We don't work in a perfect world. There's always something that gets in our way – strategies that don’t go as planned or an unexpected setback that really tests a team’s commitment.

Doing business in this less than perfect world requires managers to do more than analyze and strategize. Leaders need to maintain commitment, urgency, and team velocity. They need answers to big questions, like:

- What compels people to overcome harsh conditions?
- How do those special few adapt to the unexpected and not get derailed?
- What inspires associates to show tremendous amounts of individual initiative?

Author Laurence Haughton spent two years asking executives across every industry those critical questions for his book, *It's Not What You Say… It's What You Do – How Following Through at Every Level Can Make or Break Your Company*. What they told him and the stories they shared inspired his easy to implement strategy to maintain momentum long after the mood has passed.

**What you’ll learn:**

- How to keep the pessimists from ruining your team’s momentum
- The simple support system that keeps everyone accountable
- The glue that holds a team together when strategies don’t go perfectly
- Where you can find your reason to rise above any adversity and power on (Bonus Session)

Laurence Haughton is an author, speaker, and management consultant. His latest book, *It's Not What You Say… It's What You Do – How Following Through at Every Level Can Make or Break Your Company* was published by Doubleday in 2005.

In 2001 Haughton wrote *It’s Not the Big that Eat the Small… It’s the FAST that Eat the SLOW – How to Use Speed as a Competitive Tool in Business*. That book quickly became a Wall Street Journal, USA Today, and New York Times bestseller and was translated for sale in 26 countries around the world.