

"For your next meeting, feel assured that Natalie will provide a professional presentation and help make your meeting a success."

~ Lyne M. Kridle, CAE, Executive Director, IREM Orange County

e d u c a t i o n a l
e n e r g i z i n g
i n t e r a c t i v e
professional development
keynotes and workshops

k n o w l e d g e a b l e
p r o f e s s i o n a l
speaker and trainer

n a t a l i e b r e c h e r

Natalie D. Brecher, CPM

Speaker ■ Trainer ■ Consultant ■ Author



Developing Leaders and Improving Professional Achievement

- Leadership
- Management
- Professional Skills
- Gender Issues in Business

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Engage your meeting participants with valuable, relevant content delivered in a highly interactive format. Give them the knowledge to improve, the motivation to be their best, and humor to enjoy the time.

Natalie D. Brecher improves performance, productivity, and profits with high-content, interactive keynote speeches and training that **educate and energize audiences**. A professional speaker of substance and inspiration, she impacts audiences with a realistic, practical approach to performance improvement.

All programs are interactive, and training includes experiential exercises to reinforce learning. People leave her programs with knowledge and tools to apply immediately and improve results.

"Knowledgeable, informative, motivational, and humorous" are consistently used to describe Natalie and her speaking style. She offers expertise on leadership, management, gender issues in business, and professional skills—providing knowledge, passion, humor, and a genuine purpose to create positive change.

Consultancy Services: Brecher & Associates Incorporated provides consulting services including performance improvement assessments that increase employee effectiveness and productivity to improve business results, focus groups, facilitation, and investment real estate underwriting packages.

Professional Profile

Experienced Executive

Natalie utilizes 26 years of business leadership as the foundation for her work. Achieving success quickly in the field of investment real estate (her first vice president position was at the age of 26), she has served in executive management positions with a national developer, two major national syndication firms, and as asset manager for a lending institution. She managed a real estate portfolio valued over \$300 million, with more than \$45 million in revenues.

Professional Speaker

For more than 28 years, Natalie has delivered keynotes and workshops throughout the United States, Canada, South Korea, Japan and Russia. As well as traditional training formats, her instructional activities include interactive satellite-training and online training. Her participants benefit greatly from her success in business and continuous studies in leadership.

Professional Affiliations and Certifications

She is a professional member of the National Speakers Association, a member of the American Society for Training and Development, and a member of the Institute of Real Estate Management (IREM).

She obtained IREM's Certified Property Manager (CPM®) designation in 1980. In 1988, Natalie became a member of IREM's esteemed national faculty and continues to serve, including training new faculty and senior leadership.

Author

Natalie is the author of *Profit from the Power of Many: How to Use Mastermind Teams to Create Success*. She has been published in various business periodicals including a bi-monthly column in the *Journal of Property Management*. She acted as editorial consultant for the books: *Practical Apartment Management*, *Contemporary Apartment Marketing*, and *The Resident Retention Revolution*.



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MEMBER
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Program "Snapshots"

▪ Leadership ▪ Management ▪ Professional Skills ▪ Gender Business Issues

Some speakers affect the ears...
Natalie affects what's in-between.™

All programs are high-content, interactive, motivational, and packed with practical ideas people can implement immediately. Programs can be tailored to your needs. **Formats:** 45-60 minute keynote, 90-minute seminar, and half-day and full-day workshops. *Content adjusted to format time.*

Leadership and Management

The Lion's Way: How to Delegate and Empower Your Way to Success

Be more effective. Get the most out of your people. Increase profits by delegating and increasing the authority of your employees with positive results. Learn the methods to smoothly and effectively delegate. Discover the meaning of empowerment, what prevents it, and how to implement it. Be more productive, more efficient, and get better results.

Better, Not Bitter: Using Coaching and Appraisals to Improve Performance

Just one employee's lack of productivity can harm an organization. Yet replacing an employee is costly. It is crucial to work on improving performance—a trait of strong leadership. Learn how to coach your employees to increase their productivity and your success! Effective coaching and performance appraisals also provide your organization legal protection from costly, time-consuming litigation.

Start Right, End Right: Successful Hiring and Safe Terminations

Succeed by surrounding yourself with strong, high-performance people. Insightful hiring is one of the most vital skills a manager can possess. Learn how to interview and hire with the best success rate possible using Behavioral-based Structured Interviewing used by many Fortune 500 companies. And when a termination is required, protect your organization from potentially expensive lawsuits.

Gold Medal Employee Performance: Strategies and Techniques for Training a Winning Team

Improve the performance of your employees with effective training. Even the most experienced employees need proper orientation and continuing development to achieve peak performance. With effective training, you can start new hires out strong, develop employees' skills and correct poor performance. Learn techniques to train employees for maximum results.

Roadmap to Success: Improve Your Employees' Effectiveness with Performance Improvement

Your staff determines your success as a manager and the challenge is how to obtain and maintain high-performance from all employees. Using performance management techniques and tools, you can enhance employee motivation, effectiveness, and productivity, thus

improve the bottom line and ensure career success. Explore a system to help employees achieve business objectives and improve the work of all employees. Apply a systematic approach to improving and solving employee performance issues, and leave with specific tools and techniques you can immediately apply on the job to achieve the results you want. **Available only as a 3-hour interactive workshop.**

Professional Skills

Conquering Conflict: How to Reach High-Quality Agreements

Professionals must effectively confront differences, resolve conflict, and reach agreements. Discover how you personally react to conflict and how to apply different skills to reach high-quality agreements that strengthen business relationships.

Staying on Course: How to Be More Effective and Productive Every Day

Are you stressed about the tick-tock of each passing second? Shorter deadlines, competing priorities, time-diversions? You cannot "manage" time; however, you can manage planning tasks, scheduling projects, and the way you react to them. This highly interactive program will give you the most current techniques to become more productive and effective. Leave with an Action Plan to implement immediately.

Off the Wall: Creative Problem Solving and Idea Generation for Improved Performance

Business is a continuous process of solving problems and generating ideas, and having the skills to do so effectively are crucial to success. Improve your ability to analyze and solve problems and generate ideas more creatively. These skills keep you ahead of the game and help you succeed in business...and life. Unleash employees' creativity to improve results and grow your company's profits.

Shift Into Overdrive: Ignite Your Personal Power

An uplifting time of using the power within to achieve the results you want. Not just a temporary experience—participants explore how to be their best, and learn techniques to utilize their internal motivators, allowing them to leave with a game plan for success. Increase your momentum and accomplishments by being the best you can be!

Mastering Presentations with PowerPoint

PowerPoint can be a powerful tool for making presentations and presenting ideas. But, do you know how to use it effectively? Not knowing how to use it properly can cause you to lose your audience and your message. Learn to use PowerPoint to your advantage. Gain insight into presenting to support your message and strengthen your connections with clients and prospective customers.

Riding the Waves of Change: Creating a Personal Change-Management Plan

Ongoing change is normal in business today, and your ability to adapt is strategic to your success. Learn the phases of change, identify behaviors that assist and hinder change, and develop a strategy to implement and master change.

Customer Service

The Art of Exceptional Customer Service: How to Win Customer Loyalty

Exceptional service creates more satisfied customers who bring in new business. Yet, despite good intentions, a customer can be lost, resulting in a loss to the bottom-line. Learn how to be customer-centric and service-driven: Take proactive steps to drive exceptional service, prevent problems, and recover from service breakdowns to rise to a level of service excellence.

Gender Business Issues: Educational and Humorous

Business Without Biceps: The Untold Truths of Women in Business and How to Make Them Work for You

Discover what surveys and research say about women in business—the advantages and disadvantages—and how women can professionally use their natural characteristics beneficially. Includes powerful communication and corporate gamesmanship skills. Businesses increase productivity and reduce conflict, and you improve your effectiveness and career.

Gender Benders: Understanding the "Opposite" Sex to Improve Communication & Working Relationships

Are we really "opposites"? Using survey and interview results, learn how each gender is perceived in business—strengths and weaknesses. Businesses increase productivity and reduce conflict through increased understanding and communication. Through improved working relationships, you can improve your professional career success!

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

"She combines strong content with an enthusiastic and humorous style, therefore both educating and motivating her audience... She is professional and easy to work with... flexible and resourceful... and dependably delivers every time."

~ *Lyne M. Kridle, CAE, Executive Director, IREM Orange County*

"Thank you for your wonderful presentation. We look forward to hearing you speak in the future..."

~ *Jeanne S. Smith, President, Building Industry Association Women's Council*

Partial Client List

- American Society of Women Accountants
- Benchmark Group
- Building Industry Association Women's Council
- Building Owners and Managers Association International
- California Highway Patrol
- CareerTrack
- CEL & Associates, Inc
- City of Calabasas
- Cushman & Wakefield
- debis Financial Services (a division of Daimler Chrysler)
- Illinois State Board of Education
- Institute of Real Estate Management
- Korean Real Estate Brokers Association
- Matrix, Inc.
- National Apartment Association
- PS Business Parks (a division of Public Storage)
- Real Estate Institute of Canada
- R.W. Selby, Inc.
- Triple Net Properties, LLC
- Towbes Group, Inc.

"Your passion and heart for the students inspired me a lot. People have souls and you give inspiration to them." ~ *David Park, VP, Realty Serve Co., Ltd.*

Kudos (Testimonials)

"Natalie's presentation was excellent! She obviously has a lot of experience and packages it well with a professional presentation, providing meaningful information and tools I can take back to the organization and use to have a positive impact on my workplace." ~ *Thomas Burt, Nursing Supervisor, Kaiser Permanente*

"Natalie is remarkable! Extremely competent, genuine, well-spoken, interesting, positive, and energetic. This is the best, most informative seminar I have ever attended." ~ *Ericka Neumann, Customer Service Supervisor, Promo Unlimited*

"The content was relevant and presented in an easy to understand fashion. It was great to have real-life examples to relate to the concepts." ~ *Lynn Tran, Account Executive, Hill & KnowHon, Inc.*

"The delivery was great! The topics were presented in a very effective and clear manner. The use of your many examples and background knowledge helped with understanding. You really have a great demeanor—making the seminar fun and interactive." ~ *Juan Carlos Martinez, Technical Sales Rep., JA Crawford Co.*

"You really kept our attention. Fun and always open to questions. Please come back and teach a new class!!!" ~ *Amber Rowland, Hewlett-Packard*

"Thought-provoking, interesting, and entertaining. Presented in a way to keep participants involved." ~ *Nancy Jackson, Triple Net Properties, LLC*

"You were wonderful, and having an MA in Communication, I don't say that about many seminar leaders. You knew the subject, were very well organized, and dealt with legitimate questions." ~ *D. Lubken, Record Specialist, Laramie, Wyoming Police Department*

"Very enthusiastic and kept class involved with the material. Presented in a way we can use in business and personal use." ~ *Melanie Schimmer, Promotions Analyst, The Integer Group*

"Natalie is a very good and communicative speaker. Her tone is upbeat. She spoke and used examples that related to issues in my particular workplace. She encouraged audience participation and uses many examples and lots of details in explanation. GREAT SPEAKER!!!" ~ *Debra Villa, Supervisor, Promo Unlimited*

"You were very effective—the way you handled yourself. You are very personable and your method of teaching is impeccable." ~ *Luis R. Ranola, Loan Administration Supervisor, Triad Financial*

"Natalie is a dynamic and vibrant speaker who held everyone's interest and spoke on our level." ~ *Jessica Tallmadge, Quality Analyst, Direct TV*



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MEMBER
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Improve workplace performance
and enhance management skills
for high-performance results

d e t a i l e d
p r o g r a m
d e s c r i p t i o n s

professional development
keynotes and workshops

Increase profits by increasing the work and authority of employees with positive results.

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

The Lion's Way: How to Delegate and Empower Your Way to Success

Do you want to be more effective? Want to get the most out of your people? Learn how to increase profits by delegating and increasing the authority of your employees with positive results. Learn the methods to smoothly and effectively delegate. Discover the meaning of empowerment, what prevents it, and how to implement it. Be more productive, more efficient, and achieve better results.

Purpose: To improve delegation skills and the results of delegation, and implement quality personal and employee empowerment.

Who will benefit:

Managers and supervisors who wish to...

- Improve employees' productivity
- Coach their employees to high performance
- Increase their personal career success

Participants will learn to...

- Recognize the 7 major barriers that prevent empowerment
- Be able to use the Triple 7 method of quality delegation
- Evaluate their empowerment environment
- Know the 10 essential requirements of empowering others
- Use methods and tools to implement personal empowerment
- Use techniques and tools to empower others effectively
- Identify stakeholders in all business transactions
- Learn the questions to ask to satisfy all stakeholders
- Practice successful delegation and empowerment

and receive these learning resources:

- Workbook for future reference
- Triple 7 Quality Delegation Checklist
- Empowerment Assessment Questionnaire
- Employee Empowerment Tool

Formats: 45-60 minute keynote, 90-minute seminar, and 3-hour workshop
Content and learning resources adjusted to format time.

Natalie improves performance, productivity, and profits with high-content, interactive, and energizing keynotes and training. A professional speaker of substance and inspiration, with more than 26 years of executive experience, she impacts audiences with a realistic approach to performance improvement. "Knowledgeable, informative, motivational, and humorous" are words commonly used to describe Natalie and her speaking style.

Natalie speaks and trains on leadership, management, gender issues in business, and professional skills. Consulting services assess organizational performance and create improvement methods to meet real business objectives.

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

"I learned specific strategies to develop people to succeed. Natalie is a dynamic and vibrant speaker who held everyone's interest."
~ Jessica A. Tallmadge,
Direct TV

"I learned a great deal about delegating responsibilities the right way. Natalie is easy to relate to and makes things easy to understand while involving the whole class."
~ Dennis Blevins,
Old Lahaina Luau

"I received a wealth of information and tools to refer to and put into action."
~ W. Chappak, Office Depot

"Very informative. I learned a lot of techniques to help my staff in performing their jobs more effectively. I really enjoyed the day; it provided really good tools. I would recommend anyone in a management position attend this seminar."
~ Yolanda Burton,
PhyCon Enterprises



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*Coach employees to peak performance:
Improve productivity and your success!*

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Better, Not Bitter: Using Coaching and Appraisals to Improve Performance

Just one employee's lack of productivity can harm an organization. Yet replacing an employee is costly. It is crucial to work on improving performance—a trait of strong leadership. Discover performance management concepts and communication skills to effect improved performance. Learn how to coach your employees to increase their productivity and your success!

Effective coaching and evaluations will also help provide your organization legal protection from costly, time-consuming litigation.

Purpose: To provide managers with the skills to coach their employees to peak performance and improve their leadership skills.

Who will benefit:

- Managers and supervisors who wish to improve employees' productivity and results
- Organizations that want managers to help prevent legal liabilities

Participants will learn to...

- Use Performance Management as a system for improved performance
- Use 9 secrets to turn criticism into performance improvement
- Turn "problem" statements into "positive opportunity statements"
- Proactively set realistic goals and measurements
- Ask the Magic Questions to ensure goals are attainable
- Overcome the 7 things that can go wrong with goal setting
- Step-by-Step: 14-point checklist to evaluate a Performance Appraisal

and receive these learning resources:

- Workbook for future reference
- Tools to continue coaching for improved performance

Formats: 90-minute seminar, 3-hour workshop, and full-day workshop
Content and learning resources adjusted to format time.

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Reviews

I was energized by all the "can use NOW" information provided! You are fabulous and just what the workplace needs!

~ Pele Wylde,

Sr. Real Estate Manager,
Burnham Asset Services

"Very well done! Very knowledgeable and explained material clearly. Informative and well-balanced."

~ City of Calabasas

"I saw coaching first-hand. Questions make attendees think. Great!"
~ John Wold, President,
Fab Supply Inc.

"This gave me tools and information to deal with situations that come up. Natalie was very organized, lively as a speaker, very clear in her presentation, and tailored the seminar to the needs of the participants."

~ Gwen Ishikawa,
Managing Editor,
The Hawaii Herald

"Clean, concise delivery of useful information. Entertaining as well as informative."

~ Chris Moore,
Sr. Customer Service,
Brenco Industries, Ltd.



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*Hire and terminate with confidence...
ensuring the best results.*

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Start Right, End Right: Successful Hiring and Safe Terminations

The way for you to succeed is to surround yourself with strong, high-performance people. Insightful hiring is one of the most vital skills a manager can possess. Learn how to interview and hire with the best success rate possible using Behavioral-based Structured Interviewing used by many Fortune 500 companies. And when a termination is required, protect your organization from potentially expensive lawsuits.

Purpose: Learn techniques to place new employees in positions where they will be effective and productive, and terminate employment in the safest way possible.

Who will benefit:

- Supervisors, managers, and HR personnel who hire employees and terminate employment.
- Organizations that desire to reduce turnover by hiring right and gain protection from lawsuits.

Participants will learn...

- How to determine the best interview questions to ask
- How to save valuable time when interviewing
- Interviewing techniques and questions that bring out the truth
- Key elements of orientation to start a new employee out right
- How to know when to terminate employment
- How to prepare documentation as a defense tool
- How to ensure terminations are as smooth as possible

and receive these learning resources:

- Workbook for future reference
- "51 Revealing Interview Questions" to use at work

Formats: 90-minute seminar and 3-hour workshop

Content and learning resources adjusted to format time.

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Reviews

"The delivery of the seminar was great! The topics were presented in a very effective and clear manner. Also, the use of her many examples and background knowledge helped in understanding and grasping the topic.

Natalie has a great demeanor and makes the seminar fun and interactive."

~ Juan Carlos Martinez,
Technical Sales,
J A Crawford Co.

"More information here than in many seminars... and it's useful!"

~ City of Calabasas

"This was one of the most effective seminars that I have attended. I learned a lot of helpful ideas. Gave a lot of practical ideas.

You were great!!"

~ Cathy Jacobo,
Darrel Whitehead &
Associates

"Even as an HR professional of 15+ years, I learned new things."

~ Sandra Chavarria,
Triple Net Properties, LLC



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Conquering Conflict: How to Reach High-quality Agreements

For success, professionals must effectively confront differences, resolve conflict, and reach agreements, both externally and internally. In this program, participants will discover how they personally react to conflict and how to apply different skills to reach high-quality agreements that strengthen business relationships.

Purpose: To provide participants with the knowledge to understand the nuances of conflict and to effectively resolve conflicts into high-quality agreements.

Who will benefit:

- Leaders, managers, and frontline associates who are exposed to conflict
- Associates who deal with challenging customers, staff members, or outside sources

Participants will learn to...

- Define and analyze conflict
- Explore the common causes of conflict
- Uncover and analyze their central style for managing conflict
- Review various styles for managing conflict
- Identify when and how to apply the five methods of dealing with conflict
- Examine the levels of resolution
- Analyze base of reference
- Analyze conflict resolution strategies
- Explore methods for managing anger in others
- Develop an Action Plan to implement skills learned

and receive these learning resources:

- Reference book for continued learning
- Thomas-Kilmann Conflict Mode Instrument and Profile
- Tools to continue conflict resolution improvement

Formats: 2-hour, 4-hour, and full-day (8-hour) workshops
Content and learning resources adjusted to format time.

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Natalie speaks and trains on leadership, management, gender issues in business, and professional skills. Consulting services assess organizational performance and create improvement methods to meet real business objectives.

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

"Dealing with conflict on a regular basis, the tools presented here will be a good reminder how to be effective. (Natalie is) a very dynamic speaker / holds attention and good mix of breakout and audience participation—keeps attention of audience." ~ Heather Norton

"(This program) will help in dealing with difficult situations and dealing with others." ~ Andrea King, Triple Net Properties

"I learned different approaches to resolving conflict. (Natalie) involved everyone and incorporated everyone's ideas." ~ Demi Elliott, Office Manager

What to do when faced with too much to do and not enough time to do it!

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Staying on Course: How to Be More Effective and Productive Every Day

Are you stressed about the tick-tock of each passing second? Shorter deadlines, competing priorities, time-diversions? You cannot “manage” time; however, you can manage your planning, tasks, projects and the way you react to them. This highly interactive program will give you the most current techniques to become more productive and effective. You will leave with an Action Plan to implement immediately.

Purpose: To help participants be more productive and effective by using time wisely, and overcoming their personal blocks to effective use of their time.

Who will benefit:

- Businesses who want to ensure their associates are being effective and productive.
- Employees who want to make the best use of their time.

Participants will learn to...

- Identify their internal and external time-wasters
- Analyze their time to identify areas for improvement
- Use numerous techniques to be more effective and productive
- Overcome procrastination
- Stop others from “stealing” your time
- Conduct and participate in truly productive meetings

and receive these learning resources:

- Workbook for future reference
- An Action Plan for Improvement

Formats: 90-minute seminar and 3-hour workshop

Content and learning resources adjusted to format time.

Supplementary Material:

Reward your attendees with a copy of Natalie’s book:

Profit from the Power of Many: How to Use Mastermind Teams to Create Success

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Let Natalie enhance the performance, productivity, and dynamics of your organization.

Comments heard most often from audiences include:
“Knowledgeable, informative, motivational, and humorous.”

Reviews

“Natalie’s presentation was excellent! She obviously has a lot of experience and packages it well with a professional presentation providing meaningful information and tools I can take back to the organization and use to have a positive impact in my workplace.”
~ Thomas Burt,
Nursing Supervisor,
Kaiser Permanente

“Natalie was exceptional. It was very easy to understand. I learned a lot of new things that will be very beneficial in my employment.”
~ Christine Brown,
Woodburn & Wedge



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MEMBER
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Stay ahead of the competition with more innovation and better problem solving.

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Off the Wall: Systematic Problem Solving and Creative Idea Generation for Improved Performance

Would you like to awaken your creative spirit? Business is a continuous process of solving problems and generating ideas, and having the skills to do so effectively are crucial to success. Improve your ability to analyze and solve problems, and generate ideas more creatively in this interactive workshop. These skills help organizations stay ahead of the game, and individuals succeed in business...and life. Unleash employees' creativity to improve results and grow your company's profits.

Purpose: To learn how to apply a systematic approach to cause analysis and problem-solving, and draw on unique thoughts to generate creative ideas for solutions and opportunities.

Who will benefit:

- Businesses that desire effective problem solving and innovation.
- Managers who want to improve their products, services, and processes.
- Professionals who want to contribute more to both their organization's success and their personal career success.

Participants will learn to...

- Overcome obstacles to creativity
- Draw strength from creativity-enhancing behaviors
- Utilize the 6 Steps to Valuable, Creative Problem Solving: A Systematic Process
- Investigate problems with useful tools
- Apply proven techniques to release and enhance innovative ideas
- Identify and evaluate possible solutions
- Continue the innovation in their organizations

and receive these learning resources:

- Workbook for future reference
- "Are You Building an Innovative Workforce?" Assessment
- Idea Generation Recipes

Formats: 45-60 minute keynote, 90-minute seminar, 3-hour and full-day workshop
Content and learning resources adjusted to format time.

Supplementary Material: Reward your attendees with a copy of Natalie's book:
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Reviews

"Thought-provoking, interesting and entertaining. Presented in a way to keep participants stay ahead of the game, and individuals succeed in business...and life. Unleash employees' creativity to improve results and grow your company's profits."
~ Nancy Jackson, Triple Net Properties, LLC

"Enlightening way to take a fresh approach. Natalie has a wonderful gift of sharing. Enjoyed it immensely!"
~ Wendel Wilhelmi, Innovative Property Marketing, Inc.

"Interesting and interactive—keeps your attention."
~ Chris Winer

"Natalie is a very motivating speaker with endless energy. Enjoyed interaction with the group."
~ Renee Dickens

"Keyword: Fun!"
~ Amos Bracero

"The organization and implementation of group exercises complimented the lectures and made understanding the material easy."
~ Heather Norton, Triple Net Properties, LLC



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*For practical, realistic methods
to continually be your best.*

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Shift Into Overdrive: Ignite Your Personal Power

An uplifting presentation about using the power within you to achieve the results you want. Not just a one-shot dose of adrenaline, or a temporary experience—participants explore how to be their best, and learn techniques to utilize their internal motivators, allowing them to leave with a game plan for success. Increase your momentum and accomplishments by being your best!

Purpose: To provide a stimulating environment for participants to discover what makes them their best and create a plan for developing their potential.

Who will benefit:

- Organizations that want their people to perform at their best
- Individuals wishing to improve their potential for achievement

Participants will explore...

- The responsibility connection
- Purposes and passions
- Planning and goal setting
- Overcoming fear and adversity
- Managing stress
- Techniques to use and support their personal motivators

and receive these learning resources:

- Personal "Operations and Maintenance" Manual (completed by participants)

Formats: 45-60 keynote and 90-minute seminar

Content and learning resources adjusted to format time.

Supplementary Material:

Reward your attendees with a copy of Natalie's book:

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Natalie improves performance, productivity, and profits with high-content, interactive, and energizing keynotes and training. A professional speaker of substance and inspiration, with more than 26 years of executive experience, she impacts audiences with a realistic approach to performance improvement. "Knowledgeable, informative, motivational, and humorous" are words commonly used to describe Natalie and her speaking style.

Natalie speaks and trains on leadership, management, gender issues in business, and professional skills. Consulting services assess organizational performance and create improvement methods to meet real business objectives.

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

"This seminar is a fantastic way to self-evaluate strengths and weaknesses and still feel like plowing ahead!"

~ Suzy Pfleyard, Triple Net Properties. LLC

"I left feeling enthused, informed, and eager to apply what I learned.

Natalie is very enjoyable and an excellent speaker."

~Linda DeFoe, Senior Merchandise Assistant, J C Penney Co.

"Great delivery—not too wild, not too soft. Good examples, great style."

~ Gail Gutierrez, Foundation Coordinator, Community Hospital

"The seminar was informative and participative. Natalie made it fun, but also hard work—made us think and work.

Thank you!!"

~ Anonymous comment



www.BrecherAssociates.com
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MEMBER
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Increase market share through a
Quality Service Program.

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

The Art of Exceptional Customer Service: How to Win Customer Loyalty

When customers believe they are receiving exceptional service, they are more satisfied and bring in new business. Yet, despite good intentions, a customer can be lost, resulting in negative effects to the bottom-line. Each person in an organization—even those you may not think of as customer service personnel—has the ability to make a positive impact on customer relations. Train your associates to be customer-centric and service-driven: Take proactive steps to drive exceptional service, prevent problems, and recover from service breakdowns to rise to a level of service excellence. Grow your customer base and increase customer retention to improve profitability.

Objective: To provide participants with the knowledge to create a step-by-step Quality Service Program and the skills to deliver exceptional customer service.

Who will benefit:

- All employees in contact with customers
- Organizations that want to improve customer loyalty

Participants will learn to...

- Define the essential qualities of customer service and degrees of satisfaction
- Establish a service strategy for approaches and principles
- Obtain valuable customer feedback
- Plan customer service systems to make customers feel important and valued
- Plan a five-step process for recovery from service breakdowns to ensure customer satisfaction
- Create both a proactive and reactive strategic recovery system
- Assess their orientation to serving the customers
- Practice "mindful" listening to increase understanding and customer satisfaction
- Guide and support teams to provide exceptional customer service
- Develop an Action Plan to implement the systems learned

and receive these learning resources:

- Reference book for continued learning
- Tools to continue customer service improvement

Formats: Half-day (4-hour) and full-day (8-hour) workshop
Content and learning resources adjusted to format time.

Natalie improves performance, productivity, and profits with high-content, interactive, and energizing keynotes and training. A professional speaker of substance and inspiration, with more than 26 years of executive experience, she impacts audiences with a realistic approach to performance improvement. "Knowledgeable, informative, motivational, and humorous" are words commonly used to describe Natalie and her speaking style.

Natalie speaks and trains on leadership, management, gender issues in business, and professional skills. Consulting services assess organizational performance and create improvement methods to meet real business objectives.

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

"By building and breaking down all areas of service, start to finish, it easily became clear where and how to improve in areas for development. Specific focus...versus generalizing, was conducted very well." ~ Marc Krause, Business Manager

"Natalie kept things moving along. She addressed all questions and comments appropriately. (This program) was focused and I believe it changed the way lots of people will look at things and approach their job responsibilities." ~ Khan Vainishang

"It has inspired me to pay more attention to customer service and attitudes in the workplace. I found it more real than other programs. I found (Natalie) very informative and she has a very commanding demeanor—she kept my attention throughout!" ~ Lisa-Maree Carter, Associate Manager



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Improve your career success with powerful communication and gamesmanship skills.

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Business Without Biceps: The Untold Truths of Women in Business and How to Make Them Work for You

We may be in the second millennium, but have women really “come a long way, baby”? Discover what current surveys and research say about women in business—the advantages and disadvantages—and how women can professionally use their natural gender characteristics beneficially. Includes powerful communication and corporate gamesmanship skills. Improve your effectiveness and career with this knowledge. Businesses can increase productivity and lower female turnover through increased communication skills.

Purpose: *An educational and humorous look at men and women in business to provide insight and appreciation of gender work differences and specific techniques to improve professional success.*

Who will benefit:

- Women who wish to increase their effectiveness at work and achieve greater professional success.
- Men who want to understand women’s perspectives at work and coach female employees to greater work effectiveness.

Participants will learn...

- The top criticisms of women in business
- 10 ways to improve confidence and composure
- The traits that hurt women’s success
- Ways to improve emotional behavior
- Methods for a bottom-line orientation
- The “must-do’s” to achieve “valuable player” status
- Guidelines for strong communication

and receive these learning resources:

- Questionnaire for self-assessment

Formats: 45-60 minute keynote and 90-minute seminar
Content and learning resources adjusted to format time

Supplementary Material:

Reward your attendees with a copy of Natalie’s audio CD: *Business without Biceps: The Untold Truths of Women in Business and How to Make Them Work for You*

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Natalie speaks and trains on leadership, management, gender issues in business, and professional skills. Consulting services assess organizational performance and create improvement methods to meet real business objectives.

Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

“Thank you so much for the presentation. Your topic was of the utmost importance to us as women in business. It gave us all some things to think about and utilize in our careers.”
~ Jeanne S. Smith,
President, Building Industry Association Women’s Council

“In 45 minutes, I learned more techniques to help me succeed in business than in my 20-year career!”
~ Crystal Quimby,
Director of Programming, WCBS

“So that’s what women are thinking! I’ll be a better supervisor knowing all this.”
~ Anonymous male participant

“I love this presentation!”
~ Diane Miller,
Innovative Staffing Solutions



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*Close the gender gap by understanding
how others think and behave.*

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Gender Benders: Understanding the “Opposite” Sex to Improve Communication and Working Relationships

Are we really “opposites”? Using current survey and interview results, learn how each gender is perceived in business—strengths and weaknesses. Businesses increase productivity and reduce conflict through increased understanding and communication. Through improved working relationships, you can improve your professional achievements!

Purpose: *An educational and humorous look at men and women in business to provide insight and appreciation of gender work differences and specific techniques to improve business success.*

Who will benefit:

- People who wish to improve effectiveness and achieve greater career success.
- Men who want to understand women’s perspectives at work.
- Women who want to understand men’s perspectives at work.
- Managers who want to coach their “opposite” sex employees to greater work effectiveness.

Participants will learn...

- The top criticisms of men and women in business
- The #1 way men can gain women’s respect and trust
- The #1 way women can gain men’s understanding and trust
- Guidelines for clear communication
- The traits that hurt men’s and women’s success
- How men and women communicate differently

and receive these learning resources:

- Questionnaire for self-assessment

Formats: 45-60 minute keynote and 90-minute seminar
Content and learning resources adjusted to format time.

Supplementary Material:

Reward your attendees with a copy of Natalie’s book: *Benefiting from the Power of Many: How to Create and Maintain a Mastermind Alliance*

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Let Natalie enhance the performance, productivity, and dynamics of your organization.

Reviews

“You gave me great insight into how men and women perceive work situations differently.”

~ Dr. Brian Stevenson,
Associate Vice President
International,
University of Alberta

“Now I know how to present my ideas so they are received in a positive way.”

~ Chris Campbell,
Loew’s

“This program had more information in it than any I’ve been to. Thanks for all the great advice!”

~ Sandy Marrs,
Rosenbluth International

“The information I learned will definitely help me work better with all my coworkers—not just the women.”

~ Indy Campbell,
Campbell & Associates



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*For strong results and commitment,
train and involve your associates
in performance improvement.*

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Think Tank: A Performance Improvement Workshop

A powerful program to help your organization improve performance in any specific area, face a challenging project, or facilitate change in the workplace—you determine the exact issue. Your associates are guided to perform a performance improvement analysis to address your specific business need.

The "Think Tank" follows the human performance improvement (HPI) process. This provides a systematic approach to relay business needs; identify and define performance standards and compare to current performance; uncover contributing causes for the gap in performance; determine solutions to improve performance/remove barriers in individual and organizational performance; and measure effectiveness.

Purpose: To teach associates the HPI process and apply it to a current business need, resulting in improved performance and increased commitment due to extensive involvement and diverse input.

Who will benefit:

- Organizations that desire to improve business results
- Organizations that want to teach its associates to solve internal issues in a systematic, yet creative method
- Associates who are responsible for solving problems and improving performance

Participants will...

- Learn the six steps of Human Performance Improvement
- Apply the Human Performance Improvement process to a current business need

The Six Steps of HPI

1. Business Analysis: Determination of the business needs, goals and objectives
2. Performance/Gap Analysis: Analysis and comparison of 1) desired performance required to reach business needs and 2) the actual current performance, resulting in 3) the gap: areas to be improved.
3. Cause Analysis: Identification of the contributing factors, underlying, and root causes of the gap in performance.
4. Intervention Selection and Design: Determine and design action steps to solve the issue(s).
5. Implement Steps to Change/Improve Performance: Consideration of prerequisites, timelines, support, change management, and how to measure success.
6. Monitor and Evaluate Effectiveness: Plan actionable monitoring and evaluation.

Formats: Half-day (4-hour) workshop

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Engage your audience with a professional presentation to move people to action!

NATALIE D. BRECHER, CPM

Speaker ■ Trainer ■ Consultant ■ Author

Powerful Presentations: Speaking Confidently to Capture and Maintain an Audience's Attention

To lose your audience, make a presentation standing behind a podium and reading notes while PowerPoint slides spell out everything you're saying. To engage and enlighten your audience, learn the components and techniques to deliver a powerful presentation that captures and maintains your audience's attention. In this extremely interactive course, you'll polish your presentation skills to support your message and strengthen your connections with clients and prospective customers.

Practicum: This course is a practicum, with participants preparing work prior to and during the course. During the course, participants present three 10-minute sessions for (add a fourth 15-minute session with an optional third day).

Note: Pre-course assignments must be completed prior to the course and most participants use some evening hours the nights of the course to work on their assignments as well.

Course is limited to six people in order to maximize participation and learning.

Participants will learn how to...

- Utilize the ways adults learn and retain information to share a message that is understood and remembered by the audience
- Create a well-organized presentation to meet objectives
- Design an opening to grab attention and draw-in the audience
- Use varying methods to convey content in interesting ways that maintain an audience's attention
- Write a closing to move an audience to action
- Control voice and movement to present like a pro
- Make use of the room setup to convey the image they desire

In an optional third day...

- Use PowerPoint in a professional, sophisticated way to direct your audience's attention and support your message
- Incorporate audience participation into your presentations so your session is energizing and memorable

and receive these learning resources:

- Reference book for continued learning
- Tools to use when designing and delivering a presentation

Formats: *Two or three-day course. Content and learning resources adjusted to format time.*

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