



Building High Performance Teams



# Secrets to Getting Your Agencies to Overdeliver

## September 29, 2009- Vancouver

After much success in Eastern Canada as a public program and as a part of the curriculum of the Association of Canadian Advertisers (ACA), The Schulich Executive Education Program (York University), and The Canadian Marketing Association (CMA), this program is being offered for the first time in Western Canada!

***“This program is a 5 out of 5! I feel confident that I have the foundation to go back and make a lasting difference for myself, my company and the agency.”***

***-Nancy Market, National Advertising Specialist***

For marketing professionals who want to inspire their agencies to consistently deliver better communications, Sixsense offers this energizing one-day learning experience.

Building on the Sixsense Seven Tenets of High-Performance Teams™, *Secrets to Getting Your Agencies to Overdeliver* combines proven theory and powerful exercises to empower your marketing people to transform an often frustrating creative process into a powerful experience that reaps extraordinary results.

### Participants Will Learn How To:

- Build powerful high trust relationships with their Agencies
- Motivate Agencies to deliver bigger, better ideas that drive results and improved ROI
- Handle conflict and deliver feedback while maintaining strong relationships
- Ensure agencies understand expectations from the start
- Immediately apply the above learnings to their own client/agency relationships

### Who Should Attend:

- Marketing & Brand Managers
- Marketing Directors
- Senior Marketing Managers
- Marketing VP's
- Agency Client Service Managers

### What Participants Are Saying:

*“Thank you for the outstanding session you delivered to our government advertising community last week... the feedback we received for this session was exceptional - 100% approval ratings for relevance of the topic, effectiveness of the speaker and level of detail. This is one of the best sessions we've ever presented and we would love to have you return.”*

***-Manager,  
Government of Canada***

*“Tom & Zo have developed a significant program to enhance client / agency relationships. Through their work, the success of MARCOM programs will be increased – this is good for business!”*

***– Susan Charles,  
VP Member Services,  
The Association of Canadian Advertisers (ACA)***

*“Attending the workshop was worth the time and dollars spent. The topics covered are delivered in ways to encourage you to take a different viewing point and have you consider ideas that are different than your own. I recommend this course to marketers and agency personnel.”*

***-Brenda Pilato,  
Product Director,  
Neil Consumer Healthcare***

# Register Now Seats are Limited

Date: September 29, 2009

Location: Robson Square Conference Centre/ UBC

Time: 9am-5pm

Price: \$595

BCAMA Member Price: \$495

**SPECIAL OFFER: Bring an agency partner or colleague and receive 50% off the second course fee. Bring a 3<sup>rd</sup> person and they attend for free.**

To register, please contact Ruth Noe

T: 416.703.6526 x221 E: ruth@sixsenseinc.com



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## ABOUT SIXSENSE

Sixsense was founded in 2004 by partners Tom Hendrikson and Zo Ratansi. With over 30 years combined experience in consumer packaged goods marketing and sales, the duo built Sixsense on a philosophy that business breakthroughs occur when organizations create environments in which people can fully apply their gifts, talents and passions. They made it their mission to positively transform the way people work in business.

At its inception, the company focused on helping advertising agencies and their clients get to better work faster and with more enjoyment, but their practice quickly evolved from there. Today, through a number of training and coaching programs that focus on personal leadership and team dynamics, Sixsense helps build high-performance business teams in a broad range of industries.

### About the Facilitator

Zo Ratansi

*Inspiration & Ideas Catalyst*

From small-business owners to middle managers and CEOs of large corporations, Zo Ratansi has coached leaders and transformed teams. As well as being a skilled listener, storyteller, and

public speaker, Zo possesses a sixth sense that allows him to connect individuals with their passions. Prior to founding Sixsense with partner Tom Hendrikson, Zo ran a successful one-to-one coaching business. Before that, he worked as a senior marketer at Kraft Foods leading cross functional teams and delivering business results on several recognized Canadian brands. Zo has written for and been featured in some of Canada's leading business publications. He also holds a certificate in Alternative Dispute & Conflict Resolution and is trained in Level 1 Adventure Based Learning.

### Our Clients Include:



[www.sixsenseinc.com](http://www.sixsenseinc.com)