

Preparation Materials
Manager Tools Effective Manager Conference &
Effective Communications Conference
Sunnyvale, CA (San Jose/Silicon Valley)
Sep 13 - 14, 2011

Late summer of 2011 and we are thrilled to be in California, offering our Effective Manager and Effective Communications Suite. Our content will be jam packed as ever, AND, you will learn in a smaller setting as we are limiting the size of the group to bring you a more personalized and intense learning experience. The conferences will be back to back. The logistical information is the same for both, however different agendas are included and are located at the end of this document.

Conference Hotel: The **Sunnyvale Sheraton Hotel** is set in the heart of Silicon Valley on the edge of Moffett Business Park. At approximately 7 miles from the San Jose airport and 35 miles from San Francisco, there is a free shuttle from 7:00am – 7:00pm weekdays, based on availability. Room rates are \$239 per night, based on availability, for a king standard room. There is a 10% tax on all rooms.

Hotel phone number: (408) 745-6000

Hotel address: 1100 North Mathilda Avenue · Sunnyvale, CA 94089 · United States

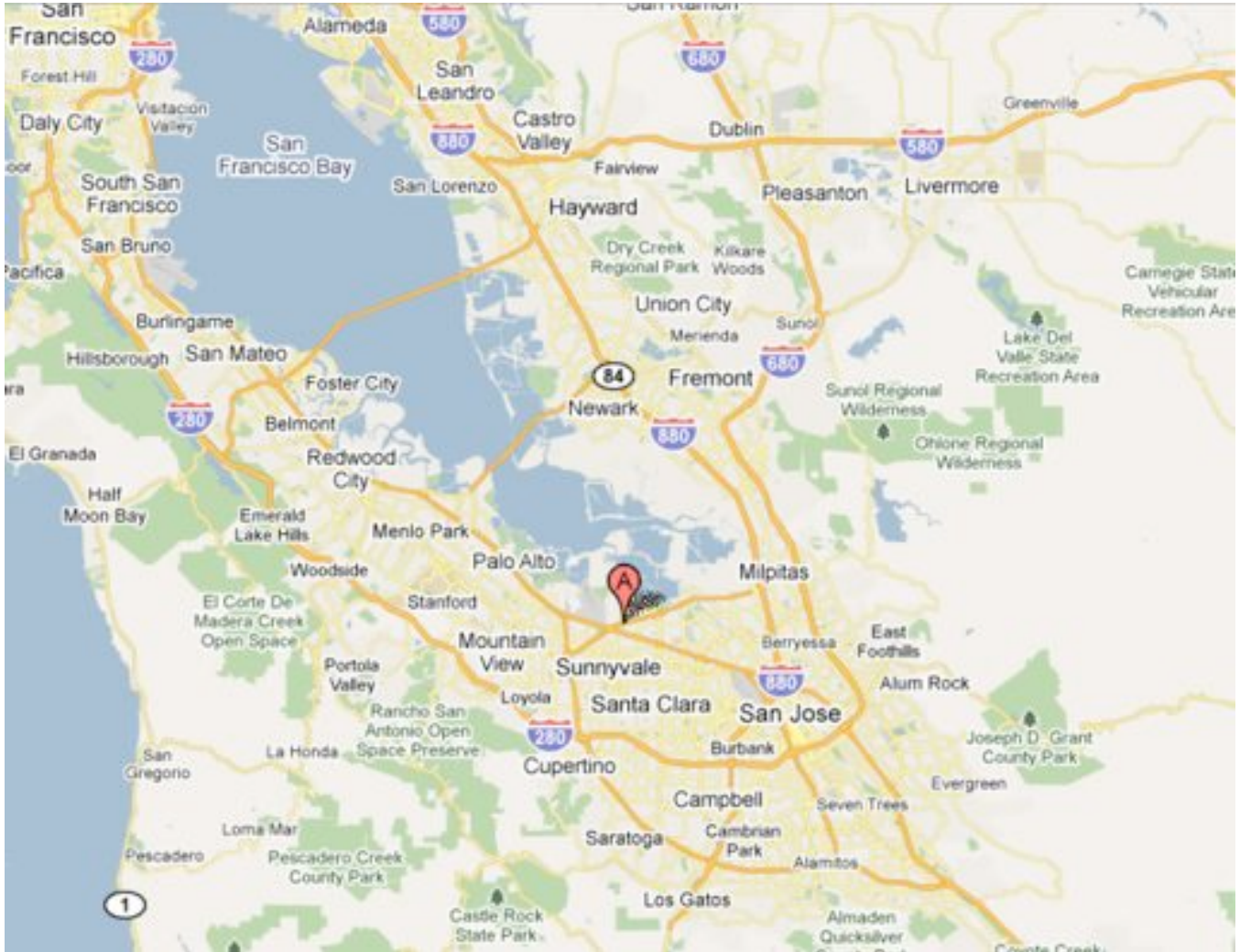
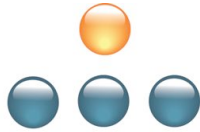
Hotel Website address: <http://www.sunnyvalesheraton.com>

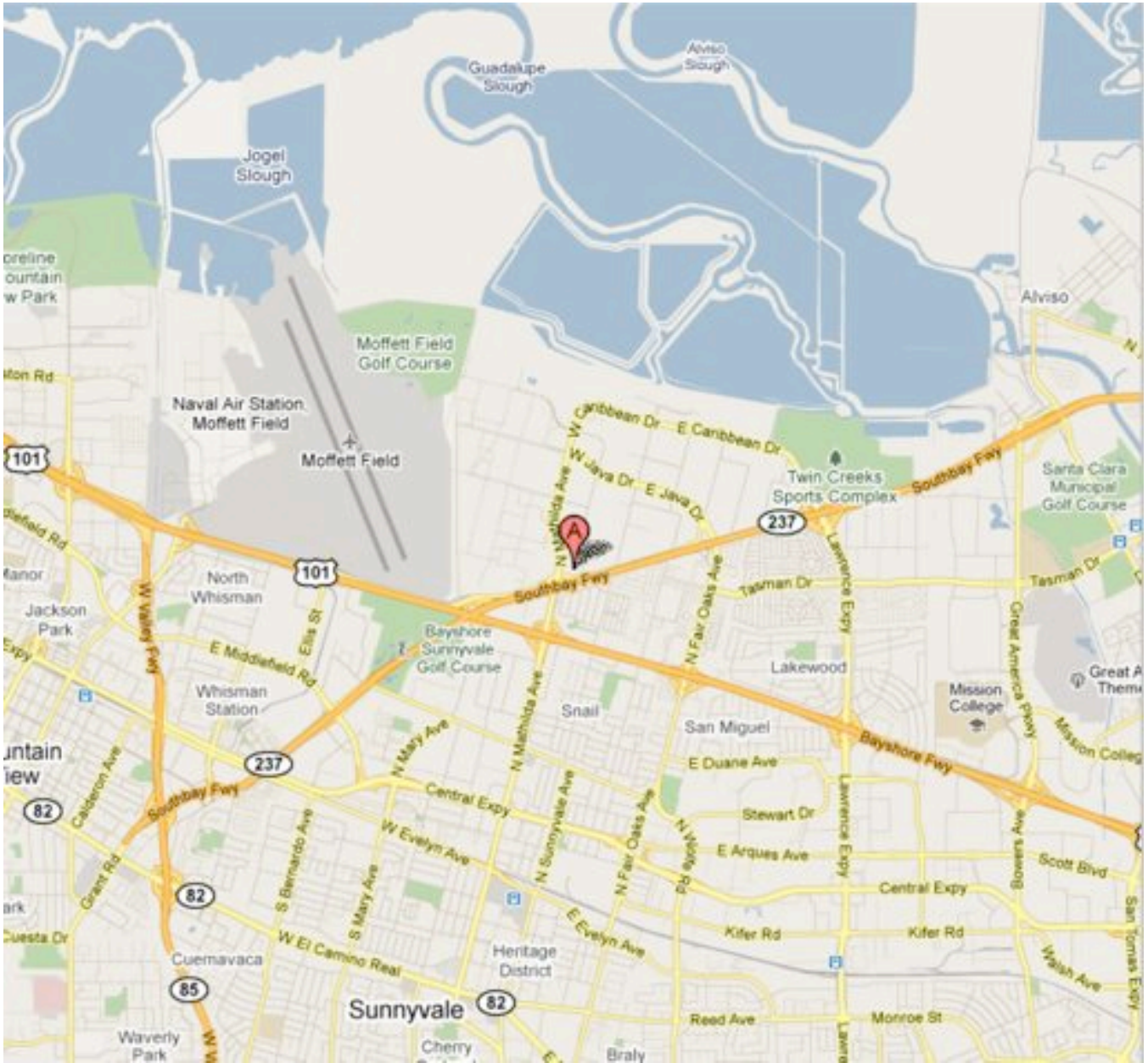
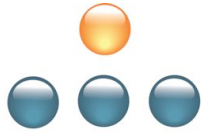
Climate expectations for mid Sep Highs are in the low 80 degrees F - Lows are in the mid to upper 50 degrees F.

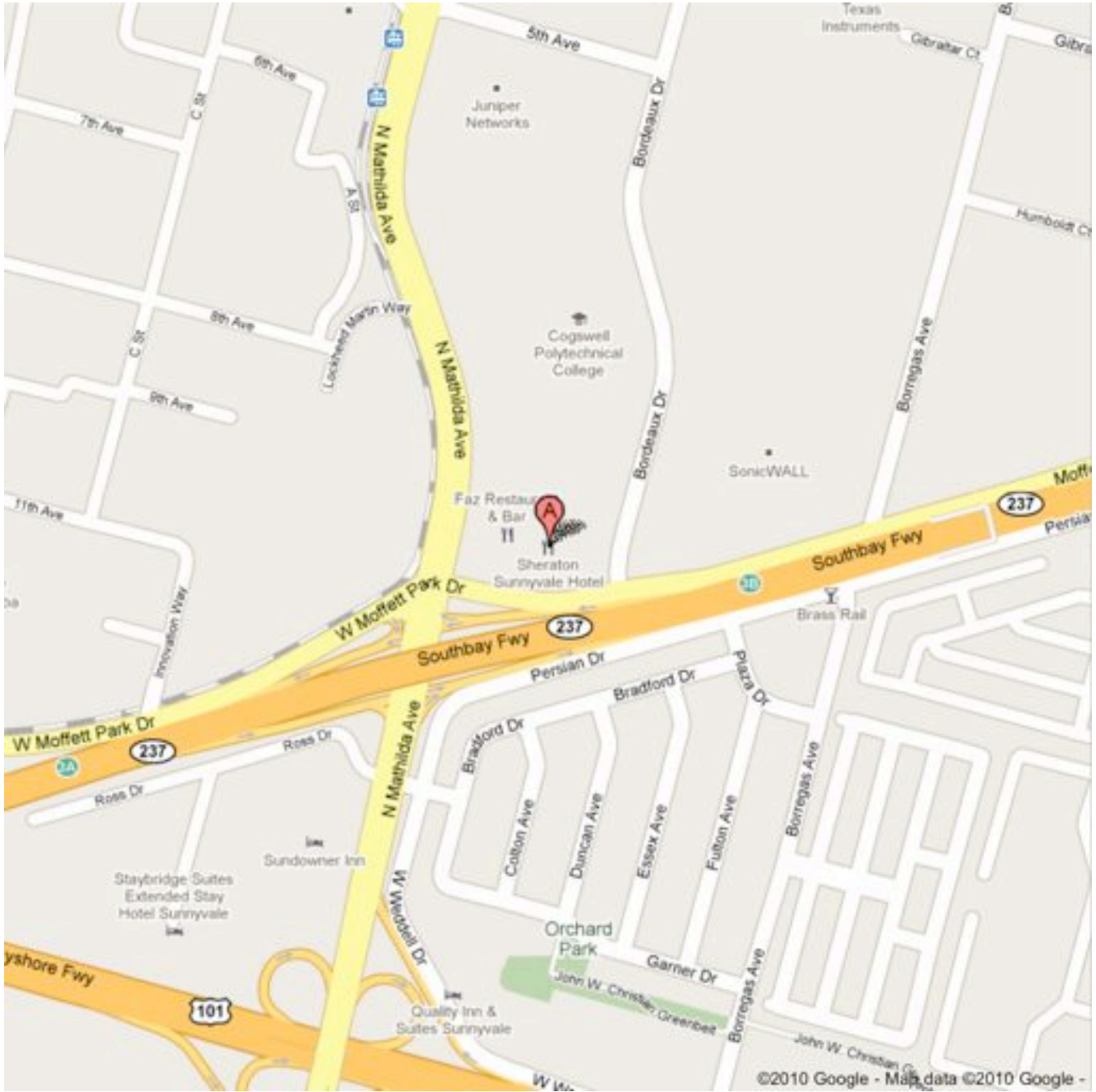
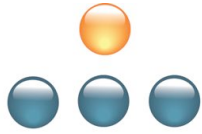
Directions to the Hotel:

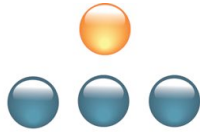
There are 2 likely ways to get to the hotel: driving and taking the shuttle and or taxi from San Jose or San Francisco International Airport.

Driving: Please see the maps below for visual reference with the last map proving the most zoom capability for precise viewing of conference location. NOTE: Parking at the hotel is FREE (a benefit we typically can not offer you!)









Driving directions from the San Jose Airport

Suggested routes

[US-101 N](#) 13 mins

7.9 mi

[Airport Blvd and US-101 N](#) 18 mins

9.9 mi

Norman Y. Mineta San Jose International Airport
San Jose, CA 95110

1	Head southeast on Terminal Dr toward Airport Pkwy	262 ft
2	Continue onto Airport Blvd	0.4 mi
3	Continue onto Angelo Way	0.1 mi
4	Slight left at Airport Blvd	486 ft
5	Slight left to stay on Airport Blvd	0.1 mi
6	Slight right toward Skyport Dr	0.1 mi
7	Continue straight onto Skyport Dr	36 ft
8	Turn left to merge onto CA-87 N toward US-101 N	0.7 mi
9	Take the exit onto US-101 N toward San Francisco	5.7 mi
1	Take the Mathilda Ave N exit toward CA-237 E	0.3 mi
1	Merge onto N Mathilda Ave	0.3 mi
1	Destination will be on the right	

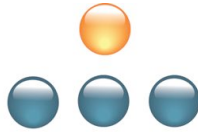
1100 N Mathilda Ave
Sunnyvale, CA 94089

Driving directions From San Francisco International Airport

27.0 mi – about 31 mins (up to 40 mins in traffic)

San Francisco International Airport
San Francisco, CA 94128

1	Head north on International Terminal Departures
2	Take the ramp to US-101 S
3	Keep left at the fork to continue toward US-101 S and merge onto US-101 S
4	Take the exit onto CA-237 E toward Alviso/Milpitas



5 Take exit **3B** toward **US-101 N/San Francisco**

6 Turn **left** at **N Mathilda Ave**

. Destination will be on the right

1100 N Mathilda Ave
Sunnyvale, CA 94089

Driving directions from Milpitas

Suggested routes

CA-237 W **12 mins**

7.2 mi

[E Tasman Dr and CA-237 W](#) 16 mins

8.7 mi

Milpitas, CA

1 Head **east** on **Serra** 105 ft

. **Way** toward **S Main St**

2 Make a **U-turn** at **S** 0.1 mi

. **Main St**

3 Take the 1st **right** 0.2 mi

. onto **S Abel St**

4 Take the 1st **left** onto 0.8 mi

. **CA-237 W/W**

Calaveras Blvd

Continue to follow CA-237 W

5 Merge onto **CA-237 W** 5.9 mi

. via the ramp on the **left** to **Mountain View**

6 Take exit **3B** for 0.2 mi

. **Mathilda Ave** toward **US-101 S/Sunnyvale**

7 Keep **right** at the fork, 187 ft

. follow signs for

Cogswell/Polytech College

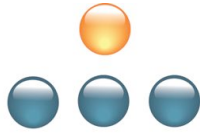
8 Turn **right** at **N**

. **Mathilda Ave**

Destination will be on the right

Airport Shuttle:

The Sunnyvale Sheraton Hotel does provide shuttle service to and from the San Jose Airport, yet is limited to weekdays, 7:00am – 7:00pm and is based on driver availability. Therefore, we recommend you plan to take a taxi, which is approximately \$25 each way. Should you want to try for the shuttle, please call the hotel directly from your cell phone: **408-745-6000** for a ride to the hotel from the airport. **Approximate drive time to the airport is approximately 15 – 20 minutes unless it is rush hour.**



Airport Taxi:

Approximate fee will be \$20.00 and will take approximately 15 minutes unless it is rush hour traffic.

Sunnyvale Sheraton Hotel Check in/out:

The check in desk is on your right when you come in to the hotel. Check ins are after 3:00pm. Check out is by 12:00pm. If you are flying out on the day of your conference and not staying in the hotel that evening, we will find room for your luggage for easy retrieval. ***Sunnyvale Sheraton Airport Hotel is a smoke-free facility.***

High-speed Internet access

Public Areas: Wireless for free – yet not in the conference room (common lobby areas)

Guest Rooms: Wired*, Wireless

*Wired-for-Business

For a daily rate of 9.95 USD + tax, the following features are available in your guest room:

- High-speed Internet access

Parking:

Parking at the hotel is plentiful and free!! A unique offering – believe us! 😊

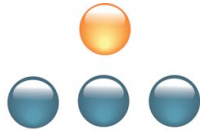
Other Logistical Notes

Meeting Room and Temperature: **Even with a smaller than normal size group, we keep the room very cool, so please dress appropriately.** FYI, with Mark's energy, he may be sweating, but you may end up shivering without a sweater or light coat. Ladies, careful of wearing a skirt. **We ARE NOT KIDDING.**

Official Start and End Times: We officially kick off the conference at 8:00am. A continental breakfast will be available in the room at 7:00am. If you are staying overnight in the hotel, you may partake in the hot breakfast bar which is afforded to you as part of your room package. In typical Manager Tools fashion, we will adhere to our schedule and conclude at 5:30pm. Mark and Mike will remain afterwards to answer any questions that you may have for an informal Q & A.

Dress Code: We often receive questions on dress code for the conference. Honestly, we have a robust day filled with interactive role play and dialogue. While we understand that you want to appear professional, we want you to be comfortable AND absorbing the content and not dreading that you are being strangled by a too tightly tied tie. Bottom line, professional AND comfortable to maximize your experience.

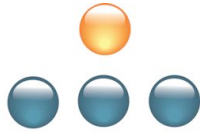
Still have questions? Please feel free to ask. Send us an email to show@manager-tools.com and Maggie will respond promptly to your query. Or, you may call us in our home office: 703-250-3266. For hotel questions, please contact Gail Weiss @ gweiss@contemporarytv1.webmail.com or 1-866-406-0033/1-610-272-4030.



**Manager Tools Effective Manager Conference Agenda
Tuesday, September 13, 2011**

- 8:00 Welcome/Purpose/Agenda/Ground rules – we will be starting promptly at 8:00....sharp!
- 8:15 Introductions
- 9:00 One on Ones – The Basics
- 10:00 Break
- 10:10 One on Ones continued
- 10:30 Performance Communication The Feedback Model
- 11:30 Break
- 11:40 Feedback Practice
- 12:30 Performance Improvement – The Coaching Model (Working Lunch)
- 1:30 Coaching Practice
- 2:30 Break
- 2:40 How To Implement the Manager Tools Trinity
- 3:30 Break
- 3:40 Organizational Improvement – The Delegation Model
- 4:20 Delegation Practice
- 5:00 More Feedback Practice
- 5:20 Parking Lot
- 5:30 Close and Begin Open Q & A

Note: Working lunch -- Due to the condensed schedule, Mark will be presenting during the lunch hour while attendees are eating. Beverages and light snacks will be available throughout the day.



Manager Tools Effective Communications Conference Agenda
Wednesday, September 14, 2011

- 8:00 Welcome/Purpose/Agenda/Ground rules – we will be starting promptly at 8:00....sharp!
- 8:15 Introductions
- 8:45 DiSC Overview
- 9:50 Break
- 10:00 Communication Behaviors
- 11:00 Break
- 11:10 Observe Practice
- 12:15 Lunch
- 1:15 Analyze Practice
- 2:15 Break
- 2:25 Analyze Practice
- 3:15 Break
- 3:25 Tailor Practice
- 4:15 Break
- 4:25 Email Communication Behaviors & Practice
- 5:25 Parking Lot
- 5:30 Close