

**Don't miss this VITAL WORKSHOP  
for CEOs, Senior Managers, HR & Safety Leaders . .**

## **Green Beans & Ice Cream: The Recipe for Behavior Change**

Would you like to find out how to produce dramatic improvements in retention, safety, wellness, bright ideas, employee morale and more **while LOWERING costs and eliminating administrative headaches?**

This award-winning workshop has already **won international critical acclaim at major industry conferences** in Australia, Greece, South Africa, the American Society of Safety Engineers and many others.

Invest just 1 day to learn how proven behavior-recognition strategies are rapidly generating measurable employee performance improvements for companies worldwide.

### **In this workshop you will learn:**

- Five key indicators of job satisfaction or dissatisfaction
- Three ways to identify potential leaders and nurture emerging leadership skills
- The four most popular approaches to employee recognition and their effectiveness
- Ten steps to designing recognition programs that produce measurable results
- How to track and measure results without abuse or favoritism
- How to automate your program and reduce the amount of time required to manage it
- How to recognize middle managers, who typically get left out

**This workshop is packed with tips and strategies you can apply immediately. Don't miss this chance to get the latest research and results on behavior recognition and retention!**



**This one day workshop will refresh and expand on the concepts Bill Sims, Jr. shared with the Western North Carolina Safety & Health Conference in 2009. You will leave with concepts you can take back and immediately implement. You do not want to miss this workshop offered at a fraction of the cost you would normally pay to attend.**



## About the Presenter

As president of the Bill Sims Company, **Bill Sims, Jr.** has developed employee recognition programs for over 1000 companies, including Disney, Dupont, Milliken and Coca-Cola. Bill is currently completing his first book – ***Green Beans & Ice Cream – The Definitive Recipe for Behavior Recognition.***



*Organizational Excellence  
through Behavior Based Recognition*

## What Others are Saying About This Seminar

### **2006 Safety Seminar hosted by THOMCO Insurance in Atlanta, GA:**

*"Bill Sims was one of 14 presenters at our 2 ½ day seminar. His presentation was lively, informative and thought -provoking. He received the highest review of all 14 speakers..."*

-- Howard J. Handler, Senior Vice President  
THOMCO/The American Agency Division

### **2006 National Conference of the Volunteer Protection Program Participants Association in Orlando, FL:**

- 100% of the participants rated the workshop the top-two scores of "EXCELLENT" or "GOOD" for meeting their informational needs and expectations.
- 100% of participants said they would recommend the presentation for next year's conference.

### **2006 Professional Development Conference of the American Society of Safety Engineers, Region VI, in Myrtle Beach, SC:**

*"Your participation and presence ...exemplifies the spirit of professionalism we have come to rely upon from our selected speakers and presenters."*

-- Amy Wangdahl, CSP, Conference Program Committee  
OSHA, Office of Maritime Standards

- 95% of the participants rated the workshop the top-two scores of "SUPERIOR" or "EXCELLENT" in providing current and relevant information.
- 100% of the participants rated the presenters' knowledge of the subject as "SUPERIOR" or "EXCELLENT."

### **2006 Georgia Safety, Health & Environmental Conference in Atlanta, GA:**

Here's what participants had to say:

*"Great session, very informative. Speaker was very enthusiastic."*

*"Best meeting of the conference..."*

- 95% of the participants rated the workshop the top-two scores of "EXCELLENT" or "GOOD"

**2006 Fall Conference of the Council on Union Free Environment in Savannah, GA:**

- 84% of the participants rated the workshop the top-two scores of "OUTSTANDING" or "EXCELLENT" overall.
- 93% of the participants rated the presentation the top-two scores of "5" or "4" for the extent the ideas and information presented had values for their work.