

# Professional Development Conference 2014

## Topic: Project Managers Take the Stairs: Success Means Doing the Things You Don't Want to Do

Speaker: Rory Vaden



Success is different for each of us, but the path to get there has the same obstacles: fatigue, rejection, failure, distraction, burnout, complacency, and countless others. And yet there is one common characteristic and one universal trait that virtually every single successful person must have before accomplishing their goals: discipline - the discipline to do the things they don't want to do. Self-discipline strategist and motivational speaker Rory Vaden shares key insights and erases common misconceptions about how to build lasting self-discipline.

After hearing Rory's hilarious and compelling speech, you will:

- Disregard their fear and take immediate action.
- Develop an awareness of their creative avoidance.
- Stop making excuses and stop procrastinating.
- Engage in happier, healthier, more productive lifestyles.
- Quit looking for shortcuts and get back to work.
- Adopt an overall results-oriented attitude of discipline.
- Be more disciplined and Take the Stairs more often in the mall, the airport, and in life situations.

**Speaker Bio:** Award-winning business leader Rory Vaden MBA is the Co-founder of Southwestern Consulting™, a multi-million dollar global consulting practice that helps clients in more than 14 countries drive educated decisions with relevant data. He's also the Founder of The Center for the Study of Self-Discipline (CSSD) and as a "Self-Discipline Strategist", his book Take the Stairs is a #1 Wall St Journal, #1 USA Today, and #2 New York Times bestseller. Rory is the world's thought-leader on modern day procrastination, called Priority Dilution™ - in fact, he coined the term. He speaks and consults on how to say no to the things that don't matter, and yes to the things that do. His client list includes companies and groups like: Cargill, The Million Dollar Roundtable, P&G, True Value, YPO, Wells Fargo Advisors, Land O'Lakes, Novartis, and hundreds more. His insights have recently been featured on/in: Fox News, CNN, Wall St Journal, Fast Company, Inc, Fortune, Wall St Journal and the New York Times; he is a regular

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contributor for American Express Open Forum, Huffington Post, and The Tennessean; and his articles and insights average more than 1 million views every month. Additionally, he hosts The Rory Vaden Show which is the only nationally syndicated weekly radio show for “movers and shakers in the world of business™”

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