

March 10, 2016

Leadership: When to Inspire and When to Fire

Organizers: Alan Croll – CEO, eknow Inc.

Panelists: Brendan Armstrong – President, Trinity Wiring & Security Solutions
Gwen Kinsey – GK Network LLC
Dan Shyti – Founder, 4 Power Leadership

Presentation Overview:

As C-level executives and entrepreneurs, we wear many hats. We are responsible for all dimensions of leadership and management including Planning, Leading, Organizing and Controlling.

In the “leadership dimension,” we are responsible for envisioning the future, setting the direction, motivating people to move in that direction and getting them excited about the changes that may be necessary to achieve that vision. We need to help people understand and embrace the vision and direction. We often start with our own direct reports and work to get the entire organization “aligned and attuned.”

But, as “leader / managers,” what do we do when someone on the team... either a direct report or someone deeper in the organization... is not aligned, is not motivated or is unable or unwilling to embrace the direction? What if you are not able to inspire them? What can you do? What do YOU do?

Join us on Thursday, Mar. 10th to explore the dynamics of “When to Inspire and When to Fire.”

Presentation Key Takeaways

- When is firing the best course of action?
- How do you know when to “fish or cut bait?”
- What is the impact if YOU act too quickly or too slowly?
- How does this encourage or discourage others?

About Our Panelists:

Gwen Kinsey – GK Network LLC



Gwen Kinsey helps leaders develop positive, solution oriented work cultures. She is a former Vice President and General Manager of 4 television stations who credits employee engagement for her successes.

During her broadcast career Gwen’s teams:

- turned around a poor performing television station
- prototyped new digital business models that grew audience and revenue
- achieved award winning product improvements
- saw new business growth outpace market competitors

Date | Time | Location

THURSDAY
March 10, 2016

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



eknow.



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Bring A Guest!

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March 10, 2016

Gwen leverages what she learned about engagement and organizational change in the speaking, coaching and workshop facilitation she does now. Gwen is a certified executive coach in the International Coaching Federation and is a member of the National Speaker's Association as well as Chesapeake Bay Organizational Development Network (CBDON). She is a graduate of Temple University with a BA in Radio, Television and Film.

Dan Shyti – Founder, 4 Power Leadership



Dan is an author, professional speaker, and leadership mentor. He is formerly a Vice President at L-3, a major technology and defense company. He has over 30 years of real world leadership experience in corporations and the military.

Dan is the founder of 4 Power Leadership, a company dedicated to leadership training for corporate and government clients. He delivers unique leadership training seminars by drawing from his experience and years of research in isolating the key characteristics of great leaders.

Dan's is also the author of 4 Power Leadership: Your Pathway to Leadership Success, available on Amazon.

He earned a Bachelor of Science Degree in Electrical Engineering from Pratt Institute. He is also a distinguished military graduate of the Reserve Officer Training Corps (ROTC) program. Dan served four years in the Army and attained the rank of Captain.

Dan is a proud member of the National Speaker's Association. In his spare time, he enjoys travel, photography, and "handyman" projects around the house.

Brendan Armstrong – President, Trinity Wiring & Security Solutions



Brendan founded the company in 2001, and has grown into one of the MidAtlantic's largest Audio Video Integrators as well as one of the Top 100 Security companies serving both residential and commercial customers in the US. Awards from CE Pro Magazine in 2013 and SDM Magazine recently spotlight Trinity's successes.

Brendan attributes the success to his 3 core business principles: create a culture of and deliver exceptional service and customer relationships, take care of and pay close attention to your employees, and do the right thing for your customers every time. Trinity has one of the lowest customer "churn rates" in the industry, has a national reputation for exceptional customer service, and is a "rock star" of service excellence in the industry.

Brendan is a NYC native, and serves actively in the "Greybeards" a community outreach association for the underprivileged in his hometown as well as his church in Fairfax and the greater Fairfax community.

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