<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Products</td>
<td>2</td>
</tr>
<tr>
<td>Perennial Best Sellers</td>
<td>4</td>
</tr>
<tr>
<td><em>Accelerate</em> Powerful Leadership</td>
<td>6</td>
</tr>
<tr>
<td><em>Accelerate</em> Team Performance</td>
<td>10</td>
</tr>
<tr>
<td><em>Accelerate</em> Inspired Sales &amp; Service</td>
<td>14</td>
</tr>
<tr>
<td><em>Accelerate</em> Personal Growth</td>
<td>16</td>
</tr>
<tr>
<td><em>Accelerate</em> Educational Leadership</td>
<td>19</td>
</tr>
<tr>
<td><em>Accelerate</em> Communication Mastery</td>
<td>20</td>
</tr>
<tr>
<td>Training Resources</td>
<td>21</td>
</tr>
<tr>
<td>Posters, Desktop Prints &amp; Note Cards</td>
<td>22</td>
</tr>
<tr>
<td>PowerPoint Presentations &amp; Audio CDs</td>
<td>26</td>
</tr>
<tr>
<td>David Cottrell’s Keynotes</td>
<td>27</td>
</tr>
<tr>
<td>CornerStone Leadership Services</td>
<td>28</td>
</tr>
<tr>
<td>CornerStone Calendar &amp; Inspirational Movies</td>
<td>29</td>
</tr>
<tr>
<td>Gift Ideas</td>
<td>30</td>
</tr>
<tr>
<td>2008 CornerStone Collection</td>
<td>32</td>
</tr>
</tbody>
</table>
Introducing
Monday Morning Choices
(Available January 2, 2008)

In this fresh and engaging book, David Cottrell will show you how to achieve success, and more importantly, how to enjoy it once you get there.

Each of us has a different idea of success. Whether you strive for money, power, happiness, love, or anything else, your choices — whether they’re personal choices, actions you take, or relationships you choose to invest time and energy in — will determine whether you reach your goals. How to make the right choices, even when they’re hard, is what Monday Morning Choices is all about.

Learn to make the right choices and find yourself on the fast track to success! (Hardcover) $19.95

Companion Products:
PowerPoint® Presentation $99.95
Online Profile $19.95

Leadership Made Simple: Practical Solutions to Your Greatest Management Challenges
Although many see leadership as a mysterious and elusive set of strategic skills, today’s most successful teams result from leadership that is simple, straightforward and easily understood. That is why Leadership Made Simple should be essential reading for every supervisor and manager in your organization.

A practical, easy-to-use guide that can produce immediate, tangible, real-world results, Leadership Made Simple will reshape your culture and dramatically improve every level of performance. $14.95

Companion Products:
PowerPoint® Presentation $99.95

Monday Morning Choices

Who’s in the Driver’s Seat?... Using Spirit to Lead Successfully presents a revolutionary way for leaders to motivate employees. Read this book and apply each easy-to-follow lesson... whether you read one chapter at a time or the entire book in one sitting, the results will be mind-boggling!

Who’s in your driver’s seat? Read this book to find out. Then be prepared to make an extraordinary difference! $14.95

Companion Products:
PowerPoint® Presentation $99.95

David Cottrell’s Collection of Favorite Quotations is compiled to reinforce the principles of Monday Morning Choices. Each quote was selected to inspire, motivate, and encourage you.

$14.95

Thank You, Nurse! This handbook reinforces the important and invaluable role nurses play in their patients’ lives...and is being used across the country to inspire and recognize nurses everywhere. This book is a great way to show appreciation for a group of people who deserve it! $9.95

Do It Right! The New Book of Business Etiquette
We’ve all had them — those uncomfortable moments at business meetings, on the telephone, during a business lunch or in the middle of an interview. “What’s the right thing to do?” we wonder. “What’s socially or politically correct?” We are living in a time of etiquette ambiguity. What was once the behavioral norm has disappeared. Today we’re often forced to make it up as we go.

Take these tips on business trips, to meetings, interviews and presentations. It’s the perfect refresher course to browse through on the plane while traveling to that important conference. Read Do It Right! today and watch your career take giant steps forward! $14.95

A Culture of Service... Creating Superior Customer Service That Lasts
In a day when your great product or service ideas can be duplicated by an organization across the street or halfway around the world, the level of service provided by every member of your team is critical.

A Culture of Service will help guide any organization through the process of creating a culture where serving others, both internally and externally, will become a natural way of doing business. $14.95

A Culture of Service...

The Nature of Excellence is an instant classic! Share this powerful, 3-minute movie with your team. Inspire them with the awesome images, motivating message and spirited music.

View it at: www.CornerStoneLeadership.com

The Speed of Success
Discover the seven success accelerators in this fast-paced, 2-minute movie. It will inspire your team to accelerate their success!

View it at: www.CornerStoneLeadership.com

Lead Like A Pirate!...
Leadership Secrets of the Pirates of St. Croix Learning the secrets to effective team leadership has never been more fun than with this beautifully illustrated book set in the golden age of pirates! Sail with Captain Tiger Eye Taylor as he shares his secrets on Captain, Crew, Mission, Strategy and Treasure — the keys to transforming bands of buccaneers into high-performing legends of teamwork. A must-read resource for every frontline leader, it’s the perfect tool for sparking serious discussion on what it takes to turn diversity into strength, speed into advantage and heart into leadership. Give your Captains and Crews something to cheer about with this themed-learning gem! $14.95

The Speed of Success

Getting it Together... Gaining the Thriving Professional’s Effective EDGE
Many of us are caught up in the day-to-day tasks of our jobs and lives — always feeling behind and that our lives are no longer within our control. What’s more, we’ve lost sight of our larger goals and passions.

So how do we get it together? What is needed to create a life where we thrive rather than simply survive?

Getting It Together: Gaining the Thriving Professional’s Effective EDGE teaches you the EDGE process, a proven system that will assist you and your organization in decreasing stress while becoming more productive and getting things done faster. $14.95

Thank You, Nurse!

Do It Right!

Monday Morning Choices

Leadership Made Simple

Who’s in the Driver’s Seat?

David Cottrell

Visit us at: www.CornerStoneLeadership.com

888.789.5323

www.CornerStoneLeadership.com
Monday Morning Mentoring ...  
the Next Generation of  
Monday Morning Leadership

“In an easy, readable style, David Cottrell identifies the essentials for quality leadership and management. Don’t miss Monday Morning Mentoring!”
— Ken Blanchard, co-author,  
The One Minute Manager and The Secret

In this expanded and enhanced version of his best-selling book, Monday Morning Leadership, David Cottrell packs all of the wisdom of his wide-ranging business experience into this inspirational story. Cottrell introduces us to Jeff, a successful corporate manager who has hit a major wall. Jeff has been leading his team, quarter after quarter, to great sales and better profits for several years—until now. The tricks that used to work wonders have lost their magic; Jeff is in a slump and is at a loss to find his way out of it.

Overworked, stressed, and feeling that his personal and professional lives are at risk, Jeff reaches out to a retired and tremendously accomplished former executive named Tony. Tony and Jeff agree to meet every Monday for ten weeks to work through Jeff’s problems and get his career back on track.

Tony leads Jeff through tough lessons in how to manage his people, how to manage his own time, how to manage his superiors, and how to escape from “management land.” Most of all, Jeff learns that his success is intimately bound with the success of his people and that tolerating lackluster performance in himself and others on the team only leads to discontent from his most prized and productive employees.

Spend time with Tony and Jeff at their Monday morning meetings, and you will find yourself on the road to becoming a better leader and being more successful at work. $19.95 (Hardcover)

“This phenomenal book combines the business wisdom of Jim Collins and Jack Welch with the inspirational tone of Tuesdays with Morrie.”
— Marion Maneker, Publisher, CollinsBusiness

I Quit, But Forgot to Tell You  
provides the straightforward, logical truths that lead to disengagement and provides the antidotes to prevent the virus from spreading within your organization. $14.95

Becoming the Obvious Choice  
is a roadmap showing each employee how they can maintain their motivation, develop their hidden talents and become the best. $9.95

Passionate Performance ...  
Engaging Minds and Hearts to Conquer the Competition offers practical strategies to engage the minds and heart of your team. Read it and conquer your competition! $9.95

I Quit, But Forgot to Tell You  
Companion Product:  
PowerPoint® Presentation $99.95

Becoming the Obvious Choice  
Companion Product:  
PowerPoint® Presentation $99.95

Passionate Performance ...  
Engaging Minds and Hearts to Conquer the Competition  
Companion Products:  
Training Kit $499.95  
PowerPoint® Presentation $99.95  
Online Profile $99.95  
Learning Cube Set of 10/$39.95  
Reminder Cards Pk of 10/$19.95

Lessons in Loyalty  
takes you inside Southwest Airlines to discover what makes it so different and successful. The lessons shared in this book will help your organization become stronger and more effective by creating a more loyal workforce. $14.95

Listen Up, Leader!  
Ever wonder what employees think about their leaders? This book tells you the seven characteristics of leadership that people will follow. $9.95

175 Ways to Get More Done in Less Time  
has 175 really good suggestions that will help you get things done faster and usually better. $9.95

Monday Morning Mentoring  
Companion Products:  
PowerPoint® Presentation $99.95  
Online Profile $99.95  
Audio CD $19.95

Lessons in Loyalty  
Companion Products:  
PowerPoint® Presentation $99.95  
Reminder Cards Pk of 20/$19.95

The Manager’s Coaching Handbook  
is a practical guide to improve performance from your superstars, middle stars and falling stars. $9.95

The Manager’s Coaching Handbook  
Companion Product:  
PowerPoint® Presentation $99.95

Monday Morning Mentoring  
Companion Products:  
Training Program $299.95  
PowerPoint® Presentation $99.95  
Online Profile $99.95  
Audio CD $19.95

175 Ways to Get More Done in Less Time  
Companion Products:  
Application Kit $399.95  
PowerPoint® Presentation $99.95  
Post-it® Notepads Pk of 10/$34.95  
At-a-Glance Reminder Card Pk of 10/$19.95  
Learning Reinforcement Kit $13.95

Monday Morning Mentoring  
The original Monday Morning Leadership is still available. $14.95

Monday Morning Mentoring  
Companion Products:  
PowerPoint® Presentation $99.95  
Online Profile $99.95

Sticking to It: The Art of Adherence  
ofers practical steps to help you consistently execute your plans. Read it and WIN! $9.95

Monday Morning Mentoring  
The original Monday Morning Leadership is still available.
Imagine if you were given the opportunity to spend a long, relaxed evening with some of the most creative and innovative leaders in the world today. Among them were leaders from every level of society and every kind of organization. Throughout that enjoyable fellowship you were able to glean advice that would normally take a lifetime to learn.

Your invitation has just arrived!

_The Best Leadership Advice I Ever Got_ by Paul B. Thornton is one of the most helpful and educational books ever written on the topic of leadership counsel and wisdom. Seventy-five modern leaders will share with you their own nuggets of truth that forever molded and changed the way they lead. Don’t miss the opportunity to take your leadership to the next level!

---

_The Best Leadership Advice I Ever Got_

by Paul B. Thornton

---

**Leadership Energy: ** \( E = mc^2 \)

_A High-Velocity Formula to Energize Your Team, Customers and Profits_

by David Cottrell

*Not everything that counts can be counted, and not everything that can be counted counts.*

(Sign hanging in Einstein’s office at Princeton)

One doesn’t have to be a rocket scientist to be familiar with Albert Einstein, the theoretical physicist whose formula, \( E=mc^2 \), calculates the total energy of a particle at rest. By modifying this same formula, he was able to determine the energy of a particle in motion.

Leadership Energy ... \( E = mc^2 \) will use Einstein’s theory of relativity with a twist. It has the same objective of solving fundamental problems and presenting new ideas but also presents new theories about generating organizational energy. The only visible sign of an organization’s energy is its impact – customer satisfaction and the job satisfaction of the employees. Energy creates the momentum of the organization, whether in a competitive situation or as it moves to a higher level of achievement. Energy rises from a deep commitment to being energized, vibrant, strong and profitable for years to come. This commitment runs from the top to the bottom of the organization.

By applying our version of Einstein’s theory to your organization, you can put Einstein’s theory to work for you. You can generate the necessary energy to move your team ahead, while also sustaining that energy to consistently move your organization to the next level.

Available February 2008
… The concepts in this book are premised on real-life business experiences. The ideas and recommendations are straightforward, logical truths that apply to every industry and every organization. They are practical tools, techniques and tactics proven to diffuse disengagement whenever it occurs.

It’s up to you to step into the driver’s seat, make use of these tools and accept responsibility for your own destiny and that of your employees. Read it. Use it to reinvigorate, reinforce and re-engage your workforce!

No one takes a job intending to fail. No employer hires with the intent to fire. Both parties want only the best. So what happens? The virus of employee disengagement attacks and spreads.

I Quit, But Forgot to Tell You provides the straightforward, logical truths that lead to disengagement ... and provides the antidotes to prevent the virus from spreading within your organization. $14.95

Escape from Management Land Ken Carnes and David Cottrell’s newest book takes you on a journey that every team would like their leader to take. This book offers solutions you’ll need to recognize – and escape from – situations that push even the best leaders into Management Land from time to time. Learn important – and often unforgettable – lessons about leadership, then decide if you’re willing to do what it takes to escape Management Land and move into Leader Land. $14.95

Lessons in Loyalty takes you inside Southwest Airlines to discover what makes it so different ... and successful. The lessons shared in this book will help your organization become stronger and more effective by creating a more loyal workforce. $14.95

Lead Like A Pirate! is the perfect tool for sparking serious discussion on what it takes to turn diversity into strength, speed into advantage and heart into leadership. Give your Captains and Crews something to cheer about with this themed-learning gem! $14.95

Monday Morning Communications is a sequel to the perennial best-selling Monday Morning Leadership. This book provides workable strategies to solving serious communications challenges. $14.95

180 Ways to Walk the Recognition Talk will help you provide recognition to your people more often and more effectively. $9.95

Passionate Performance ... Engaging Minds and Hearts to Conquer the Competition offers practical strategies to engage the minds and heart of your team. Read it and conquer your competition! $9.95

Monday Morning Leadership is David Cottrell’s best-selling book. It offers unique encouragement and direction that will help you become a better manager, employee and person. $14.95

Management Insights explores the myths and realities of management. It provides insight into how you can become a successful manager. $14.95

Lessons in Loyalty is a practical guide to building your own winning team.” - Noel M. Tichy, Professor, University of Michigan Ross School of Business
The Next Level … Leading Beyond the Status Quo provides insight and direction on what it takes to lead your team to a higher and greater Next Level. $24.95

Companion Products:
PowerPoint® Presentation $99.95
Quick Reference Desktop Tent Pk of 20/$59.95
Participant Guides Pk of 20/$49.95
Learning Reinforcement Kit Pk of 10/$19.95
Reminder Card Pk of 20/$19.95

Power Exchange – How to Boost Accountability & Performance in Today’s Workforce offers practical strategies to help any leader boost accountability and performance in today’s workforce. $9.95

Companion Products:
PowerPoint® Presentation $99.95
Learning Reinforcement Kit $21.95
“What’s the Small Idea?” Note Pads Pk of 10/$19.95
Quick Reference Cards Pk of 10/$9.95

Accelerate Team Performance Package $149.95

12 Strategies to Engage the Minds and Hearts of your Team
– from Passionate Performance by Lee J. Colan

Needs Engagement Strategies

Intellectual
• Eliminate barriers to achievement.
• Define crystal-clear goals.

Achievement
• Involve employees in improving their work processes.
• Set broad, yet clear, boundaries.

Autonomy
• Fit person to position for “highest and best use.”
• Seize teachable moments to coach employees.

Mastery
• Connect roles to a compelling purpose.
• Stay focused on activities that support your purpose.

Emotional
• Maintain small teams.
• Create and reinforce team rituals.

Intimacy
• Appreciate employees’ contributions.
• Demonstrate a sincere interest in people.

Appreciation

Captain Tiger Eye Taylor’s Top Tips to Lead Like a Pirate!
1. Fault me for my actions you may but never will you curse me for my inaction.
2. Confusing fear with respect can get a Captain marooned.
3. Diversity is a strength that invites each Crew member to lead in their moment.
4. Performance is the only measure on the high seas – develop talent where you find it.
5. Reputation creates opportunities, minimizes conflict and provides pride for the Crew.
6. Teamwork turns the hunted into the hunters.
7. Speed is a pirate’s magic; acting in the moment without hesitation yields the advantage.
9. Nothing lowers morale faster among top performers than being treated equal with non-performers.
10. Good fortune is more the result of good decisions than good luck.

— taken from Lead Like A Pirate by Christopher Novak
Influential Selling – How to Win in Today’s Selling Environment is designed to stimulate new ways of thinking about your selling efforts and positioning them to align with your client. It will provide your team with new strategies and activities that will help you start winning today ... and it will change your sales perspective forever. $14.95

Companion Products:
- PowerPoint® Presentation $99.95
- Audio CD $19.95
- Reminder Cards Pk of 20/$19.95

"... People choose to become your customer for many different reasons – sometimes because of new product ideas, your marketing campaigns or your company’s reputation. However, in most instances, the real “magic” can be found in customer service. People decide to do business with a particular company based on how well they are treated ….”

-- Zig Ziglar

Influential Selling by Ken Carnes
Like a broken record, the questions that follow almost every sales meeting in the world are the same, tired refrain: How can we generate more sales and revenue, are we getting everything we need from marketing, how can our sales professionals improve their ‘hit rate,’ how can we win in today’s competitive market?

This book answers those questions by stimulating new ways of thinking about your selling efforts and aligning them with your client. It will provide your team with new strategies and activities that will help you start winning today ... and it will change your sales perspective forever.

Read, enjoy, and then apply the principles and techniques of Influential Selling!
1. Keep track of how you spend your time for two weeks. You may discover that you are investing time in things that are not important to achieving your goals.

2. Think on paper. Writing things down minimizes confusion and stress.

3. Control technology. Constantly checking e-mails can be a time-wasting addiction. You do not go to your mailbox every 30 minutes, do you? Work your e-mails into your personal schedule and don’t let them control your day.

4. Go to lunch at 11 am or 1 pm. Lunch at noon will waste addiction … you do not go to your mailbox every 30 minutes, do you? Work your e-mails into your personal schedule and don’t let them control your day.

5. Continually ask yourself: What is the best use of my time right now?

Orchestrating Attitude translates the abstract into the actionable. It cuts through the clutter to deliver inspiration and application so you can orchestrate your attitude … and your success. $9.95

Monday Morning Choices is about success – how to achieve it, keep it and enjoy it – by making better choices. Hardcover $19.95

Companion Products:
- PowerPoint® Presentation $99.95
- Online Profile $99.95
- Audio CD $19.95

David Cottrell has reminded us that choices determine destiny. The wind and the rain or storms of life do not determine our destiny. Neither do other people and their opinions determine our future. What does affect our lives is our power to choose. “Choose to read this fine work.”

James H. Amos Jr.
Chairman Emeritus
Mail Boxes Etc./ UPS Store

Orchestrating Attitude translates the abstract into the actionable. It cuts through the clutter to deliver inspiration and application so you can orchestrate your attitude … and your success. $9.95

Companion Products:
- PowerPoint® Presentation $99.95
- Learning Reinforcement Kit $21.95
- Rapid-Write Note Cards Pk of 10/$12.95
- Quick Reference Cards Pk of 10/$9.95

“David Cottrell has reminded us that choices determine destiny. The wind and the rain or storms of life do not determine our destiny. Neither do other people and their opinions determine our future. What does affect our lives is our power to choose. ‘Choose to read this fine work.’

James H. Amos Jr.
Chairman Emeritus
Mail Boxes Etc./ UPS Store

You and Your Network is profitable reading for those who want to learn how to develop healthy relationships with others. $9.95

Goal Setting for Results addresses the fundamentals of setting and achieving your goal of moving yourself and your organization from where you are to where you want (and need) to be! $9.95

136 Effective Presentation Tips addresses the fundamentals of setting and achieving your goal of moving yourself and your organization from where you are to where you want (and need) to be! $9.95

107 Ways to Stick to It What’s the REAL secret to success? Learn the secrets from the world’s highest achievers. These practical tips and inspiring stories will help you stick to it and WIN! $9.95

Companion Products:
- PowerPoint® Presentation $99.95
- Learning Reinforcement Kit $14.95

175 Ways to Get More Done in Less Time Want to get things done faster so you can accomplish more of your long-term goals? This book is loaded with tips that will help you get things done faster … and usually better. $9.95

Getting it Together teaches you the EDGE process, a proven system that will assist you in decreasing stress while becoming more productive and getting things done faster. Through the stories of four professionals and the challenges they face both at work and at home, you can learn not only what it takes to move from surviving to thriving, but begin the process for yourself. $14.95

David Cottrell’s Collection of Favorite Quotations is compiled to reinforce the principles of 12 Choices … That Lead to Your Success. Each quote was selected to inspire, motivate, and encourage you. $14.95

“David Cottrell has reminded us that choices determine destiny. The wind and the rain or storms of life do not determine our destiny. Neither do other people and their opinions determine our future. What does affect our lives is our power to choose. ‘Choose to read this fine work.’

James H. Amos Jr.
Chairman Emeritus
Mail Boxes Etc./ UPS Store

Accelerate Personal Growth

Do It Right! The New Book of Business Etiquette We are living in a time of etiquette ambiguity. What was once the behavioral norm has disappeared. Today we’re often forced to make it up as we go.

Take these tips on business trips, to meetings, interviews and presentations – it’s the perfect refresher course. Read Do It Right! today, and watch your career take giant steps forward! $14.95

The Ant and the Elephant is a different kind of book for a different kind of leader! This great story teaches that we must lead ourselves before we can expect to effectively lead others.

Silver Bullets is locked and loaded with 75 straightforward tips that will put a smile on your face, stimulate your thoughts, and beg to be passed on to others! $14.95

If you have talents that exist beyond your current position, you’re cheating yourself and your employer by not pursuing advancement.

12° the extra degree™ is an inspiring book that focuses on the essential fundamental of effort – the primary fundamental that feeds all others. Its purpose is to inspire the extra level of effort that produces exponential results. $9.95

You and Your Network is profitable reading for those who want to learn how to develop healthy relationships with others. $9.95

Accelerate Personal Growth

The Ant and the Elephant is a different kind of book for a different kind of leader! This great story teaches that we must lead ourselves before we can expect to effectively lead others.

Silver Bullets is locked and loaded with 75 straightforward tips that will put a smile on your face, stimulate your thoughts, and beg to be passed on to others! $14.95

If you have talents that exist beyond your current position, you’re cheating yourself and your employer by not pursuing advancement.
Top Seven Tips for Working With Those With Disabilities:

1. Speak directly to the individual with the disability – not to their companion, aide or sign language interpreter.
2. When introduced to someone with a disability, offer to shake hands. People with limited hand use or who wear artificial limbs usually can shake hands. It is perfectly permissible to offer your left hand.
3. When shaking hands, remember some people – and it isn’t often visible – may have joint problems in their hands. A firm but not crushing grip will be less painful for these individuals.
4. When talking to someone seated in a wheelchair or scooter for any length of time, place yourself at their eye level – to avoid stiff necks and “talking down” to the individual.
5. Remember to keep your face visible when speaking to someone who is deaf or hard of hearing. They may be relying on reading your lips.
6. Don’t shout or raise the volume of your voice unless asked to do so.
7. When greeting someone who is blind or has a visual impairment, identify yourself and who may be accompanying you.
8. Never touch or pet a service dog or make the dog the focus of your conversation. Their dog is “working.”

– an excerpt from Do It Right!
**Monday Morning Leadership Training Program**

This kit is designed to mentor your managers and help them develop the eight key leadership principles outlined in the best-selling book, *Monday Morning Leadership*. The practical, step-by-step lessons are valuable for everyone – from new managers to experienced leaders. The concepts presented are simple, doable, and can be implemented immediately. But more importantly, they work! They work because the principles are relevant to the realities and challenges your managers face every day. **$299.95**

**Sticking to It: The Art of Adherence Application Kit**

A complete, half-day application kit based on the best-selling book, *Sticking to It: The Art of Adherence*. The game is won by those who EXECUTE their strategies. This just-add-water Application Kit brings insights and applications to help your teams consistently execute their plans. **$399.95**

**Passionate Performance Training Kit**

This training kit is based on the best-selling book, *Passionate Performance*. Help your organization build a competitive advantage! This one-day workshop helps your managers fully engage their teams and increase the level of discretionary effort. The flex agenda enables you to adjust to meet your organization’s needs and desired areas of focus. **$499.95**

**Tony Jeary’s Top Presentation Tips**

1. **Be yourself.** Your presentation is not about being perfect; it is about “connecting with others” and delivering a sincere message.
2. **Be practical.** Most people are not interested in abstract knowledge … give them practical applications.
3. **Almost memorize the beginning of your presentation.** Nervousness is most intense at the beginning of a presentation.
4. **Talk to yourself like your best friend would talk to you.** If your best friend was with you, they would be building your confidence by telling you that you will do great, that you are prepared and that you are going to have fun. Chances are they are probably right, so talk to yourself on their behalf. (No one will ever know!)
5. **Prepare, Prepare, Prepare, Enjoy!**

   - From 136 Effective Presentation Tips
Reflect your organization’s values with these dramatic, inspiring posters, desktop prints and note cards!

**Teamwork**
“Teamwork is connected independence.”

**Excellence**
“Excellence is reflected in each of us.”

**Passion**
“Passion exposes possibilities.”

**Make the Difference**
“Step out … make the difference.”

**Attitude**
“The right attitude is the root of success. It enables us to stand strong and prevail.”

**Commitment**
“Winners are committed to ‘hang in there’ long enough to win.”

**The CornerStone Collection of Framed Posters and Desktop Prints** reinforce your organization’s values. The striking pictures and quotes will continually remind and reflect the importance of integrity, focus, perseverance, courage, change and pressing through adversity.

Made with quality materials and detailed craftsmanship, these crisp, colorful posters are printed on high-quality gloss paper and mounted on foam core for a smooth, bubble-free presentation. The black, lightweight aluminum frame with glass protection makes each Inspiring Poster ready to hang as soon as you receive it!

**Individual**
- Framed Poster (18” x 24”) $89.95
- Unframed Poster (18” x 24”) $19.95
- Framed Desktop Print (5” x 7”) $19.95

**Complete Set of 12**
- Framed Poster (18” x 24”) $799.95
- Unframed Poster (18” x 24”) $179.95
- Framed Desktop Print (5” x 7”) $179.95

*All 12 designs available as posters, desktop prints and note cards!*
Courage
"Courage is moving forward …
even through the path of most resistance."

Perseverance
"Against all odds, persevere."

The CornerStone Leadership Collection of Note Cards is designed to make it easy for you to show appreciation for your team, clients and friends. The awesome photography and your personal message written inside will create a lasting impact.

Pack/10 (one design) $14.95
Note Card Sampler Set $24.95
(Pk/12, 1 card/each design)

Themed Sets include one each of any message …
a framed poster, a desktop print and a package of 10 note cards. $119.95

*All 12 designs available as posters, desktop prints and note cards!*

"If you have knowledge, let others light their candles with it."
– Sir Winston Churchill
PowerPoint® Presentations
Enhance the learning experience in your organization with ready-to-present PowerPoint® Presentations. All the main concepts and ideas in each book are summarized and outlined in these professionally produced PowerPoint® presentations. Use these presentations for kick-off meetings, training sessions, or as a follow-up reinforcement tool. Downloadable. $99.95 each

Audio CDs
Audio CD Package includes all the books pictured above in audio CD format. $149.95

These PowerPoint® Presentations are available for the following books:

Monday Morning Leadershiop/ Monday Morning Mentoring
In this program based on his best-selling books, David delivers key success principles that equip leaders to confront and overcome their daily challenges. Veteran and novice leaders alike will:
- Accept responsibility and maintain focus in order to positively influence the organization;
- Discover the need to escape from “management land” to get in touch with and motivate their teams;
- Expand their learning zones to make continuous improvement a priority.

Monday Morning Choices
In this program, David creates a foundation for organizational and personal success...how to achieve it, how to keep it and how to enjoy it by consistently making 12 key choices. Participants at all levels will:
- Identify and personally assess four essential character traits in order to create a solid foundation for success;
- Decide to take control by taking action that moves them more quickly toward success;
- Expand their learning zones to make continuous improvement a priority.

PowerPoint® Presentations & Audio CDs

Have David Cottrell share his leadership lessons with your organization!

“My goal is to provide the audience with new information and ideas so they are inspired to change and to start improving their performance that same day.”

David Cottrell is a master at developing people. He has an uncommon talent for making his message stick by transforming the complex into the simple and by anchoring business concepts to concrete subjects and memorable stories people can easily relate to. Participants in his programs walk away with solid solutions and practical strategies they can immediately use to succeed back on the job.

David's presentations are tailored to your organization's specific core values, philosophies and objectives. Formats range from content-rich, 30-minute keynotes to fast-paced, half-day workshops with interactive exercises and personal action planning. David's most frequently requested topics include:

To view David's online streaming videos and find additional information, visit: www.DavidCottrell.com.

To book David, contact Michele Lucia at 972-899-3411 or michele@cornerstoneleadership.com

888.789.5323

www.CornerStoneLeadership.com 27
CornerStone Services is the implementation arm of the CornerStone family of companies. We help our clients execute the concepts, processes and tools introduced in our books. Our approach is simple; our books Inspire, our workshops Enable, our assessment tools Support and our coaching and consulting services Accelerate the application leading to a higher level of development, results and Excellence.

A Phase Approach to Information Transfer

- Assessment tools illuminate strengths and areas of focus to "turn feedback into change."
- Books, workshops and tools establish a firm foundation for development.
- Webinars and reinforcement tools extend learning and development.
- Coaching and follow-up sessions reinforce and apply concepts, processes and tools.
- Individual and Team Action plans drive development and business results.

Decreased sales cycles, increased cross-sell ratios and greater profit per customer

What organization today couldn’t benefit from a more effective sales force? CornerStone Services is a leader in creating and delivering sales effectiveness programs. Our approach focuses on implementing the concepts introduced in CornerStone’s book Influential Selling and reinforced through workshops and coaching coupled with a certification process to ensure sales organizations understand, adopt and execute the principles of Influential Selling. Components include...

- Influential Selling Framework – The steps, stages and activities to facilitate more accurate forecasting and structure, leading to more effective coaching of sales reps by sales managers.
- Executive Language/Sales Messaging – Clear, crisp, relevant and compelling value propositions delivered to senior-level decision makers.
- Whiteboard Capabilities Presentations – Simple and effective capabilities presentations designed to promote interest, interaction and discussion AND to set your sales force apart from the pack.
- Account Planning – Strategy Development – An efficient approach to account and territory planning and strategy development.
- Sales Tools and Coaching – Our Sales Eco-System diagnostic determines performance, productivity, talent and behavioral gaps to becoming an Influential Selling organization.

For more information, please visit www.CornerStoneLeadership.com

The CornerStone Perpetual Calendar, a compelling collection of quotes about leadership and life, is perfect for office desks, school and home countertops. Offering a daily dose of inspiration, this terrific calendar makes the perfect gift or motivational reward. $14.95

Great Gift Idea!

Inspirational Movies!

Begin your meeting with a short, inspirational movie.

The Nature of Excellence

is an instant classic! Share this powerful, 3-minute movie with your team. Inspire them with the awesome images, motivating message and spirited music.

The Speed of Success

Discover the seven success accelerators in this fast-paced, 2-minute movie. It will inspire your team to accelerate their success!

View both movies at: www.CornerStoneLeadership.com
The Best Leadership Advice I Ever Got is a compilation of 75 CEOs, presidents, professors, politicians and other leaders describing the best advice they received that helped them become effective leaders! $14.95

Silver Bullets offers straightforward tips that will inspire personal and professional growth to take you to the top. $14.95

Birdies, Pars & Bogeys: Leadership Lessons from the Links is an excellent gift for the golfing executive. Zig Ziglar praises it as “concise, precise, insightful, inspirational, informative.” $14.95

Orchestrating Attitude translates the abstract into the actionable. It cuts through the clutter to deliver inspiration and application so you can orchestrate your attitude ... and your success. $9.95

Leadership … Biblically Speaking connects practical applications with scriptural guidance on how to address today’s business and personal issues. $19.95

The Leadership Secrets of Santa Claus helps your team accomplish “big things” by giving employees clear goals, solid accountabilities, feedback, coaching, and recognition in your “workshop.” $14.95

Monday Morning Choices is about success – how to achieve it, keep it and enjoy it – by making better choices. Hardcover $19.95

“The Ant and the Elephant is a different kind of book for a different kind of leader! This great story teaches that we must lead ourselves before we can expect to effectively lead others. Softcover $12.95 Hardcover $19.95

Orchestrating Attitude translates the abstract into the actionable. It cuts through the clutter to deliver inspiration and application so you can orchestrate your attitude ... and your success. $9.95

212° the extra degree™ is an inspiring book that focuses on the essential fundamental of effort – the primary fundamental that feeds all others. Its purpose is to inspire the extra level of effort that produces exponential results. $9.95

Monday Morning Inspiration!
A weekly inspirational quote to start your week.
Change your Monday, change your week, change your life!!
Begin your personal or organization’s library with the CornerStone Collection. Includes 40 top leadership books plus the CornerStone calendar. $399.95