

Mike Hourigan

Author, Keynote Presenter and Executive Coach



Mike Hourigan is a refreshingly unique keynote speaker, change management expert and author who empowers the country's top companies to navigate constant change with real-world wisdom. A veteran leadership consultant and productivity expert, Mike is consistently sought after and hired by the top companies in the U.S., including McDonald's, Harley-Davidson, Disney, GE, Marriott, Aetna, ExxonMobil and Kaiser Permanente.

Decades of corporate experience have allowed Mike to develop a completely fresh approach to team building, sales management, and customer service training. With a style that engages listeners in a way that's meaningful to them and their company culture, Mike rarely gives his audiences a moment between laughs.

A former member of the management teams of Cargill Inc. and Olympus Corporation, Mike has offered over 1,000 audiences-and-counting the benefit of his real-world corporate experience. A seasoned author, his books include *"Riding the Waves without Getting Wet: A Journey to Leadership,"* and *"Motivational Selling."*

As one of the top keynote speakers in the United States, Mike has developed a comprehensive roster of speeches that address the key issues that affect companies most. From the growing need for soft skills training and interpersonal communications, to the subtle nuances of conducting business in a global economy, Mike Hourigan continues to lead the industry in dynamic presentations that direct executives and entire companies toward real, lasting change.

Audiences say his honest humor and exuberance for life find a way of impacting everyone and leaving them with a willingness to confront the important issues and laugh at the less important ones. Meeting planners agree you will appreciate Mike Hourigan's passionate perspective, energetic eloquence, customized content and genuine concern for his audience members.

Watch Mike: [Video Clips of Mike in Action](#)

Mike Hourigan presents customized programs on change, safety, communication, leadership, sales and negotiation, hiring and retention, customer service and team building.

Each company is different and at a different level of proficiency. That is why all of Mike Hourigan's programs include YOUR products and address the issues in YOUR marketplace and the skill of YOUR team.

Here are some examples of how sales management programs were customized for clients:

- A uniquely customized version of the "Hiring Sales People" program is used by Harley- Davidson dealerships across the USA & Canada
- Hurst Jaws of Life completed a program on How to Manage a Manufacturers Rep Network
- GMAC attended a program on Leading Change Through a Sales Organization

FOR BOOKING INFO ON MIKE: Please reach out to the agent who provided this information to you.

Program Options

- Successful Teamwork In Today's Diverse Workplace: How to Manage a Multi-Generational Workforce
- Millennials, Management & Me
- Sales and Marketing to the Four Generations: Predictive Buying Habits
- Soft Skills Training for Millennials
- Taking the "Cuss" out of Customer Service
- How Generational Change Affects Association Membership
- Let's Not Split the Difference: How to Get What You Want Through Negotiation
- What Does Change Have To Do with Sales?
- Leadership Dexterity: The Art and Science of Leadership
- Recruiting, Interviewing and Keeping Great People Today
- Riding the Waves Without Getting Wet: How to Manage Change in Today's Workplace
- The Travel & Tour Agent's Guide to Happy Customers: How to Keep Clients through Exceptional Service
- Negotiation Skills for Meeting and Tourism Professionals
- How to Say "No!" to Stress and Avoid Burnout
- Active Listening for Optimum Results
- When it's YOUR Turn to Speak: Easy Ways to Improve YOUR Speaking Skills – Fast
- Are You Communicating Safely?
- Hard Hats, Safety Glasses and Respirators Can't Protect Workers From Stress: How to Make Your Workplace Safer By Reducing It
- Hiring for Safety

TESTIMONIALS

"Mike is one of the top in his industry. His combination of superior business knowledge and professional delivery style has always "dazzled" our Harley-Davidson students." - Harley-Davidson

"Masterfully incorporated our business issues into our annual meeting, where we gather our top sales agents from across the nation. I would recommend Mike for any large organization's speaking engagements." - General Electric

"We sure picked a winner! Thank you for making our annual conference and exposition a huge success, benefiting 1,400 managers. We can't wait to recommend you to other colleagues." - American Hospital Association

"Thank you for helping make the time we dedicated to this event meaningful and worthwhile for our leadership team, which is a team that places a lot of value on concrete results." - Aetna

"In the 8-years I have been involved in arranging seminar speakers for members of the Associated General Contractors of Illinois, your presentations on dealing with difficult people and stress were the best! You gave us exactly what we were looking for - a compact and entertaining program, providing key pointers and memorable illustrations everyone could relate to and put into practice immediately, at home and at work." - Associated General Contractors of Illinois

"Your session was a complete home-run for my evaluation. It was not only entertaining, but informative and concretely useful to the attendees." - National Rural Electric Coop Association

Generational Management

Successful Teamwork In Today's Diverse Workplace: How to Manage a Multi-Generational Workforce

How Multi-Generational Teams are Supposed to Work

- The two key things every winning team has going for it, regardless of age differences
- Eight qualities that set championship teams apart from others
- What implementing the best ideas from each generation can do for your organization
- What types of generational language will work best with your staff

How Does Your Team Stack Up?

- An invaluable aid to chart your team's effectiveness
- How to discover hidden generational language barriers that are inhibiting team success

How To Turn a Multi-Generational Group Into A Champion Team

- How to get the millennials to support company protocols
- Understanding the different needs of each generation
- Bridging the gap with generations to maximize team buy-in
- A blueprint for creating a diverse 'model' team
- Understanding the stages of successful team blending
- Five-steps to higher productivity with all four generations

How To Push Performance Right Off The Charts

- Setting goals that all generations in your team can commit to
- How to make sure each age group knows what's expected of them
- How to set goals and deadlines for each generation in ways that are effective

How To Maintain Control

- Design a control system for keeping communication healthy in the workplace
- The eight roles crucial to a multi-generational team's success
- How to promote harmony among age groups and eliminate feuds
- How to solidify your position as a team leader with all four generations
- Rules any team can live by

How To Get Generations To Work Together

- How to decide which generation is best suited to do what
- How to match the right person to the right roles
- How to incorporate personality types into a cohesive team
- How to deal with your personal frustrations with individual personalities and generational styles
- How to teach employees to solve problems

How To Make Sure You Are On The Right Track

- How to monitor individual and group performance
- How to keep communication channels open
- How to correct employee mistakes without harming morale
- Tips for running multi-generational meetings in less time

How To Evaluate Individual And Team Performance

- If you can answer these questions, you'll know your diverse team is clicking
- How to incorporate all you've learned into your day-to-day routine

Generational Management

Millennials, Management & Me: How to Develop a Millennial Management Mindset

Millennials are on the cusp of becoming first-time managers or advancing into middle management. In this capacity, they will be managing, working for and with three other generations in the course of their careers.

Each generation brings their own set of values and a unique work ethic to the workplace. It is the confluence of these different ideas, values, and knowledge that will form the foundation for an exhilarating, sometimes exasperating, but nevertheless engaging work experience. The ability to translate expectations and values into a common language is what will make organizations thrive and outshine their competitors.

Join Mike as he shares his ideas in this extremely exhilarating, hilariously exasperating and guaranteed engaging look at Millennials, Management and Me.

What is the big deal about millennials anyway?

- The financial reason
- The management reason
- The environmental reason

Who are these Millennials? Who do they *think* they are?

- Why all the concern about Gen Y?
- Why is generational conflict any different that it has ever been?
- Why do Millennials get such a bad rap?

Mike will teach you:

- How to move forward as an organization, association, or government entity
- How to make Millennials part of the management team
- How to give Gen Y's what they need for direction
- How to teach them the vital communication skills they are lacking
- How to train Millennials how to be better managers
- How to transform employees into world class leaders
- How to cure Millennial ignorance

"Captivating from the first words he spoke. Mike entertained, informed, and engaged our multi-aged audience on a topic of real importance, millennials in management. His presentation was rich in reality, strong in information, and accepted easily with his humor. Every level of business attending the seminar from large international corporations to small mom and pop businesses was impressed by Mike. He is a "must have" speaker!" - CEO and former Speaker of the House, Gresham Area Chamber of Commerce

"Your training was well received by employees at all levels and you could actually feel the attitudes change for the better as the day progressed. Your topics were very applicable and management really feels that motivated employees will be the result! Here are just a few of the comments:

"Excellent! The program was great from start to finish!"

"Great style – You are a funny guy!"

"Your ideas will really work for our employees and our managers."

Again, thank you very much for being with us. I enjoyed working with you and hope our paths will cross again in the future." - Senator Promotional Group

Generational Sales

Sales and Marketing to the Four Generations: Predictive Buying Habits

Professional sales audiences are thrilled how Mike has unraveled the generational sales puzzle. Making the complicated simple is what sales is all about, and Mike translates for his listeners how to market and sell to the four generations with easy methods anyone can use in business.

Sales and marketing departments have been trying to find the selling sweet spot for their goods and services for generations. Billions are spent each year on market research, forecasting models, and new sales systems. Sales managers spend endless hours looking at sales reports and statistics from the field.

The search for the holy grail of customers, markets, and niches never ends. But the answer has always been the same. Customers buy what they want or need by purchasing what makes sense to them. So, the simple answer to increase sales is to simply find out what makes sense to them...and provide it.

If you look at the four generations in the marketplace and understand what drives their sales purchases, it sheds a lot of light on why one website page or sales brochure will probably turn more potential clients 'off' than 'on'. Whether it is a Boomer buying for a Millennial or a Traditionalist buying for Xers, the dynamic will never change. Parents will always want the best for their kids and the kids will simply want what kids want.

Once kids reach adulthood their buying decisions are additionally filtered by life experiences, what technology they are comfortable with and how the changing world affected their family, friends and themselves. Being able to pinpoint each generation's buying sweet spot is the best way to target market and increase sales dollars for the biggest payoff. In this illuminating keynote, Mike teaches audience members:

- Why multi-generational buying patterns are so predictable
- How to identify the four generations: Traditionalists, Boomers, Xers, Millennials
- Each generation's buying power and preferences
- Why they buy the way they buy
- Purchasing trust levels
- Who they believe and why
- How to communicate with each generation
- How to develop a sales and marketing strategy for each generational sweet spot

"We hired Mike Hourigan to speak at our annual sales meeting where we gather our top sales agents from across the nation. Mike is an energetic, attention grabbing speaker who masterfully incorporated our business issues and lingo into his presentation.

In summary, I would recommend Mike for any large corporation motivational speaking engagement. He would be a valuable and memorable part of your event. " – GE Money

"As former Training Director at Chase Manhattan Corporation and an HR consultant to numerous Fortune 50 companies I've worked with top training professionals nationwide. Mike stands out as one of the best facilitators and keynote speakers I've worked with. His ability to engage audiences using real world examples with creativity and humor is second to none. He adds valuable insights and solutions to every engagement he has been on. I can highly recommend him." – Michael Weiss Associates Management Training & Development

Millennial Professionals

Soft Skills Training for Millennials

Communication and people skills earn fat promotions – why this program is important to your career!

Understand Secrets Of Human Behavior

- How to bring out the best in people, regardless of age
- The real reasons each generation does what they do
- Essential skills that will work in any crisis with any generation

Polish Your Overall People Skills

- How Millennials can always give a professional first impression
- Sure ways to initiate a conversation and get appropriate information you seek
- Learn the “four minute rule” to understand people
- Use the “ATHLETE formula” to be interesting and relatable to any generation

Dynamic Communication Skills

- Real listening, the way to absorb all of what’s being said
- How to “tune in” to the feelings of your multi-generational co-workers
- Pinpoint hidden messages in a complaint and avoid sending the wrong messages
- How to establish limits when others are infringing on your time
- How to say “no” – under pressure and without hurting morale
- How to make requests that are accepted, without arm twisting
- How to properly inform negative information to your older co-workers

Handling Difficult And Angry People

- Separate people from problems – handle difficulties without hurting other’s feelings
- How to defuse and calm the very angry person
- Proven ideas to handle the know-it-all
- Look and act professional – even in the most heated, emotionally charged situations
- How to work with someone you Just Don’t Like

Working With Sensitive, Unhappy, Negative People

- Discuss any problem with even the most sensitive, emotional people
- How to deal with the person who has irritating habits at work
- How to handle touchy people who take everything personally
- Introducing positive change into negative multi-generational work groups

Control Conflicts In Tough Situations

- “Hot potato” words for each generation – what to never say in the office
- How to resolve long-standing grudges
- Managing situations you can’t avoid: office politics, gossip, jealousy, and game playing
- How to disagree – agreeably
- When to assume authority and when to back down

Customer Service Professionals

Taking the “Cuss” Out of Customer Service:

How To Keep Customers Through Exceptional Customer Service

What is the Big Deal about Customer Service?

- The employee’s perspective
- The company’s perspective
- The customer’s perspective
- The 6 reasons we lose customers
- Why we want the customer to complain
- Why customers get upset – The List
- How to avoid some of the major upsets

If the Internal Customer is Unhappy, the External Customer Always Pays for It

- Defining your real customer
- How to say no without hurting someone’s feelings
- 5 ways to get others to accept your requests and buy into your ideas
- How to confront a co-worker without antagonizing

Dealing with the Difficult Customer Communication Problems

- Knowing what the customer wants
- The 4 minute rule
- I know what I mean, but do you?
- How to use the 3 F’s in customer service
- A look at the powerful non-verbal’s
- The difference between common sense and working knowledge
- Words that are guaranteed to get you in trouble
- How to avoid fight starters
- How to keep a confrontation from escalating
- How to defuse an angry customer
- Don’t let them “shop” you
- What you can say to yourself after a confrontation

Establishing a Customer Service Preventative Maintenance Program

- What do customers want in person?
- What do customers want on the phone?
- Making sure customers get what they want
- How to use the easy rule of customer sales and service
- The supervisor’s perspective
- Understanding the ABC’s of customer service
- The three D’s of management
- How to spot customer service burnout
- How to get the customer service message across
- Ten techniques to get everyone to buy into a customer service program

Generations in Associations

How Generational Change Affects Association Membership

The major reason people used to join associations was for information, which they can now find on the internet. Members joined to network and spend time with others like them, and now they do not *have* the time. People joined because their company paid their fees and travel and now many of them don't.

Any association is only as strong as its committee members and it has become difficult to get members to commit, especially with the ever-changing generational demographic.

Join Mike Hourigan as he looks at all these issues and shares a few conventional and quite a few unconventional ways to attract new members, get them involved, and make them want to recruit for your association.

Here are a few of the issues Mike will present in this high-energy, fact-filled and funny presentation.

- Understanding what generational change does to a group
- Understand how Gen Y members perceive the association in comparison to past generations
- Turning perceptions to your advantage
- What is your association's value in the internet era
- How to get members to do more than just join
- Quickly understand what each generation wants from your association
- How to get the Millennials to support the association to give it a fresh edge
- Understand the different needs of each generation
- Bridging the gap with generations to maximize member involvement
- Looking at member involvement from a different angle

"Mike, Thanks again, as I could not think of a better way to have started of our Annual Convention this year. Your keynote presentation was full of excitement and the attendees were fully engaged with your session. As a meeting planner during these economic times, it is important to provide valuable sessions so that attendees will see the value of attending, and you delivered. You were just the right fit for our event and I what else can I say? Extraordinary!" - **Hospitality Financial & Technology Professionals**

"FEI had the pleasure of having Mike address our members on two occasions now ... each time he has delivered in spades! Mike listens, and the result is an attendee experience that is customized and unique, conveying the message of managing change with a 'WOW' factor!" - **President & Chief Executive Officer, Financial Executives International**

Programs for Sales Professionals

Let's Not Split The Difference:

How To Get What You Want Through Negotiation

Anatomy of a Negotiation

- Content
- Technique
- Outcome

The Power of Leverage

- Happy to have
- If only I could have
- "Gotta" have

Negotiate with Yourself, First

- Learn your negotiating strengths
- Why you are different than any other negotiator
- Understand the negotiation process
- Your position vs. their position
- Your interests vs. their interests

Develop your own Negotiation Agenda

- Power
- Information
- Time

The Four W's of Negotiation

- Who
- What
- When
- Where

Avoiding the Dirty Tricks

- Tactics
- Problems
- Styles
- Tools

"I am delighted to offer a letter of recommendation for Mike Hourigan who offered his services to our sales team during our 2016 National Sales Meeting. His enthusiasm, professionalism and willingness to work within our guidelines made him one of our most popular speakers throughout our program. Mr. Hourigan was willing to speak with our Marketing and Sales Departments on several occasions prior to our meeting to ensure that we were in agreement on the scope and direction of his presentation so that our goal of motivating our sales team could be met. Also, he was able to incorporate our customers, real-life issues and even our management team into his presentation to connect with his audience and make them feel as though they were understood. Mr. Hourigan's excitement and attention to detail helped to make our National Sales Meeting a successful event and I would highly recommend him for similar programs." - Sr. Marketing Manager, Greiner Bio-One North America, Inc.

Programs for Sales Professionals

What Does Change Have To Do With Sales?

Introduction

- How change has affected the market
- Why change has affected the market
- What happens to companies who do not change

Reactions to a change in the market

- Fear of change
- Don't know where or how to start
- Buying public's reaction to change
- Sales force's reaction to change

Understanding how people buy and how to sell to them today

- The influence of the four buying generations
- The influence of social media
- Buying decisions are made with different information
- Buying decisions are made by different people in organizations

Engage your "Silent Sales Force" to move your sales through uncertainty

- Using the power of a force multiplier to generate more sales
- New calling strategies LinkedIn
- Every customer has the communication strength of millions
- Customer service has to be much more than lip service
- Everyone sells
- How to communicate change to the salesforce
- Critical information now comes from everywhere

"I want to take the opportunity to thank you for being part of this year's 2014 President's Cabinet and making a wonderful presentation to our field associates and managers on approaches to ensure changes are successfully implemented and how best to motivate a sales team to achieve objectives.

Your presentation was informative, timely and addressed topics that our field associates and managers wanted to hear about to help them grow. You connected with each and every audience member and there were many positive comments made by them following your presentation. It was certainly a pleasure working with you to plan this presentation and I look forward to keeping in touch! - Vice President, National Accounts, Security Mutual Life

"We hired Mike for the Atlas national sales meeting and he was an outstanding addition to our program as the keynote speaker. Engaging presentation, terrific enthusiasm, down to earth and personable, and all of that wrapped around a core presentation that offered excellent take-away value and immediate applicability. From Mike's books to his on-site presentations, his work is a clear value-add for your corporate meetings. - Chairman, CEO at A. Arnold World Class Relocation

Programs for Leadership

Leadership Dexterity: The Art and Science of Leadership

Introduction

- The art or science of leadership debate
- How to distinguish yourself as a leader
- What gets people promoted
- Where and when to be a leader or a manager

Contemporary Leadership Issues

- Four generations in the workforce
- How to handle the buddy or boss syndrome
- How to inspire someone older than you
- How to inspire someone younger than you

How and Where to Invest in Employees

- Understand what employees want
- It doesn't take big money or promotions to motivate employees
- How to delegate for results
- Five ways to reward at low cost

Pinpoint for Leadership Accuracy and Results

- The 3'd's of employee perception
- Understand four different types of associates
- Understand the four-minute rule of interviewing
- Beware of words that rob you of your leadership credibility
- Beware of the corporate minefield
- How to praise for repeated results

"I would like to thank you for the dynamic role you played in our National Accounts Underwriting Leadership. The event was a success, and we've received extremely favorable feedback from our participants. As the coordinator of this event, I appreciated how prepared you were, your flexibility to meet and plan with us, and your commitment to achieving the objectives we established for our event. Some specific comments I received on the day you spent with us include:

- *"This event was different than others in the past, I have tools I can leave here with and apply."*
- *"The day was well spent; I learned some new techniques to interact with my team."*
- *"Mike shared tools that made sense and could be easily applied. He had a great energy that was contagious."*
- *"Mike was clearly passionate and excited about what he was doing and talking about."*

Thank you for helping make the time we dedicated to this event meaningful and worthwhile for our leadership team, which is a team that places a lot of value on concrete results. - Director, Business Project Program Manager, Aetna

"Mike Hourigan has done a significant amount of training for U.S. Xpress in the past two years. He always gets excellent reviews and our people are always asking, "When will Mike be back?" He is entertaining, thought provoking, and very creative in his approach. Mike is a real pleasure to work with and makes an impact on U S Xpress even when he is not here." – VP, Driver Services, U.S. Xpress

Programs for Management

Recruiting, Interviewing and Keeping Great People Today

Introduction

- The Millennial Mindset
- Effective hiring procedures for a correct match
- Five steps to hiring long-term employees

Understand the Laws

- Check your understanding
- These federal laws affect the hiring process
- Terms you should know and how they affect the hiring process

Define the Job, Qualifications, and Compensation

- Hiring great employees starts with an accurate job description
- Tips on writing a job description that will appeal to Gen Y
- Develop a right person profile: Can do, Will do, Must do
- Factors in determining the right compensation for the right person

Screen Applicants

- Evaluating and screening techniques for application documents
- Create documentation of how you make your screening decisions
- Telephone screening, Skype screening, Social Media screening
-

Interview Selected Applicants

- Three purposes of the hiring interview
- Brushing up on good listening and interviewing techniques
- Preparing questions for an interview
- The value of first impressions
- Staying in control of the interview without dominating
- Try something besides the typical question and answer interview with Gen Y candidates
- Use hiring assessments to guarantee hiring success

Make Sure Those You Hire Succeed and Stick Around

- Proven steps for getting your Millennial workers up to speed fast
- What motivates this generation beyond money
- Insider tips on handling the truly great workers

“Thank you for speaking so effectively to each of our six Regions at our annual Spring Group Meetings. Your program, *Recruiting, Retaining, and Energizing Employees*, really connected with our bankers.

Not only was it upbeat, it was filled with wonderful tidbits that could be implemented immediately. Of course, what made the program especially memorable was how you used relevant stories and humor to illustrate your points. The staff commented on how easy you were to work with and that you are a true professional. I would be happy to recommend you to any association looking for a top-notch speaker.” - **Cynthia Wallet, VP, PA Bankers Association**

Programs for Management

Riding the Waves Without Getting Wet:

How To Manage Change In Today's Workplace

How Change Affects Us

- Change profile
- What is change management?
- A look at change around you
- The cultural impact of change
- The cost of organizational change
- The two types of change
- The change exchange

How to Interpret Change

- How people respond to organizational change
- How we interpret change
- The loss factor involved with change
- Learned optimism vs. learned helplessness

Responses to Change

- An individual's response to change
- Understanding the grieving cycle
- The 4 change response styles
- Why people resist change
- How to work with change resistance
- Predictable change resistance issues

Be a Role Model For Change

- The importance of culture on change in your organization
- The urgency of change
- Sell the "sizzle"
- Recognizing how to initiate change
- Where to find quick successes
- Your role as a change leader

Cementing Change Successes

- Employee buy-in
- Change buy-in
- Reinforcing the changes
- How to discuss change with your employees

"We retained Mike to conduct a two-day seminar on change in anticipation of process improvements that would significantly affect the way we work. Mike's program was much more than a "motivational" seminar on change. It was an inspirational and energizing session that provided us with the tools and insights to manage change within our department, the BMS organization and in our personal lives as well. Additionally, the content was incredibly valuable because it provided us with a unique opportunity to reflect and focus on leveraging change as a catalyst for moving an organization forward. As a result of his seminar, I feel the department is prepared to lead change within the organization." - Executive Director Promotion Integrity Bristol-Myers Squibb

Programs for Tourism

The Travel & Tour Agent's Guide to Happy Customers:

How to Keep Clients through Exceptional Service

What is the Big Deal about Client Services in the Tourism Industry?

- The employee's perspective
- The travel agency's perspective
- The vacation client's perspective
- The business traveler's perspective
- The 6 reasons we lose most return buyers
- Why we want the customer to complain about a bad destination or travel experience
- Why customers get upset – The List
- How to avoid some of the major upsets in the travel world

Effective Communication with your Travel & Tour Clients

- Knowing what the customer expects from their destination experience
- The 4 minute rule
- I know what I mean, but do you?
- How to use the 3 F's in travel service
- A look at the powerful non-verbal's
- The difference between common sense and working knowledge
- Industry buzz words that are guaranteed to get you in trouble
- How to avoid fight starters
- How to keep a confrontation from escalating
- How to defuse an angry customer
- Don't let them "shop" you with other tour agencies
- What you can say to yourself after a confrontation

Establishing a Travel Service Preventative Maintenance Program

- What do the typical tourism clients expect in person?
- What do they want on the phone?
- Making sure travelers get what they want
- How to use the easy rule of travel sales and service
- The supervisor's perspective
- Understanding the ABC's of customer service
- The three D's of management
- How to spot customer service burnout

Popular Programs for Tourism

Negotiation Skills for Meeting and Tourism Professionals

It's not about the destination, it's about the decision. If the only thing influencing an event planner's decision was location, all meetings would be in Hawaii!

Realistically, meetings are held everywhere and anywhere and all year round. This negotiation skills program provides insights to tourism professionals on how to get the results they want by giving the client what they *NEED*.

Buying decisions are made after a negotiation process. How often were you sure you had the deal sewn up and lost it to your competitor and their price was much higher? Mike Hourigan details the ins and outs of the negotiation process in this illuminating, interactive program for tourism professionals.

Negotiation planning form included with this program!

Everything Counts

- We want you to come back, really!

Why Negotiations Fail

- Finding something even meeting planners go gaga for

Forget WIN/WIN

- Think FAIR/FAIR
- Negotiate from a position of strength
- Words guaranteed to make you lower your price

There Are Only 4 Types of Buyers

- How to get to the buyer who can pull the purchasing trigger

Extravagant Errands and Ridiculous Requests

- Making the Onsite Team Happy

Additional Program Take-Aways:

- Stop spending the time on the wrong side of negotiation
- The content
- The technique
- The four boxes of any negotiation
- How to negotiate from a position of strength
- Awards trips
- Sales meetings
- Trade shows
- Conventions
- Retreats
- Dealing with the usual tricks, ploys and objections

Programs for Mixed Audiences

Managing Your Stress For Peak Performance

Too Little Stress and Too Much Stress are Both Problems – Finding the Optimal Level

- The warning signs of stress overload – what to do and what not to do about them
- Your worst enemy in the war on stress: denial – how to combat it
- The stages on the road to burnout
- The five stages of stress

Reducing Stress When Levels Become Too High

- A three level model for stress intervention and management
- The power of a take charge attitude – what it can do and how to develop it
- Three choices you always have in combating stress

Managing Your Stressors

- How to communicate your needs, state your limits, and say “NO”
- Essential principals of managing your conflicts successfully
- How to respond to criticism in ways that keep your stress at a minimum

How To Become Stress-Resistant

- Three characteristics of people who survive stressful times and how to adopt these to combat your own high levels of stress
- Rational thinking – what it is and how you can use it to manage your stress
- Four key strategies to help you change what you think about your stressors

Counteracting the Destructive Effects of Stress

- The relaxation response – how to use it to reduce stress and improve health
- What to eat when you are under too much stress
- How to use exercise to help you survive stress and perform at your peak
- The value of developing a sense of humor and putting plenty of play and laughter into your schedule
- A holistic approach to managing your stress for greater quality of life

"Mike did a fantastic job as the keynote speaker for our conference. His energy and humor immediately sparked the attendee's interest and the content of his presentation was timely for issues facing our profession. It was obvious that Mike did his homework on our profession and he took great steps to connect with the participants by viewing the world from their perspective. I would certainly use Mike again in the future and highly recommend him for other groups." -
CAE Director, AABB National Blood Exchange

"Thank you for your stellar performance at our annual NAMA Coffee, Tea and Water show. Your programs really got the message across and your ability to get the audience engaged in the moment was fabulous! As your keynote sponsor, I want thank you for your creativity in endorsing our company and our goals to all the attendees! It flowed, fit the moment, and coming from you, gave us instant credibility. I have already recommended you for next year's NAMA program." - **Bryan Real, President, United Food Group, Inc.**

Programs for Mixed Audiences

Active Listening for Optimum Results

Understanding What You are Missing:

- Why we don't listen
- A few myths and beliefs about listening
- Why should I listen to you anyway?
- The difference between active and passive listening

Listening is a Full-time Job:

- Six verbal bad habits
- Five steps to make you a better listener
- Understanding the four types of listening
- How to work with the 4 different listening styles
- How to listen with your eyes as well as your ears
- How to avoid the double bind
- Understanding the 4 minute rule of communication

What You Don't Hear Can Hurt You:

- A look at how we filter information
- How to remove communication blinders
- How to overcome the barriers to listening
- Using reflective listening to improve the end results
- Four ways to instantly improve your listening
- How to get other people to understand your message
- How to use listening to minimize problems
- How to use listening to sell more

Working with Tough Listening Situations:

- The boss
- The customer
- The co-worker
- The employee
- The spouse
- The teenager

Getting Others to Listen to You:

- Ten things people do not want to hear
- How to sell more by talking less
- How to "tune in" to the emotions of others
- Avoid sending the wrong message
- How to say "no," without hurting someone's feelings
- How to convince others to buy into your ideas without arm twisting
- The four major pay-offs of effective listening

Popular Programs for Mixed Audiences

When it's YOUR Turn to Speak:

Easy Ways to Improve Your Speaking Skills – Fast!

Introduction

- Questions about speaking
- Answers about speaking

Business Presentations vs. Public Speaking

- How to develop a firm approach to speaking
- Evaluate your presentation skills
- How to open strong
- The number one secret of the speaking professional

The Audience For Presentation Skills Training

- How to recognize your audience
- What's in it for them
- Recognizing your audience's learning styles
- Understand your audience

The Presentation For Presentation Skills Training

- What type of presentation are you giving?
- Formal and informal types of presentations
- Planning your presentation
- The five senses in your presentation
- Body language
- Gestures, voice, breath, and speed
- How to be credible
- Understanding how the message is delivered
- When even 99.9% isn't good enough
- How to use visual aids and handouts
- Pros and cons of visuals
- How to reduce stage fright

The Speakers Tool Kit For Presentation Skills Training

- How to be an interesting person
- How to drink and eat the right things
- How to handle "questions & answers"
- How to handle difficult audience members and close strong
- Twenty tips on maintaining interest
- Mike's cheat sheet
- Twenty-eight quick tips

"When the COO came in to my office to request a speaker for her staff, I immediately realized that this would be a tough assignment. This was because the audience consisted of well-trained, high achievers who have "heard it all" and are probably practicing ideas that are presented in most trainings. Your presentations were not only informative and entertaining but also highly relevant to a sophisticated audience. In addition, when given suggestions for session content by members of Senior Management, you not only included them to their satisfaction, but to the satisfaction of the entire audience." – American Cancer Society

Programs for Safety Professionals

Are You Communicating Safely?

How often have you said: "That employee would not have gotten hurt if they followed the procedure." or "We have safety posters everywhere, why don't they read them?!" As safe as organizations want and try to be, accidents still happen. Most safety audits reveal communication issues were to blame and more often than not, good intentions were the culprit. Communicating a culture of safety can be difficult when demands on time and people increase, but it can be done if you are communicating safely.

Mike Hourigan has worked in many dangerous environments including: a steel mill, a leather tannery, a shoe factory, a wire factory, and a recreational vehicle plant. He saw how shortcuts and "work-a rounds" injured people. He also saw how management's safety philosophy, or lack of it, contributed to unsafe situations.

This high-energy, fast paced, session brings understanding to some of the most difficult communication problems affecting safety. Mike's satirical and real world look at organizational communication and safety weaves you through the workplace minefield and provides easy-to-use solutions.

Mike's keynote covers:

- Creating a culture of safety by giving people permission to think
- How to truly reward safe behavior
- It's not about the regulations it's about the explanations
- Lock in / Lock out logic
- How to ask, "why did you do that," without sending employees into defense mode
- Selling the safety sizzle to unmotivated employees
- Mutual trust and teambuilding
- The dilemma of a good safety record
- How to use your company's marketing messages to promote safety
- Helping employees slow down when in a hurry

Make sure to ask Mike to tell his "safety glasses are not a fashion statement" story; or, how he turned product features into a safety message at General Mills.

Some of Mike's safety clients include:

AON	Florida Natural Gas
The Risk Management Society (RIMS)	American Hospital Association
Electric Utility Cost Group (EUCG)	Hurst Jaws of Life
General Mills	Kaiser Permanente
Unocal	Rheem Corporation
	Southeastern Gas Association

"Congratulations and thank you for your outstanding support by presenting your seminars to my staff. Each has been superb and highly effective...To date, you have trained 1,522 Womack employees--military, civilian, and contractor alike... We have received rave reviews from our staff regarding your presentation style and more importantly, your content. Your style of combining your personal experiences and your experiences with us have allowed your audience to be in touch with the subject matter. You continually provided real world situations with positive solutions for each individual to take back with them to the job site.

Not only do we at Womack feel that the seminars have been a complete success, but they also have helped to boost the morale of our staff as well. Thank you again for making these seminars so very successful."— Ft. Bragg, Colonel, U.S. Army

Popular Programs for Safety Professionals

Hard Hats, Safety Glasses and Respirators Can't Protect Workers From Stress: *How to Make Your Workplace Safer By Reducing It*

It's a well-known fact, people are safer on the job than they are at home. This is true for everything except stress and the dangerous consequences it causes to people, property and productivity. This program shows how to create a safer workplace by helping employees become more productive and stress resistant.

How Does Stress Affect Safety In Your Organization?

- What stress is and what it is doing to your company
- Here is what the statistics say about stress in organizations
- The primary reason stress is causing you so many problems
- Why stress overload is so widespread in today's workplace
- Three reasons people are burning out on the job

The High Cost Company's Pay For Not Managing Stress

- How to create new models for managing stress and discard ineffective old habits
- The place of risk-taking in stress management and the benefits of becoming an intelligent risk-taker

Safely Managing Stress For Peak Performance

- Too little stress and too much stress are both problems - finding the optimal level
- The warning signs of stress overload - what to do and what not to do about them
- Your worst enemy in the war on stress: denial - how to combat it
- The stages on the road to associate burnout
- The five stages of employee stress

Reducing Stress When Levels Become To High And Unsafe

- A three level model for stress intervention and management
- The power of a take charge attitude - what it can do and how to develop it
- Three choices workers always have in combating stress

Teaching Associates How To Manage Stressors

- How to communicate your needs, state your limits, and say "NO"
- Essential principals of managing your conflicts successfully
- How to respond to criticism in ways that keep your stress at a minimum

How To Become Stress-resistant, Safely

- Three characteristics of people who survive stressful times and how to adopt them
- Rational thinking - what it is and how you can use it to manage your stress
- Four key strategies to help you change what you think about your stressors

Helping Workers Counteract The Destructive Effects Of Organizational Stress

- The relaxation response - how to use it to reduce stress and improve health
- What to eat when you are under too much stress and why
- How to use exercise to help you survive stress and perform at your peak
- The value of developing a sense of humor and putting plenty of play and laughter into your schedule
- A holistic approach to managing stress for a greater quality of life

Programs for Safety Professionals

Hiring for Safety

You may never know all of the accidents you prevent, but you will always remember all of your safety hiring mistakes. In this illuminating keynote, Mike Hourigan cautions safety managers on what to look for in potential candidates to avoid hiring an on-the-job hazard.

Introduction

- Hiring safe employees is a process
- Five steps to hiring responsible employees
- Bad attitude = bad hire = bad risk

Safety and the Law

- These laws are a part of your safety hiring process
- Hiring safe-minded employees, the basics
- Defining the job and safety expectations

Hiring low-risk employees starts with an targeted job description

- A job description that delivers safer results
- More information requested will help in hiring a safer worker
- Determining if a candidate has a bad attitude

Screen Applicants for a Safety Attitude

- Know what to screen for and how to do it
- Telephone screening
- Skype screening
- Social Media screening
- Four areas to focus on when screening candidates

Interview Candidates

- Three purposes of the hiring interview
- Interviewing techniques to guarantee successful results
- Questions for an interview
- This question will let you know exactly what they think about safety
- Safety and first impressions
- Guiding the interview to determine suitability without dominating
- What to expect

Safely Using Pre-Employment Assessments

- What some hiring profiles can really tell you about a candidates
- What you need to know about properly reading assessments

Check References

- Superior maneuvers to thoroughly check references

Keeping your Best and Safest Employees Around

- Proven steps for getting the new hire up to speed fast and safely
- What motivates people beyond money
- Insider tips on handling the truly great workers