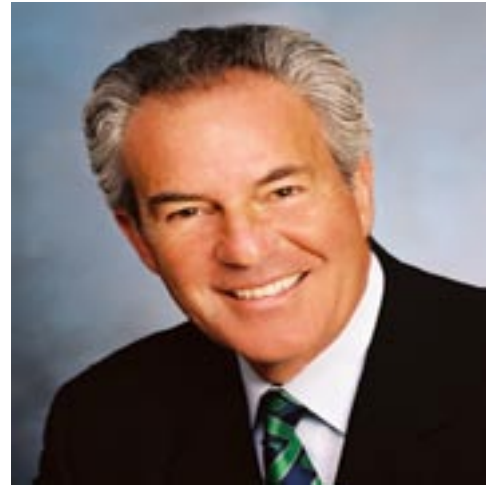


# Lawrence D. Katz

While Larry Katz holds a degree in Finance and a Masters in Marketing he boasts that his “BBS” is the most valuable degree; Business Battle Scars. With over 25 years of hands on experience in business and leadership, Katz transitioned from entrepreneur/owner to coaching, training and mentoring others. The Inc. 500 and Weatherhead School of Business have recognized him and his firms for their success and progressive growth.



After graduating from Ohio State he was recruited to a Fortune 500 consumer products company. His experience there ranged from field sales, establishing and running a sales training center to becoming Asst. Vice President of Advertising at the New York City headquarters.

Katz returned to Cleveland as VP Marketing for a manufacturer of industrial embroidery equipment and supplies. Under his leadership as President the firm developed the first computerized machines in the industry and established offices and distribution through out the US and Europe.

After 15 years Larry then purchased a plastics converting company which dealt in materials for the art, craft, graphic and industrial applications. He built the company with the goal in mind of providing an opportunity for his son and daughter. The Katz family was an early client of the National Center for Family Business and has seen their succession plan come to fruition.

Katz then gained certification as both a business coach as well as a leadership coach. He works closely with owners in a consulting and coaching capacity. His concentration is recognizing and developing the core competencies of the family business owner and their staff. In addition, Larry provides training seminars and development programs.

Outside of business, Larry lends his considerable talent and skills to a variety of community organizations such as United Way, Jewish Community Federation, Cleveland Bridge Builders, Plan of NEO and Learning Disability Assoc.

His “understanding wife” of 43 years, Karen, has only one regret...when Larry and the kids get together they are always talking business!

## PRESENTATIONS and WORKSHOPS

### “ORGANIZE OR AGONIZE”

*Too much to do and not enough time to do it?*

Learn the elements of good time management and how to organize activities rather than agonize about not getting things done.

### “IQ – vs. – EQ : THERE’S A NEW WAY OF BEING SMART”

*Emotional Intelligence (EQ) can be more important than IQ in work and life success.*

And who’s got more of it... men or women? Good news is that unlike IQ, EQ can be learned.

### “NETWORKING OR NOTWORKING”

*Networking is something people talk about and know they should do but don’t!*

There are only 3 principles that are easy to learn and remember for successful networking.

### “DiSCover: WHO DO YOU THINK YOU ARE?”

*We don’t see things as they are.... We see things as we are.*

Explore the 4 basic styles of behavior through DiSC and discover how to understand ourselves and better manage relations with others.

### “RETIRE OR REWIRE – OPTIONS FOR DESIGNING THE NEW RETIREMENT”

*“People spend more time planning their vacations than they do their lives!”*

Specifically for individuals and couples 50+ who want to learn the factors critical for designing a meaningful retirement and how to implement them.

### “TURNING CONFLICT INTO COLLABORATION”

*Whether we strive on conflict or shrink away from it, we must understand how to deal with it to interact successfully with others.*

Gain an understanding of conflict, one’s preferred strategies for dealing with it and applying it to current and future conflict situations.

### “HIRE RIGHT THE FIRST TIME”

*Hiring only for skill results in firing for lack of “fit”. Matching people to jobs is the key to effective talent management.*

Understand how to measure top attributes and competencies. Apply principles for pre-employment screening, performance evaluation, training needs and promotions.

## **PERSONAL DEVELOPMENT TOOLS**

*Assessments and learning instruments for recognizing and developing individual and group behavior are selected to initiate new programs or complement existing training programs; Improves communication, ease conflict, develop effective managers and teams. A few examples are:*

**DISC Personal Profiles**  
**Dimensions of Leadership**  
**Action Planning**  
**Management Strategies**  
**Personal Listening**  
**Conflict Resolution**  
**Team Dimensions**  
**Time Mastery**  
**Work Expectations**

## **EMPLOYMENT**

*Cost effective screening procedures for identifying job applicants; putting the right person in the job; predicting job performance; improving quality of the hiring and retaining high quality employees. Services that apply are:*

**Job Analysis/Description**  
**Recruiting Programs**  
**Screening**  
**Benchmarking Guides**  
**First View**  
**Counterproductive Behavior Index**  
**Total View**  
**Business Motivators and Values**  
**Performance Management Systems**

**Initial consultation is provided at no charge. Programs are developed on a mutually agreed fee basis to fit the needs of the client and their goals.**