-AICS 2017

LEADERSHIP AND MANAGEMENT IN THE CATH LAB

MONDAY, JANUARY 16, 2017, 10:00 AM – 4:00 PM

JOIN US FOR A LEADERSHIP SEMINAR **PRESENTED BY BOB BERK**
AUTHOR OF “LEADERSHIP BETWEEN THE SHEETS” UNCOVERING THE POWER OF INTIMACY IN BUSINESS AND IN LIFE

10:00 – 11:30 AM

LEADERSHIP, MANAGEMENT AND CULTURE

Bob Berk

11:30 – 11:45 AM

Coffee

11:45 AM – 12:30 PM

LEADERSHIP TRACK:

Team Alignment

MANAGEMENT TRACK:

Balancing the Books...Understanding is Key!

- Your Key Performance Indicators
- Improving Outcomes
- Linking to Expectations

12:30 – 1:30 PM

Lunch

1:30 – 2:15 PM

LEADERSHIP TRACK:

Establishing a Winning Culture

MANAGEMENT TRACK:

Inventory and Environment

- Deciding What You Need and How to Afford it
- Defining Priorities
- Setting and Communicating Expectations

2:15 – 3:00 PM

LEADERSHIP TRACK:

Understanding EQ in Leadership

MANAGEMENT TRACK:

Effective QA/QI

- Opportunities for Staff Growth and Development
- Strategic Priorities
- Integrating Goals

3:00 – 4:00 PM

BRINGING IT ALL TOGETHER

*Shared Learnings in Implementing Change
in Your Environment*

SPONSORED BY:



PICS-AICS
Pediatric and Adult Interventional Cardiac Symposium

*There is an additional fee to attend the Leadership Symposium, all fees and registration information is posted on the PICS website, www.picsymposium.com

AUTHOR OF “LEADERSHIP BETWEEN THE SHEETS”
UNCOVERING THE POWER OF INTIMACY IN BUSINESS AND IN LIFE

BOB BERK

Bob has **a lot of youngest and firsts in his career**. It is a testament to his ability to stay out of the weeds and in a place where he can move forward to where he wants to go.

In 2001, Bob became a **Chair for Vistage International**, the worlds' leading Chief Executive Organization. In 2004, he was the **first recipient of the Bob Nourse Award**, as the top Chair among 450 of his peers. Bob served on the Chairman's advisory board for more than 10 years.

At 24, he became the **youngest Supervisor in the history of the Florsheim Shoe**

Company, responsible for over 40 stores in Southern California and Arizona.

At 26, he became a **partner of Milgram-Kagan Corporation**, which he helped grow to become the **largest independently owned retail shoe company** in the United States.

He ultimately became **President and CEO** of the company. It was sold in 1985.



For two years, Bob **taught a leadership seminar** at the Walter Payton College Preparatory School in Chicago and has lectured at the New York University Institute of Retail Management.

In 2014, Bob **founded #2020BEYOND, a Millennial development program** that is intended for attracting and developing millennials for tomorrow's leadership roles.

Bob then became a **consultant, focusing on small and mid-market companies**. His practice focused on strategic planning and human resource development programs.

Philanthropy: Bob is Chairman of the Board of **A Giving Heart Foundation**, a 501 (c) (3) foundation which funds research to prevent children from facing open-heart surgery.



"I never saw myself as a leader. **I learned the techniques and tools that eventually helped me through a tough reorganization at my company.** Using the skills I learned at #2020BEYOND and with the support of my teammates, I handled a situation that otherwise would've been impossible for me. I'm so grateful to my boss for enrolling me in the program and for seeing something in me that I didn't see in myself."

ELLEN SAJDAK, Senior Product Manager, Elkay Manufacturing Co.



life, serving as a toll to help you explore and discover your own inner truth."

RACHEL KOWALSKI, CEO, Free Wave Productions

"If you are looking for a quick fix, then Leadership Between the Sheets is not the answer. **If you are looking for a transformational theme that will radically alter the way you think, act and view the world around you, then this is the book for you** ... and for your spouse, your children, and anyone with a direct reporting relationship at work. Bob Berk's themes of direct conversation, honesty, and leading with the heart help quiet the noise around me and allow me to work at being my true self."

DAVE SCHREINER, CEO, KSB Hospital

"As a professional in the non-profit sector, I didn't think business and social service went well together. #2020BEYOND exposed me to the business side of a non-profit. **I've learned ways to monetize the training non-profits perform. The financial module was particularly eye-opening and really helped break it down slowly for me.** There's a lot to grasp when talking about financials, but the experts that came in to talk brought it all to life. #2020BEYOND has totally changed my work approach. I'm taking more initiative. I've even stepped forward to strategize the opening of a second ZCenter location."

VICTORIA CELANO, Public Health Manager, ZCenter

"**Bob develops good leaders into great leaders.** Bob teaches us that actions speak louder than words. We learn to ask the right questions, pursue those tough conversations, espouse accountability, and speak and hear the truth. Bob Berk is my secret sauce."

ROBIN PATINKIN, VP Cedar Hill

"One of my most powerful take-aways from my time working with Bob is when he explained, "Leadership doesn't start on a certain level. Any person can be a leader or a catalyst for leadership. It only takes one person showing up authentically, with the willingness to step up and speak their truth." This simple truth has continued to strike a resonant chord in my life. **Leadership Between the Sheets honors the uniqueness of your own**

life, serving as a toll to help you explore and discover your own inner truth."

"As my Vistage chair, **Bob continually challenged me to move beyond my comfort zone.** We often joked about my resolute refusal to move down the j-curve of making significant investments in advance of expected returns. Due to Bob's persistence in reiterating that **failure to take risks could result in mediocre performance** in a mediocre Company, I reluctantly stepped outside my comfort zone and made an investment in the future of our company. This investment included looking beyond just the actual current financial returns of the Company for our investors, but creating long term value through the creating of a "story."

DARRYL ROSSER, President and CEO, Nundo Industries

"#2020BEYOND **teaches Millennials to be self-aware.** It forces them to take part in activities that are outside their comfort zones. Participants **learn business concepts that they likely wouldn't have been exposed to even through formal education** or previous work experience. It's easy, especially for young professionals, to be laser-focused on their specific role in the business world, but #2020BEYOND touches on all aspects of business."

TINA MENTZ, COO, Ambulatory Management Solutions