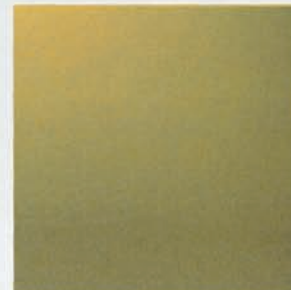
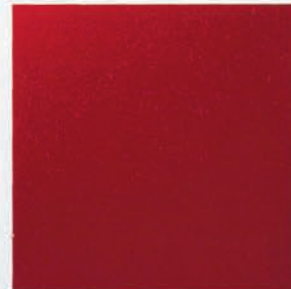


Committed To Excellence

2008 CCHSE Provincial Health *Leadership* Forum



presented by the Manitoba Chapter of



Canadian College of
Health Service Executives
Collège canadien des
directeurs de services de santé

Manitoba 

REGIONAL
HEALTH
AUTHORITIES
OF MANITOBA

November 19 | 20, 2008

Winnipeg Convention Centre

Assiniboine • Burntwood • Central • Churchill
Interlake • NOR-MAN • North Eastman • Parkland
South Eastman • Brandon • Winnipeg

PROGRAM

Keynote and Plenary Speakers

Opening Keynote – David Nour



Relationship Economics – the art & science of relationships

Your personal and professional success depends on the diversity and quality of your relationships with others. Yet most of us don't spend enough time building and nurturing the key relationships we need to achieve success. That's where

Relationship Economics® comes into play.

Relationship Economics isn't about networking. It's about learning how to invest in people for an extraordinary return. It's about exchanging Relationship Currency®, accumulating Reputation Capital® and building your Professional Net Worth®. It's about learning the art and science of relationships.

David Nour, Founder of Relationship Economics has developed a unique transformation process of individuals, teams, and corporations in the way they build, nurture, and leverage their personal, functional, and strategic relationships. This framework provides a focused road map for individuals and organizations to:

- Develop new skill sets in building productive and value-based relationships towards achievement of quantifiable goals
- Leverage personal relationships to convert strategies into execution
- Build a disciplined follow up plan to nurture and grow lasting relationships

The results from implementing these methodologies provide the participant with changed behavioral skills in seeking contacts aggressively, finding ways to help others and capitalizing on diverse relationships.

About the Event:

You're invited to an inspiring keynote speech based on fundamental leadership in managing a portfolio of personal relationships. This featured session is focused on a proactive approach in building and nurturing relationships, providing improved speed, results, and experience in turning everyday interactions into customer, revenue, alliance partnership, employee, and shareholder value.

1. How well are you building and nurturing your perishable relationships?
2. Is your portfolio of relationships equally balanced between its quantity, quality, and diversity?
3. Do you effectively leverage Relationship Currency® to create long-term and preferential access and opportunity?
4. Are you producing a Return on Your Relationship Investments?
5. What's the cost of NOT building a viable network, with return access?

The following topics will be addressed:

- Networking vs. Building a Portfolio of Relationships
- Relationship Dynamics: Diversity, Quality & Quantity
- Political and Influence Maps
- The Relationship Quality Value Pyramid™
- Pivotal Contacts™
- Value, Variety and Frequency of Relationship Currency Deposits
- Leveraging a Personal Brand to create Access and Opportunity

Excellence is not a skill.
It is an attitude.

Ralph Marston
