

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:

Our launch parties are multiplying - the celebration continues in Cincinnati

Are your employees using ALL their brainpower? - give 'em a boost

- 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.



celebrating! (see below)

• Time required: 3-minute read

Access the white paper!

Takeaway: a better grasp on how **you** can becomer a Multiplier worth

We've added Cincinati and Minneapolis as new venues for our launch parties celebrating

Our launch parties are multiplying

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
 - organization's brainpower Get a free book if you share a photo from the event on social media

prepared to boost your

- → RSVP for a Launch Party!
- A limited number of spots are available. These venues are filling up quickly.



Play it forward

Surprise!

Time required: 4-minute video

how to turn a boring slide deck into a memorable journey with the power of storytelling.



to beautiful free high resolution photos Learn how to make slides that rock!

We're paying -- and playing -- it forward in Nashville with a

June 17 at Second Harvest in Nashville and we'll match your

optional donation up to \$100! (We won't actually be bringing

Takeaways: Inspiration, practical techniques and a link

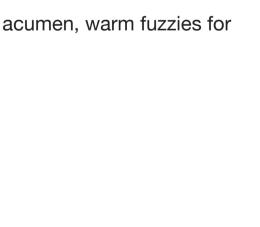
If you've got to make a presentation, make it good. Here's

complimentary showcase featuring the popular Interplay simulation that's been called a "mini-MBA-in-a-Day." Join us

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

Never tell people



how to do



Last month's quotation, popularly attributed to Thomas Jefferson, is not actually on

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

The team at Advantage Performance Group

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