

Why settle for current levels of success
– when you can have so much more with

Power Optimization?™

Consider This: Research shows the factor that *most* determines leadership success is also the factor over which leaders can exercise the most control. This factor is how leaders manage their own personalities, and their related interpersonal skills.

Leaders can enhance their personal effectiveness dramatically – *if* they gain an in-depth understanding of themselves and are given the right tools for change.

Power Optimization is a self-awareness and self-mastery development program designed to trigger rapid personal and leadership transformation. The result is breakthroughs in executives' capacities to build relationships and drive business results.



HERMAN CONSULTING
Human Development • Team Synergy

Who Is Power Optimization For?

The program is for senior leaders who are already successful, but who have a nagging sense they could be doing a lot more. They also realize that the blockages to their greater success are much more internal rather than “out there.” In other words, they realize that success is an “inside job.”

What's Different About Power Optimization?

Self-Mastery: Because Power Optimization takes an in-depth approach, leaders learn how to master the forces within their personalities that are governing their degree of success.

Powerful Insights: Leaders get precise insights about themselves in a sequence of “aha” moments that are deeply affirming and that drive transformational change. Leaders discover:

- The root causes of what's been holding them back from accomplishing even more.
- The experiences others have of them – and exactly what triggers that impact.

Optimized Relational Skills and Leadership Impact: With the aid of sophisticated tools, leaders learn how to truly understand and “read” people, put them at ease and effectively influence them based on their particular personalities. Overall, they gain the capacity to calibrate how they “show up” so they can elicit from others the responses they need.

A Level Beyond Coaching: Many executives have already had conventional coaching, but are still caught in limiting patterns of what they see and don't see, how they emotionally respond and how they overall function. Power Optimization is designed to dissolve these patterns and activate the deeper levels of change that true self-awareness generates.

“It's amazing how clearly you could see my entire personality in such a short time – and how you helped me use it far more effectively. Power Optimization has been a tremendous benefit for me.”

– Senior Executive, Global Life Sciences Business

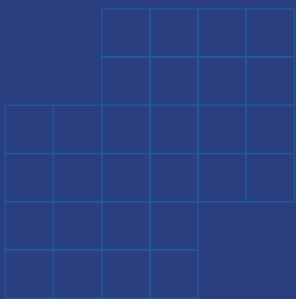




We're Unique in Our Capacity to Support Change:

As Ph.D.-level psychologists, we are uniquely equipped to enable leaders to quickly understand and most effectively use their distinct personalities.

As psychologists, we're also able to provide some of the most powerful change tools available. Many of the tools are the distilled essence of decades of research in neuroscience and the behavioral sciences.



Get Broader Impact with Relationship Optimization:

Relationship Optimization is designed for pairs of leaders who "get" that the quality of their relationships determines their mutual success. The relationships may be anywhere from "already good" to "troubled." Strong relationships are made even stronger, trust is deepened and any conflict is transformed into healthy collaboration.

We facilitate a carefully architected process in which leaders comfortably reveal more of themselves so that they truly understand one another. Any nagging issues are raised and resolved in a relaxed and confidential structure. The participants acquire a detailed roadmap, based on the particular combination of their personalities, they can use for years to come for interacting with optimal ease and synergy.

Gain Even Greater Impact with Team Optimization:

Team Optimization is focused on maximizing trust and engagement – and therefore performance – within intact teams. We use a finely-tuned process of mutual disclosure that generates mutual understanding. This resolves tensions, builds alignment and creates lasting bonds.

The specifics of our approach vary depending on the particular needs of each team. However, as in all our programs, our overall focus is on the participants learning crucial insights – about themselves and about each other – combined with powerful tools that activate meaningful change.



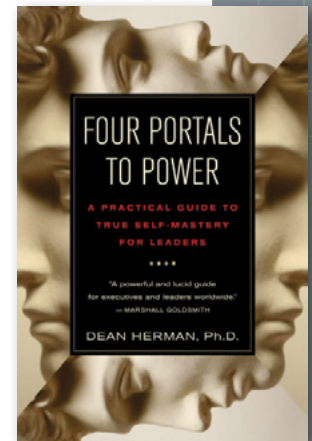
"Power Optimization is very advanced and extremely powerful. I've attended a number of executive training programs and by far, this has had more impact in personally helping me to heighten my effectiveness within the organization."

– GM, Global Technology Company

See Our Book on True Executive Power – and Learn What Our Work Is All About:

Written by Dean Herman, Ph.D., **Four Portals to Power: A Practical Guide to True Self-Mastery for Leaders** provides penetrating understanding of the personal limitations that hold back virtually every leader – and potent solutions for them. With exquisite maps and precise instructions, this book guides leaders, step by step, in their personal and leadership transformation.

More information about the book, including a sample chapter and various purchase options, is available at www.FourPortals.com.



About Dean Herman, Ph.D. and Herman Consulting:

All of our consultants including our principal, Dean Herman, Ph.D., are licensed psychologists. Dean has personally worked with thousands of executives and business leaders in North America, Europe, Asia and Australia to enhance their performance.

Dean coaches and trains on a wide variety of complex leadership and interpersonal challenges in both private sessions and in groups. He brings the wisdom and power of psychology and neuroscience to his clients in ways that are accessible and transformative.

As a former business attorney and former General Counsel of a technology company, Dean also brings years of experience in business and an intimate understanding of organizational dynamics.

Organizations Dean has served as an executive coach and consultant include:

- Hewlett-Packard
- Siemens
- VMware
- Toyota
- Wells Fargo
- Genentech
- Google
- Texas Instruments
- Electronic Arts
- Agilent Technologies
- Bertelsmann AG
- LG Life Sciences/ Electronics
- McKinsey & Company
- Wilson Sonsini
- Nestlé
- Safeway
- Qualcomm
- University of California, San Francisco

Visit www.hermanconsulting.com to learn more – or contact us at info@hermanconsulting.com or **415-296-0220**. We look forward to learning more about your needs.

“Going through Power Optimization with Dean changed my life... [It] has made a tremendous difference to my performance.”

– Senior Executive, Global Technology Company

“I’m now happier than I ever remember being.
Thank you for this wonderful gift.”

– VP of Products Division for
Life Sciences Company

See more testimonials – with names attached – at hermanconsulting.com/testimonials