

# Leading the Way Head First and Heart First



**Traci Duez**

Traci is a sought-after speaker in the project management community. She has spoken at over 120 events in the past 5 years including PMI Global Congresses in North America and Europe.

She is a leading expert in neuro-axiology which she practically applies to help people think better. She has been featured on the cover of PMI Today after her presentations to PMI Global Congresses in Amsterdam and Orlando, FL. Her audience members say "Traci is not only an engaging speaker; she brings new ideas to the table rather than just repackaging the old ones.... Traci is a speaker that you can hear more than once and hear a new message every time."

## Today...You Can't Manage if You Don't Lead

Perhaps there was a time when the work of the manager and that of the leader could be separated. In the manufacturing and industrial eras, the manager's job was to follow the orders, organize the work, assign the tasks, coordinate the results and ensure the job got done as ordered.

As project managers in the 21<sup>st</sup> century, this is no longer enough. In today's economy, value comes increasingly from the knowledge of people, and where workers are no longer undifferentiated cogs in a machine. People look to their managers, not just to assign them a task, but to define for them a purpose. And managers must organize workers, not just to maximize efficiency, but to nurture skills, develop talent, and inspire results.

The late management guru Peter Drucker wrote, *"The task is to lead people. And the goal is to make productive the specific strengths and knowledge of every individual."*

In this presentation, you will learn what Peter Drucker was inferring and how to develop from a **Head-First Manager** into a **Heart-First Leader**. BOTH are necessary for your success.

You will discover:

- The difference between your "heart" and your "brain"
- How your brain limits your perspectives and your heart expands them
- That leadership traits can be learned by understanding value
- How axiology can increase your leadership abilities
- That your "thinking" STRENGTHS are the key to your success
- How to shift from a head-first manager to a heart-first leader

Testimonial:

*"I highly recommend [Traci's] message concerning Neuro-Axiology and suggest any professional will gain from this unique information and approach. Traci's infectious delivery and energy keeps her audience engaged and everyone takes away good information. Traci's insights and practical application of Neuro-Axiology can not only change and improve the way you practice leadership but can also have a positive impact on your own life."*

- Todd Kersh, PMP, Oklahoma

