



What is the *value* of a relationship?

Flight Risk™: Why Most High Potentials Leave!

The ability to identify, retain, and develop your most valuable talent - often responsible for penetrating new markets, launching new products, and gaining traction with key strategic initiatives - will forever elude those who *refuse* to build a relationship-centric culture.

Relationship-centric cultures, unafraid of retribution, develop the courage to fail and transform status-quo business models to innovate by asking not only how we can do things *better*, but how we can achieve greater results *differently*.

High performers, as well as high potentials demand servant leaders, pragmatic coaches, and insightful mentors. Recognition and rewarding of exceptional performance becomes the fundamental difference between mediocrity and meritocracy - the difference between market makers and industry averages.

About the Content:

David Nour, founder of Relationship Economics® and CEO of The Nour Group, Inc., has developed a unique transformation process for the design, development and nurturing of relationship-centric cultures. This framework provides a focused roadmap for individuals and organizations to:

- Enhance their current and prospective talent acquisition and development strategies
- Empower coaches and mentors to inspire high performers
- Recognize and reward exceptional performance
- Seek adaptive innovation vs. stagnate incrementalism



About the Speaker:

David Nour is a social networking strategist and one of the foremost thought leaders on the quantifiable value of business relationships.

A native of Iran, David came to the U.S. with a suitcase, \$100, limited family ties and no fluency in English! Fast forward 25 years and David has built an impressive career of entrepreneurial success, both within large corporations and early stage ventures.

David is the author of *Relationship Economics* (Wiley, 2008), a senior management advisor, and a featured speaker for corporate, association and academic forums, where he shares his knowledge and

About the Event:

You are invited to an inspiring keynote speech based on the fundamental leadership approaches necessary to identify, retain and develop your organization's highest performers. This featured session focuses on a proactive approach to building a relationship-centric culture that has the courage to fail, fail fast and fail forward - seeking innovative approaches to achieve the greatest results.

1. How well do you identify, retain, and develop your top talent?
2. Does your organization have a relationship-centric culture?
3. Do you effectively recognize and reward exceptional performance?
4. Are you a market maker or an industry average?
5. What is the cost of losing your top performers?



Within 60-90 minutes, the following topics are addressed:

- ✓ How to Avoid Corporate Relationship Deficit Disorder
- ✓ Why the “A-Players” Leave
- ✓ Importance of Building a Relationship-Centric Culture
- ✓ How to Keep Four Generations of Diverse Workforces on the Team
- ✓ Tips for Recognizing and Rewarding Top Performers
- ✓ Noah’s Ark vs. The Titanic
- ✓ Vibration vs. Forward Motion - How Not to Confuse Incrementalism with Real Innovation

experience as a leading change agent and visionary for **Relationship Economics® - the art and science of relationships.**

In addition to serving on key community boards, David is also an active member of several professional organizations, including the Association for Corporate Growth (ACG), American Management Association (AMA), Institute of Management Consultants (IMC) and the Society of International Business Fellows (SIBF).

He has been featured in a variety of publications, including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *Georgia Trend*, *Success*, *Entrepreneur* and *Pink* magazines.

David earned an Executive MBA from the Goizueta Business School at Emory University where he’s often a guest lecturer and a BA degree in Management from Georgia State University.

Sample Clients:

- American Cancer Soc.
- Cisco Systems
- Cox Enterprises
- Disney
- Emory University
- Hewlett-Packard
- KPMG
- Legal Marketing Assoc.
- Marriott International
- Meeting Professionals Int.
- Nat. Assoc. of State CIOs
- Project Mgmt Institute
- Siemens
- Verizon Wireless
- Women In Technology

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