

Insights

from Advantage Performance Group

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



Thanksgiving is near. We've got pie!

Fall Edition 2016



They had a tendency to talk past one another.

Table talk

From our thought leader partner **Root Inc.:** *The 8 communication tips you NEED to know.* We're always working on #7 (less is more). **Bonus:** *8 Practical Emailing Tips* (Yep ... we actually made these mistakes so you don't have to)

[Get some tips!](#)

Nominate your sales team!

Deadline is November 30



Will your sales organization be on this list?

GrowthPlay, an Advantage thought leader partner, and the **Sales Management Association** have partnered to conduct the first annual "Best Companies for Sales" research project. **Does your team deserve to be there?**

[Heck, yeah!](#)

Events and opportunities

Don't miss!

Nashville, we have some EQ for you

Attend our Holiday Give Back session on **Friday, December 16**, at the Second Harvest Food Bank of Middle Tennessee and help fight hunger while you strengthen your emotional intelligence. It's a win-win!

[Nashville, count me in!](#)



Experience Multipliers in Minneapolis

It's back! If you missed our half-day launch parties, or if you want to see more, join us **Thursday, December 15**, at Entrust Datacard for a full day of our popular, empowering simulation. Just \$400/seat for an unforgettable day

[Minneapolis, I'd like to go!](#)



Get some Decision MoJo in Denver

Learn how to consistently make high-quality decisions in challenging circumstances. Join us **Friday, January 6, 2017**, at the Oxford Hotel in Denver.

[Denver, my decision is yes!](#)



So long, 2016. We hardly knew you!

Did we blink?

Time flies when you're having fun! Here are some **Insights** to help you make the most of what's left of this year AND get a head start on 2017

Sales kick-off design principles

BTS, an Advantage thought leader partner, has created a sales kick-off infographic worthy of wall space. Great for the break room!

- **What:** Motivational infographic, wall worthy!
- **Time required:** 15-20 minutes
- **Takeaway:** Checklist for a GREAT sales kick-off



[I want new wall art!](#)

When you need a great speaker

Play a game instead

An Advantage team, together with creator Brent Snow, brought the house down when they presented the popular *Interplay* simulation to **HR Indiana 2016**. Turns out our session **was even better than we thought**. We received an evaluation score higher than ALL other sessions at the conference!

Our friend Karl Ahlrichs captured the excitement.

- **What:** Watch *Interplay* wow 135 HR professionals in Indiana
- **Time required:** 3 minutes, 26 seconds
- **Takeaway:** "Oh my gosh, this training ... total mind blower. ... I wish we could have done it more, honestly. It's the best board game I've ever played." - **HR Indiana 2016 participant**



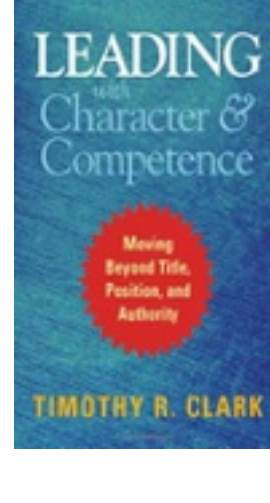
[Watch the video!](#)

What we're reading

The essence of leadership

"A great leader influences through the combined credibility of character and competence — no duplicity, no intimidation, no fear, no threats, and no betrayal," longtime Advantage thought leader partner and co-founder of BlueEQ Dr. Timothy Clark writes in his new book.

- **What:** *Leading with Character and Competence: Moving Beyond Title, Position, and Authority* by Timothy Clark
- **Time required:** 185 pages of leadership lessons
- **Takeaway:** "Walking the talk through your living, breathing example."



[Read an excerpt!](#)

Thank you for checking out this season's **Insights**. See you in 2017!

The team at Advantage Performance Group

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