



Living by the Boomerang

A Personal Leadership Approach for Optimizing Your Results

Information and technology may be driving our industry but it's the human ability that determines which businesses thrive. The key to optimizing this factor and driving your bottom-line to its potential lies in your willingness to *live by the boomerang!*

Jim Vasconcellos lays out a personal leadership approach for bringing out your best performance because your objectives demand it. Be ready to participate. He shares insights into reaching your potential by having you throw a boomerang! (Don't worry – they're made of foam.)

Through this empowering experience, you will recognize and develop your sense of control, commitment, and individual responsibility to your own success. You will leave with the knowledge, drive and determination necessary to carry out your objectives with the intent of *returning* the best results possible.

In this presentation, you'll be introduced to:

- The Boomerang Philosophy
- The Boomerang Optimization Model, and
- Three Boomerang Concepts™: *Tuning, Technique & Tenacity*

Jim brings the insights of his book to life as he transforms the boomerang into an inspirational guide to get the results you want and the success you deserve!

Speaker: Jim Vasconcellos

Web site: www.BoomerangConcepts.com