

OACCAC Proudly Presents
A Session with Bruce Tulgan



March 19 & 20, 2007

March 19 1:00 p.m. - 5:00 p.m.

March 20 9:00 a.m. - 5:00 p.m.

Harper Collins is releasing
Bruce Tulgan's New Book

IN 2007, RESOLVE TO BE THE MANAGER YOUR EMPLOYEES NEED YOU TO BE!

GET STARTED WITH THESE EIGHT TECHNIQUES:

- #1 GET IN THE HABIT OF MANAGING EVERY DAY
- #2 LEARN TO TALK LIKE A PERFORMANCE COACH
- #3 TAKE IT ONE PERSON AT A TIME
- #4 MAKE ACCOUNTABILITY A REAL PROCESS
- #5 TELL PEOPLE WHAT TO DO AND HOW TO DO IT
- #6 TRACK PERFORMANCE EVERY STEP OF THE WAY
- #7 SOLVE SMALL PROBLEMS BEFORE THEY TURN INTO BIG PROBLEMS
- #8 DO MORE FOR SOME PEOPLE AND LESS FOR OTHERS

Join the fight against the *Undermanagement Epidemic* with *It's Okay to Be the Boss*

ON SALE 3/13/07 WHEREVER BOOKS ARE SOLD!

The book cover for "It's Okay to Be the Boss" by Bruce Tulgan. The title is in large, bold, black letters. Below the title, it says "THE STEP-BY-STEP GUIDE TO BECOMING THE MANAGER YOUR EMPLOYEES NEED". The author's name "BRUCE TULGAN" is at the bottom. A red circular badge on the cover says "FIGHT THE undermanagement EPIDEMIC!". The author is also noted as "AUTHOR OF MANAGING GENERATION X".

ISBN 978-0-06-112136-4
\$23.95 (\$29.95 CAN) Collins

Bruce Tulgan will be at:
Toronto Marriott Downtown Eaton Centre
525 Bay Street, Toronto Ontario M5G 2L2
March 19 & 20, 2007

Registration Fee:
\$685 + GST \$726.10

OACCAC has negotiated a Conference Room Rate of \$149. per person + Applicable Taxes and Fees

The First 50 Registrants will receive a signed copy of his NEW BOOK!

e-Registration can be accessed at
<https://secure.e-registernow.com/cgi-bin/mkpayment.cgi?MID=788&state=step2direct&event=3126220994254>

IT'S OKAY TO BE THE BOSS: The Step-by-Step Guide to Becoming the Manager Your Employees Need

By Bruce Tulgan
(March 2007, HarperCollins)

Book Summary

Do you feel you don't have enough time to manage your people?

Do you avoid interacting with some employees because you hate the dreaded confrontations that often follow?

Do you have some great employees you really cannot afford to lose?

Do you secretly wish you could be more in control but don't know where to start?

Managing people is harder and more high-pressure today than ever before: There's no room for down time, waste, or inefficiency. You have to do more with less. And employees have become high maintenance. Not only are they more likely to disagree openly and push back, but they also won't work hard for vague promises of long-term rewards. They look to you—their immediate boss—to help them get what they need and want at work.

How do you tackle this huge management challenge? If you are like most managers, you take a hands-off approach. You “empower” employees by leaving them alone unless they really need you. After all, you don't want to “micromanage” them and don't have the time to hold every employee's hand. Of course, problems always come up and often snowball into bigger problems. In fact, you probably spend too much of your time solving problems and falling behind on your work...which leaves even less time for managing people...which opens the door for even more problems!

In IT'S OKAY TO BE THE BOSS, Bruce Tulgan puts his finger on the biggest problem in corporate America—an undermanagement epidemic affecting managers at all levels of the organization and in all industries—and offers another way. His clear, step-by-step guide to becoming the strong manager employees need challenges bosses everywhere to: spell out expectations, tell employees exactly what to do and how to do it, monitor and measure performance constantly, correct failure quickly and reward success even more quickly. Now that's how you set employees up for success and help them earn what they need.

Tulgan opens our eyes to the undisciplined workplace that is frustrating workers and invites bosses everywhere to accept the sacred responsibility of managing people. His message: It's okay to be the boss. Be a great one!

Stop falling for the myth of empowerment. Leaving people alone to manage themselves is a set up for failure. Start practicing the art of true empowerment—guidance, direction and support. It's okay to be the boss. Be a great one! Set people up for success every step of the way and help people earn what they need.

Start here with eight techniques that form the core of the book:

- #1. Get in the habit of managing every day.
- #2. Learn to talk like a performance coach.
- #3. Take it one person at a time.
- #4. Make accountability a real process.
- #5. Tell people what to do and how to do it.
- #6. Track performance every step of the way.
- #7. Solve small problems before they turn into big problems.
- #8. Do more for some people and less for others.

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About Bruce Tulgan

Bruce Tulgan is an adviser to business leaders all over the world and a sought after speaker and seminar leader. He is the founder of RainmakerThinking, Inc., a management training firm. Bruce is the author of the classic *Managing Generation X* as well as *Winning the Talent Wars* and has written for the *New York Times*, *USA Today*, the *Harvard Business Review*, and *Human Resources*. He also holds a fourth degree black belt in Okinawan Uechi Ryu Karate Do. He lives with his wife Dr. Debby Applegate in New Haven, Connecticut, and Portland, Oregon.

Advance Praise for the Book

“Managing employees well is a skill, not an art. Bruce Tulgan provides a clear guide to all the important techniques needed to be an effective manager.”

—Peter Cappelli, *George W. Taylor Professor of Management, The Wharton School*

“I am a huge fan of Bruce’s and the results of his work. If you want to be successful, I strongly recommend you do it the “Tulgan way.” If you’re a manager this book is a must read.”

—General Dennis J. Reimer (Ret.), *Chief of Staff, United States Army (1995-1999)*

“One of the best people management books I’ve read and a must for anyone who has the privilege and responsibility to manager others.”

—Deborah Masten, *VP and Director of Associate Development, J. C. Penney Company*

“In an era in which so much of the business teachings are focused solely on leadership, Bruce Tulgan makes it safe again to be a hands-on manager. IT’S OKAY TO BE THE BOSS presents a clear plan to become the manager who will help your team thrive.”

—Mike Archer, *President and COO, T.G.I. Friday’s USA*

“Sometimes we forget that the simplest concepts are the most difficult to execute. Bruce presents great tools for the seasoned executive and the newest “boss” in the organization!”

—William S. Thompson, *CEO, PIMCO*

“Bruce Tulgan has written an incredibly important book. As a fast growing company we are continually asking people to take on new management challenges. This is the only book I’ve found that spells out what it means to be a manager and how to do it.”

—Chris Glowacki, *President, Plum TV*

“Leaders and managers will find Tulgan’s ideas, models and insights extremely helpful in adjusting their supervisory practices to a workforce destined to be dominated by post Baby-Boomer generations.”

—John B. Coduri, *National Executive Director/CEO, Association of YMCA Professionals*

“Anyone with the desire to become a great boss will find here the inspiration, motivation, and empowerment not only to succeed but also to excel. Bruce Tulgan is a great teacher and coach with a positive and disciplined approach that builds the confidence and courage to take charge. Everyone benefits—boss, manager, and employee—but only if the boss knows it’s okay to be the boss.”

—John Edward Sexton, *President, New York University*

“IT’S OKAY TO BE THE BOSS is a very insightful work on how to manage people as individuals and achieve strong results. This common-sense approach will generate high levels of commitment and increase productivity and should be required reading for anyone who manages other people.”

—Ted Fowler, *President and CEO, Golden Corral Corporation*

“The powerful ideas in this book have helped us make one of the best accounting firms in the world even better. Bruce Tulgan understands what it’s like to manage people in the real world and his advice works. His words make leaders stronger and more effective. His back-to-basics message is a wake up call for leaders in every industry or profession.”

—Carl R. George, *CEO, Clifton Gunderson LLP*

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CONGRÈS 2007 CONFERENCE



Together We Soar

Élançons-nous vers les sommets

Mark your calendar!

Keynote Speakers:



Michael Decter **Francesca Grosso**
Authors: Navigating Canada's Health Care



Dr. Bill Crouse
Healthcare Industry Director, Microsoft Corp.



Lorne Elliott
Comedian

June 6 - 8, 2007

Watch for detailed information to come soon.

Du 6 au 8 juin 2007

The Westin Harbour Castle, Toronto