



Technology and
Management
Solutions, LLC

THERESA M. SZCZUREK, PH.D., CEO, SPEAKER, AUTHOR, COACH, AND CONSULTANT
“HELPING YOU GROW TO NEW HEIGHTS IN PROFIT, PRODUCTIVITY, SUSTAINABILITY, AND PASSION”

Szczurek's Most Requested Programs

- **To The Top: Reaching New Heights in Profitability, Productivity, and Passion**

What is the formula for reaching new heights in business performance? Using principles she teaches, Colorado entrepreneur Theresa Szczurek, PhD built a technology company and sold it for over \$40 million in a brief six year span! As a consultant and Gazelles® business coach, Szczurek now helps organizations, teams, and individuals produce extraordinary results by igniting their passion, aligning it with a meaningful purpose, and executing on a step-by-step plan to effectively pursue intentions. Applying the success formula in her Amazon-bestselling book, *Pursuit of Passionate Purpose*, Szczurek also climbed Mount Kilimanjaro, transformed a small non-profit organization into an endowed foundation, and helped many clients achieve unbelievable revenue growth. If you would like to do even half of that, get in on this highly practical and entertaining session which uses Szczurek's Kilimanjaro ascent to show how to build a passionate workforce and successful firm!

- **Practical Business Actions to Help Firms Survive and Thrive in Tough Times**

Americans are more pessimistic about their situation now than they have been in more than a quarter-century. What can you do about it? The most successful people and organizations don't despair — they believe and act! Sales and Marketing play an important role in helping a business thrive in tough times, as does overall leadership of the firm. Research reveals the key actions which have helped companies succeed during past economic downturns. Come learn what actions leaders must take now. Hear case studies of firms that have proactively acted and produced great results. Through an interactive exercise, explore how to apply this to your company.

- **Pursuit of Passionate Purpose: Success Strategies for a Rewarding Personal and Business Life**

Organizations are asking, “How can we improve productivity, retain the best people, and generate superior financial performance?” People are asking, “How can I make a great living, have more fun while working, and make a meaningful difference?” Organizations and leaders alike seek the secrets to a successful business and life. Szczurek's answers, developed through extensive research and by overcoming personal challenges, come from finding individuals' passions, aligning them with organizational purpose, and keeping the fire burning while persistently pursuing what you and your people want. It boils down to ‘Passion x Purpose = Profits.’ Based on a proven formula from the Amazon best-selling book *Pursuit of Passionate Purpose* (Wiley), this high-content and entertaining session helps you and your organization produce extraordinary results. Learn practical pointers for growing your business, managing people, and living life with more passion, more purpose, more profit, and more success!

- **Go With the FLOW! Manage Polarities to Produce Extraordinary Revenue and Results**

Let's face it; most of us bounce recklessly between spending too much time marketing programs and not enough developing them or vice versa; between work and personal stuff; or between our logical head and our feeling heart. These and a thousand other flip-flop “polarities” in your life are eating up your creative energy and a lot of your potential income! For entrepreneur Theresa Szczurek, PhD, “Go with the FLOW” isn't a slogan – it's a way to dramatically increase your revenue. She should know since she built a technology company and sold it for \$40 million in a brief six year span. In her book *Pursuit of Passionate Purpose* you can also read about one client who achieved 2,800% revenue growth in five years. If you'd like to do even half that, get in on this highly practical session!

- **Leading with Passion and Purpose: Building a Passionate, Productive Workforce**

“Passionate people are the most critical element in any organization's success. Organizations that accomplish extraordinary results know how to unleash and match people's fervor with important organizational purposes. The leader's job is to place people in positions that allow them to work their passions, individually and in teams, in line with meaningful work purposes,” Szczurek concludes from her extensive research study. Come learn four key

elements every leader must apply in order to attract, build, and retain a passionate workforce. The result is higher productivity, creativity, retention, and profit!

- **Extraordinary Customer Programs: Build Revenues and Profits with Passionate Customers**
Firms are scrambling for enhanced profitability. What is a company's most critical resource to impact the bottom line? Customers. This session offers real-world experience and lessons learned in conducting dozens of Customer Forums via live meetings and conferencing which result in customer relationships that drive sales revenue. Marketing and Sales, when most effective, drive a change process, optimally changing prospects into customers and customers into impassioned advocates. These champions, or Passionate Pursuers, are living sales references whose passion is aligned with your organization's purpose of increasing customer satisfaction, sales, product enhancements, and more. Come learn how to change customers into champions, the role you can play in this process, and the theory underlying this transformation. You may even see a demonstration of a Customer Forum run via an audio/web conference.
- **From \$0 to \$40 Million in Six Entrepreneurial Light Years: Pursuit of Passionate Purpose**
Many dream of starting their own entrepreneurial venture. Few take the plunge, and even fewer succeed. Radish Communications Systems combined a vision for a better way to communicate along with the founders' core values. The result was a thrilling roller coaster ride that produced a new industry, a company with heart, and surprising personal challenges. Radish's co-founder shares the formula she used to overcome these hurdles and build a successful enterprise. Learn entrepreneurial principles that can help you fulfill dreams.
- **Motivate Your Team: Keep The Fire Burning and Produce Results through the Pack Strategy**
What's your most valuable, and expensive, resource?—people. Yet too often that resource is unproductive, burned out, and just going through the motions. When people are motivated and passionate, great outcomes result—quickly, easily, and profitably. The "Pack Strategy" is the solution—packing energizers and unpacking hinderances that reduce motivation. Szczurek presents a practical guide that helps people stay motivated by fostering passion, focusing it toward a meaningful organizational purpose, and reaping real rewards. Discover a formula to reenergize you and your employees resulting in more productivity, profit, meaning, and fun.
- **Becoming a Champion of Change**
Change is constant. Businesses and their leaders struggle to successfully recognize the need for and manage change. The answer revolves around taking charge and becoming a champion of change. With audience interaction, learn a process you can use to make and sustain positive changes. Dr. Szczurek shares provocative techniques for change that have applications in our business and personal lives.
- **Practical and Passionate Persistence: A Success Strategy When the Going Gets Tough**
When the going gets tough, the winner is the one that keeps going. This is easier said than done, unless you use the Persistence Strategy. Come hear how true achievers persist and win—personal stories of bestselling author of *Good to Great* Jim Collins, world marathon champion Mark Plaatjes, mindfulness meditation teacher Shinzen Young, entrepreneur Meg Hansson, and other successful business leaders are shared. Using case studies, you will learn a practical approach to persevere and succeed.
- **Champions of Technological Change: How Organizations Successfully Market Innovation**
One of the biggest challenges facing organizations is how to successfully bring new products to market. The answer revolves around building champions of change. In this participative program based on original research published in Szczurek's groundbreaking book, *Champions of Technological Change*, we explore how interactions between certain key people in the organization affect overall success of the innovation. These internal and external change agents help maximize user satisfaction, diffusion, and profitability. Come learn a practical formula for improving your top and bottom line.
- **Be a SUNFLOWER: Nine Traits of Highly Successful People**
What distinguishes those who find and fulfill a passionate purpose from those that don't? The most effective people have personal traits that align with each letter in the word SUNFLOWER. We are born with the potential to live true to these characteristics at the highest level. You will learn the traits, assess how you are doing with them, and determine ways to nurture yourself and your employees.

Customized presentations and workshops are also available on a range of strategic planning, marketing/sales, organizational/leadership development, business development, and entrepreneurship topics.