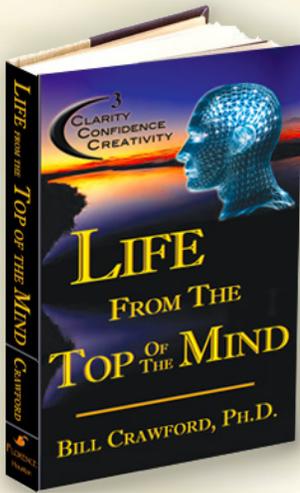


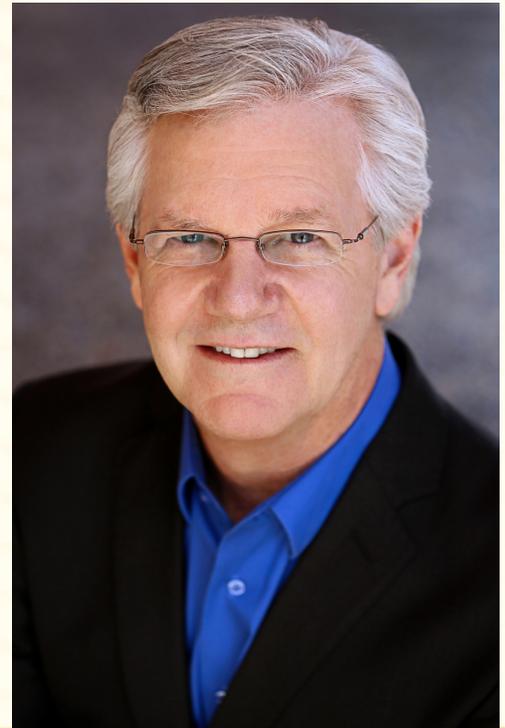
# NEW INFORMATION on the Science of Bringing One's Best to Life, *REGARDLESS OF THE SITUATION!*

The truth is that innovation, productivity, good customer service, and big ideas don't come from stressed-out people! Therefore, as the developer of the "Top of the Mind System for Success," psychologist, Dr. Bill Crawford (Ph.D.) uses the latest information on the brain to tap into the internal motivation of your people to take more responsibility for the qualities and characteristics they bring to work. His goal is to help you create a Top of the Mind culture that attracts, rewards, and retains employees who are committed to the values of initiative, responsibility, mutual support and excellent customer service.

Participants in his seminars learn new information about the problem, or what gets in the way of their productivity, and the solution, or how to learn from their mistakes, & take more initiative for making things work. Plus:



- How we become trapped in a reactive cycle by old habits and misperceptions.
- How to break that cycle by avoiding certain parts of the brain while accessing others.
- Four "magic questions" that will allow your employees to access their "Top of the Mind" clarity, confidence, and creativity in any situation!



Contact Dr. Bill at 1-888-530-8550 or [drbill@billcphd.com](mailto:drbill@billcphd.com)



*"Dr. Bill Crawford has a rare gift for breaking through interpersonal communication barriers, and his "Life from the Top of the Mind" philosophy is a "must have" for anyone looking to be a more effective leader. His involvement with our organization has been instrumental in building healthy management and employee relations. He has helped us architect the kind of professional working environment I have always dreamed of. I want to personally thank him for bringing the models and methods in this book to our organization, and for re-energizing our company's focus and direction, and I know that our employees feel the same way."*

Footage from Dr. Crawford's 2nd PBS Special!

Jennifer Cole, MS CCC-SLP President,  
Cole Healthcare Services, Inc.

In addition to holding a doctorate in psychology from the University of Houston, Dr. Crawford is a licensed psychologist, author of four books, organizational consultant, and executive coach. Over the last 27 years, he has created over 3300 presentations and trainings for such organizations as Sprint, Shell, The American Medical Association, Vistage, PBS, and many other organizations and professional associations, both nationally and internationally. In addition, his two PBS specials have been seen by over fifteen million people, and he has been quoted as an expert in such diverse publications as The New York Times, Entrepreneur, Working Mother, The Chicago Tribune, Investor's Business Daily, The Dallas Morning News, and CBS Market Watch, just to name a few.



## Popular Trainings, Seminars, & Workshops

### Clarity, Confidence, & Creativity Creating a “Top of the Mind” Culture!

Everyone has heard the statistics...75% of people today describe their lives as “very stressful,” and their tendency is to blame their job for much of this stress. Unfortunately, this perspective can minimize their productivity and initiative, as well as their willingness to be accountable for mistakes. Dr. Crawford addresses this problem by first tapping into the motivation of your employees to become more effective by showing them how to access the most intelligent, responsible, and purposeful part of their brain when stressed. He then helps them define the type of culture that thrives on professionalism, and attracts the type of people that you need to be successful.

### Getting Others to Get It! New Information on The Science of Influence and Communication

Ever tried to communicate important information to someone, only to have them become defensive, or argumentative? This can be a big problem, because often the conversation turns into a debate with them defending the very behavior you want them to change! In “Getting Others to Get It,” Dr. Crawford goes way beyond “good communication skills” by showing participants what is really happening when others are being resistant, and why trying to explain things to them rationally doesn’t work! Then, he will show you how to engage people so that they shift from the resistant brain to the receptive brain so that they can hear and understand what you are wanting them to know.

### Leadership From the “Top of the Mind”

You want your leaders to bring out the best in others while also helping them learn from their mistakes. Unfortunately, this requires specific skills that most leaders have never had the chance to acquire. What they need is training that isn’t just about “good communication,” but scientific information on how to help those they supervise access the clear, confident, and creative part of the brain, especially when they make a mistake or need to change some behavior. Leaders from around the nation have said: *“Finally, someone has delivered new tools and a new perspective based not just on soft skills, but hard science that we can use immediately!”*

### Other Topics Dr. Crawford Can Address Using His Unique System:

- *Managing Conflict Within the Organization*
- *Sales From the Top of the Mind*
- *Team Building: A Radical New Approach*
- *All Stressed Up & Nowhere To Go!*
- *Dealing With Difficult People Versus Them Dealing With You!*
- *Diversity in the 21st Century*
- *Feedback Skills for Supervisors*

Contact Dr. Bill at 1-888-530-8550 or drbill@billephd.com