



There are normal Senior Management Team events – and then there is what Willie Horton does...

Willie Horton has been working with Senior Management Teams since 1991 – enabling them out-perform market norms and the competition. His secret is to take an entirely different approach to what team-building, bonding or off-site conferences normally offer – and is soundly based in the psychology of peak performance.

As many of Willie's clients – for whom he is more a confidante than coach – confirm, this abnormal approach produces abnormal results: abnormal attitude, abnormal oneness within the team and abnormal levels of success. As they say “who wants to have a business just like all the others?”

With an extraordinary depth of knowledge and experience that stretches all the way back to the 1980s when he was, himself, a senior corporate executive, through his guiding role which led AccBank to market-beating profitability and privatization, into his long-standing role, since 1996 as a consultant and mentor to many senior executives, Willie can offer your Senior Management Team an unforgettable experience that provides immediate, practical and ongoing results that will enable you and your team scale unimaginable heights of business success and personal fulfilment.

Willie's approach is tailored to the goals, objectives and individual personalities of a Senior Management Team, ensuring that the Team takes an individual journey together towards a better understanding of what makes us tick and how, when we work to our true potential, the sum of the component team members adds up to much more. As such, Willie works closely with the CEO, President or General Manager to ensure that the Senior Management Team event is pitched at the appropriate level to create maximum results.

There are a variety of approaches Willie can take but they are all based on the fundamental psychological premise that the subconscious mind creates our behaviour and, as a result, our reality – individually and jointly. With a depth of knowledge in the fields of senior management practice, strategic planning and implementation, psychology and quantum physics (the science that explains how our world really works) Willie can blend a breath of disciplines to ensure that your Senior Management Team understands and experiences the difference between the normal ways of planning, implementing, working and managing on the one hand and, as an alternative, the manner in which great leadership creates great results – way beyond what normal approaches can create, way beyond what the normally constrained mind can imagine.

Possible components of a Senior Management Team Event can include:

- Practical discussion on the psychological barriers that preclude all normal people from achieving effortless success beyond the norms
- Immediately implementable practical individual exercises to develop clarity and presence of mind, enabling participants develop presence – the hallmark of great leadership
- Small breakout group exercises designed to develop and enhance the effectiveness of interpersonal communications
- Practical discussion on leadership styles and management of conflict or potential conflict
- Individual / breakout group exercises designed to enhance individual personal understanding of motivators, strengths and weaknesses
- Individual / group exercises, developed by such great minds as Thomas Edison, Muhammad Ali and Richard Branson, to develop and enhance mental focus and single-mindedness
- Group development of strategic objectives that are meaningful to the subconscious mind – that part of us that drives behaviour and, consequently, creates reality

Willie Horton has worked off-site with many high-performing Senior Management Teams including teams from Wyeth, AIB Group, Allergan, Deloitte and Beauchamps. You will find many testimonials on Gurdy.Net that verify just how Willie Horton can enable your Senior Management Team to propel themselves to exceptional personal, team and business performance – effortlessly.