

# Insights

From Advantage Performance Group

Useful news that **cuts through the clutter** to help your leaders lead, sellers sell, and business flourish.



April showers bring May flowers and sometimes double rainbows like these spotted from our car yesterday (*Yes, we pulled over!*). To celebrate, we're bringing you a virtual pot of gold filled with these nuggets:

- **Are your employees using ALL their brainpower?** - give 'em a boost
- **Our launch parties are multiplying** - the celebration continues in Cincinnati and Minneapolis!
- **The power of storytelling** - how to make slides that rock
- **Play it forward in Music City** - join us for an *Interplay* showcase and help support Second Harvest in Nashville

## How to build brainiacs

Did you know that **one kind of leader typically realizes only 45% of the potential brainpower** of their teams? In her groundbreaking bestseller, *Multipliers*, Liz Wiseman calls these leaders Diminishers. But there's good news backed by research. By making some simple changes in behavior, Diminishers can learn how to **more than double that intelligence**. Our white paper reveals how.



- **Time required:** 3-minute read
- **Takeaway:** a better grasp on how **you** can become a Multiplier worth celebrating! (see below)

[Access the white paper!](#)

## Our launch parties are multiplying

We've added Cincinnati and Minneapolis as new venues for our launch parties celebrating our *Multipliers* simulation.

- **May 5 - Silicon Valley**
- **May 19 - Chicago - full!**
- **June 2 - New York**
- **June 10 - Cincinnati - new!**
- **June 23 in Minneapolis - new!**

- **Time required:** Moments to sign up, breakfast+half-day workshop+lunch= a great time!

• **Takeaways:**

- **Meet up** with other business leaders
- Be among **the first to experience** *Multipliers*
- Return home **inspired** and prepared to boost your organization's brainpower
- Get a **free book** if you share a photo from the event on social media



[→ RSVP for a Launch Party!](#)

*A limited number of spots are available. These venues are filling up quickly.*

## Say goodbye to bullets and boring text

If you've got to make a presentation, make it good. Here's how to turn a boring slide deck into a memorable journey with the power of storytelling.



- **Time required:** 4-minute video
- **Takeaways:** Inspiration, practical techniques and a link to beautiful *free* high resolution photos

[Learn how to make slides that rock!](#)

## Play it forward

We're paying -- and playing -- it forward in Nashville with a complimentary showcase featuring the popular *Interplay* simulation that's been called a "*mini-MBA-in-a-Day*." Join us June 17 at Second Harvest in Nashville and we'll match your optional donation up to \$100! (*We won't actually be bringing our guitar but we guarantee a good time.*)



- **Time required:** moments to sign up
- **Takeaways:** a broader perspective, stronger business acumen, warm fuzzies for doin' good

[RSVP for our Nashville Showcase](#)

## Surprise!

“  
*Never tell people how to do things. Tell them what to do, and they will surprise you with their ingenuity.*”

- George S. Patton Jr.

[www.advantageperformance.com](http://www.advantageperformance.com)

- From *War As I Knew It* (1947) by George S. Patton, "Reflections and Suggestions"

Last month's quotation, popularly attributed to Thomas Jefferson, is not actually on record, according to [monticello.org](http://monticello.org). [The Quote Investigator](#) attempts to set the record straight.

Thank you for checking out this month's **Insights**. Next month: Party pix!

The team at Advantage Performance Group

Start Multiplying! Share Insights with your colleagues!



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