

J. Bert Freeman
Consistent Positive Direction™
Expert and Facilitator



J. Bert Freeman
Author of *Taking Charge of Your Positive Direction*
Positive Direction Speaker, Facilitator and Coach
Author's Bio (highlights)

- Member, National Speakers Association
- Graduated from the U.S. Naval Academy in 1970
 - 1969 NCAA 1st Team All-American Fencer
 - 1970 NCAA Fencer of the Year (First African American)
 - Recipient of the U.S. Naval Academy Award for Athletic Excellence (First African American and first fencer; the 1965 recipient was Roger Staubach) – The award is presented to one Naval Academy graduate each year
- Olympic Fencer (Munich) and 1972 U.S. National Champion – 2nd African American to win a U.S. National Individual Fencing Championship
- U.S. Marine Corps Combat Engineer Officer
- Started the U.S. Marine Corps Fencing Team which won the U.S. National Team Championship in 1974
- BS in Engineering from the U.S. Naval Academy (1970); MS in Human Relations from Golden Gate University (1981)
- Taught Management Science at the Wilmington, NC Campus of Shaw University (1984-1987)
- Process Engineer, Quality Assurance Engineer and International Sales Coordinator at the DuPont Company in the 80's and 90's
- Founder and owner of T.A.L.K. Associates, an Organization Development, Educational Consulting and Personal Performance Company since 1987
- Member, Urban League Education Advisory Council, Wilmington Delaware
- American Society for Training and Development
- Member Toastmasters International
- Member, National Staff Development Council (Presenter 2005 and December 2006)
- Member, Delaware Workforce Diversity Group (2000 to 2003 President)
- Creator of Unity of Effort, Complete Respect, and Silent Mentor workshops and frameworks as well as the creator of *CONSISTENT POSITIVE DIRECTION*
- Facilitated community meetings in Wilmington, DE from January to March 2005 in response to shootings. The meetings were part of the effort that led to the Wilmington Hope Commission and the Interfaith Coalition.
- June 2006 – Recipient of Community Leadership Award presented by the National Association of University Women, Wilmington, DE Chapter

J. Bert Freeman Biographical Information

J. Bert Freeman, the author of *Taking Charge of Your Positive Direction* (Trafford 2006), is a positive direction speaker, coach and facilitator. Since 1982, he has been facilitating, coaching, lecturing and instructing organizations and individuals in different areas of organization development, personal performance and diversity. In 1986, a breakthrough occurred. J. Bert Freeman created the skills of *Verbal POSITIVE APPROACH*[™]. As a result, he founded T.A.L.K. Associates, in 1987. In the early 1990's, *Verbal POSITIVE APPROACH* evolved into *CONSISTENT POSITIVE DIRECTION*[™], yet a higher dimension of Human Interaction. **CONSISTENT POSITIVE DIRECTION** is described as speaking, writing, learning and impacting reality toward the goals, achievements, results, accomplishments or outcomes that really matter. These skills and approaches came from years of learning, developing and teaching ways to interact successfully with others, *when what we have to say really matters*. Consistent Positive Direction is infused in most of the T.A.L.K. Associates offerings. Since then, he created, streamlined and presents signature offerings that have built his reputation: *Unity of Effort*[™] helps organizations unify their efforts and accelerate their progress; **the SILENT MENTOR**[™] and **SILENT MENTOR Leadership** series advances diversity and inclusion in the workplace to expand organizational capabilities, in a positive direction; **Leadership Consistency** is designed to support high performance delivery and success in business, educational and community environments; **The Relationship, Performance And Morale (RPM) courses and frameworks** help organizations sustain comprehensive excellence; **CONSISTENT POSITIVE DIRECTION certifications** were developed in 3 categories – Practitioner, Leadership and Facilitator. Over the years, J. Bert Freeman provided many applications of *CONSISTENT POSITIVE DIRECTION* to business, non-profit, government and military organizations in manufacturing, education, service, community development, hospitality, health and human services, corrections, leadership, multicultural development, quality management, and more.

He is a member of the National Speakers Association, the American Society for Training and Development, the National Staff Development Council, the Delaware Work Force Diversity Group (President Jan. 2000 – Dec. 2003), Toastmasters International, the Metropolitan Wilmington Urban League Education Advisory Council and he is a Distinguished Educator consultant with the State of Delaware Department of Education. He was also an original member of the State of Delaware Department of Education Accountability and Assessment Task Force. He was the 1997-99 Education Chairperson of the Delaware NAACP, which created key alliances with the Delaware Department of Education, during the years 1997-99. Other memberships have included: The American Society for Quality and the Association for Supervision and Curriculum Development.

He has a Bachelor's Degree in Engineering from the U.S. Naval Academy and a Masters Degree in Human Relations from Golden Gate University. While at the U.S. Naval Academy, he was an NCAA 1st Team All-American in fencing and the first African American to be selected as NCAA Fencer of the Year. In 1970, he was the first African American and the first fencer to receive the Naval Academy's award for athletic excellence, given to one graduate each year. Another notable recipient was Roger Staubach in 1965. J. Bert Freeman was also a 1972 Olympic fencer in Munich and U.S. National Champion.

In recent years he has been a visiting instructor at Drexel University, Cheyney University, University of Delaware, Elizabeth City State University, Springfield College and North Carolina Central University in diversity, leadership and Consistent Positive Direction.

Recent/ongoing work includes advancing applications of Consistent Positive Direction and Unity of Effort in:

- Performance Excellence
- Emotional Intelligence
- Whole Brain Interaction
- Six Sigma Applications
- Closing student achievement gaps
- Diversity, Inclusion and Individuality
- Solution-focused approaches to personal improvement
- Community Development and Unity

To arrange for speaking engagements, organizational workshops, seminars, technical assistance, Consistent Positive Direction conferences or book orders of 25 or more, contact us at **302-292-8633 in Delaware or toll free at 1-888-492-7110, talkassociates@UnityofEffort.com. For more information, visit our Web site at www.positivedirection.net.**

J. Bert Freeman – Vita Segments

J. Bert Freeman founded T.A.L.K. Associates in 1987. Since then, he has built a reputation for creating and developing the skills and frameworks of Consistent Positive Direction. Consistent Positive Direction is infused in most of the T.A.L.K. Associates offerings. Starting in 1991, he included Organizational Vision Management (now called Unity of Effort) as a signature offering to help organizations unify their efforts and accelerate their progress. He also developed the Silent Mentor workshops to address diversity and inclusion in the workplace, in a positive direction. He provides/has provided consultant services to a number of state and local organizations: The DuPont Company, The Delaware Department of Services for Children, Youth and Their Families, W.L. Gore and Associates, the Delaware Division of Social Services, the Delaware Department of Labor, the Delaware Department of Education, the Delaware Women's Correctional Institute, the City of Dover, the University of Delaware, the U.S. Army, Delaware State University, Delaware Technical and Community College, The Delaware Department of Health and Social Services and more. He has also provided staff development and expert assistance to a number of Delaware public schools and schools in Georgia, North Carolina, Pennsylvania and Texas. He has assisted faith based and community organizations with Consistent Positive Direction and Unity of Effort frameworks. He developed and spearheads two whole school reform models: Unity of Effort and Unity of Effort II. He was a Marine Corps Officer from 1970 to 1981 and he worked for the DuPont Company from 1982 to 1993 as a Manufacturing Supervisor, Quality Assurance Engineer, International Sales Coordinator and Organization Development Resource. From 1984-1986 he was an undergraduate instructor at Shaw University's Wilmington, North Carolina Campus. He taught Life Span Human Development and Management Science. Starting in 1993 he worked full time with T.A.L.K. Associates. In recent years he has been a visiting instructor at Drexel University, University of Delaware, Elizabeth City State University and North Carolina Central University in diversity, leadership and Consistent Positive Direction.

Lecture, Seminar and Presentation Titles (partial list):

- Taking Charge of Your Positive Direction
- Above the Clouds: The Positive Directions of Your Attitude
- The Consistent Positive Direction RPM (Relationships, Performance and Morale) Success System
- The Five Domains of Complete Respect
- How to Exercise Complete Respect in a Positive Direction
- How to Manage Change in a Positive Direction
- The Positive Directions of Diversity
- The Positive Directions of Personal Performance
- The Positive Directions of Peace
- The Positive Directions of Racial Justice
- The Positive Directions of Your Future
- The Silent Mentor and Silent Mentor Leadership
- Verbal Positive Writing
- Whole Brain Positive Direction
- How to Rev Up the RPM's of Your Marriage
- Peanut Butter and Jelly

Book Review Quotes

“I hold to the philosophy that if those closest to you can attest that what you ‘preach’ to the world, you practice at home, then whatever accolades are given are truly deserved. I have been married to the author, J. Bert Freeman, for 5 years. In those years, I have witnessed the impact of this work in our personal lives as well as with those with which he shares. I have been a volunteer student of this work for six years and I can say that it works. The book is a personal coach to the skills and approaches of Consistent Positive Direction and it has helped me develop the skills to deal with many day-to-day issues that used to challenge me to the point of “shut-down”. Now I can deal with any situation and focus on what I want to see out of it. The language of Consistent Positive Direction has helped me to navigate to achieve that goal.”

— Rita Freeman, Project Manager of T.A.L.K. Associates and author’s wife

“J. Bert Freeman presents a road map to help you and those you choose to help, achieve success in an efficient and effective way. He has woven together the essence of the positive and the power of future focus in a way that sets a new standard for moving the energy of human communication toward successful outcomes.”

— Calvin Moyer, PhD, President Strategic Learning Systems, Inc.

“Mr. Freeman’s book, *Taking Charge of Your Positive Direction*, is a fabulous guide for making seemingly small changes in the way you speak and write that have huge, positive effects. I’ve always been a firm believer that ‘rather than what you say, it’s how you say it’. By using the power of direction, Mr. Freeman takes this philosophy to the level of making it real.”

— Dr. Tracey Connolly, Training and Education Administrator

“Visionary organizations would do well to embrace Freeman’s work. The language, tools and techniques of Consistent Positive Direction stimulate self-evaluation and respectful consideration of others. His models of forward thinking and human approach lend additional perspectives for service providers, especially for those in the Hospitality Industry as professionals or educators.”

— Joyce Green, Professor, Hospitality and Tourism Management

Taking Charge of Your Positive Direction

by J. Bert Freeman

Synopsis

What you say today can impact your life tomorrow. Your choice of words can move you in a direction towards or away from effective personal and professional relationships and *you* are in charge of that choice. Positive direction means that the words you speak consistently steer you toward the successes or outcomes that you want or need with others. In this book, J. Bert Freeman identifies the impact of choosing positive direction and shows you skills and approaches that you can use right away to build those important personal and professional relationships. Compiled from numerous skills and approaches called **CONSISTENT POSITIVE DIRECTION™**, this book reveals the power of *direction* in verbal interactions.

CONSISTENT POSITIVE DIRECTION is described as speaking, writing, learning and impacting reality toward the achievements, results, accomplishments or outcomes that you want. These skills and approaches came from years of learning, developing and teaching ways to interact successfully with others, *when what you have to say really matters*. Chapters 1, 2 and 3 of this book, will provide you with the core know-how to use Consistent Positive Direction in any situation. Learn the art of **Verbal POSITIVE APPROACH**, the sentence-to-sentence core skills which help you to stay consistent.

In subsequent chapters you learn that the power in using these skills goes far beyond adjusting words and sentences; it reaches to the depths of human interaction. For example, chapter 3, “Above the Clouds—The Positive Directions of Your Attitude”, coaches you on how to express any attitude in a positive direction however you feel. You learn how your abilities for respect, listening and learning have a powerful impact on taking your attitude “above the clouds”. Chapter 6, “The Essentials for Interaction”, consist of approaches you can use to move things forward and get things done. You will see how **CONSISTENT POSITIVE DIRECTION** connects to research that shows your abilities to influence future successes. Chapter 8, “Whole Brain Positive Direction”, examines how to use our differences and similarities in relationships and learning, based on our brain tendencies. The titles of chapters 9, “The Power of ME” and 10, “How to be Tough Using Positive Direction Stuff”, speak for themselves and delve into managing expectation, effort, and esteem (chapter 9) and exercising endurance, persistence, insistence and consistency (chapter 10) all in a positive direction.

Among the skills and approaches that are expressed in this book, some are called “Power Options”. Power Options are approaches for many of the verbal and written encounters that you have in your life. Many of them connect to what you already know. With the infusion of **CONSISTENT POSITIVE DIRECTION**, they are connected to human experiences, stories and observations. Hence, you will encounter a number of approaches that are titled with acronyms or phrases such as ‘Inside RAPP’, ‘TOLL Free Openness’, ‘TALKEASE’, ‘LEAPS and REAPS’, ‘The Silent Mentor’, ‘EPIC Toughness’ and more. There are over 165 Power Options. Those that are included in this book expand your readiness for forward movement, resolving differences, finding solutions, building relationships, and making change work more easily, all in a positive direction. You will be able to use what you learn immediately, the core and advanced approaches to handle personal and professional relationships with genuineness and success. You will be equipped for *Taking Charge of YOUR Positive Direction*, now and for a lifetime.

The power of the positive

New book by Newark man encourages readers to speak towards their goals

By **CHRISTINE NEFF**

NEWARK POST STAFF WRITER

THERE are some words J. Bert Freeman just won't say, "won't" being one of them.

Years ago, the Newark resident developed a positive thinking and speaking technique he called "Verbal Positive Approach." He's honed his skills since then and, unless making an example, stays away from all negative words, including those contrary contractions.

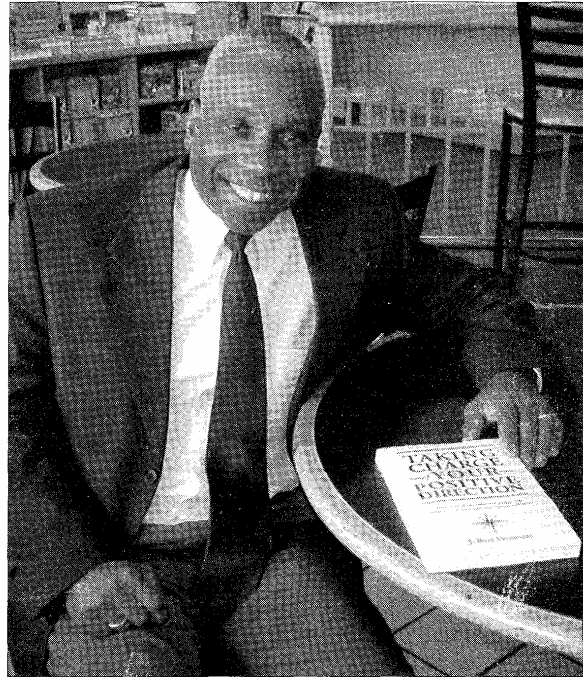
Modestly, Freeman denies being a "model student." "I still have work to do, too," he said, smiling, at a recent meeting at

Borders bookstore.

But a scene from his new book, "Taking Charge of Your Positive Direction," may give away how versed he is in the power of the positive.

One day in 1994, he writes, he was leaving the house with his wife and children when something slipped — the word "don't." "Everybody stopped, turned and looked at me. I was even surprised. That was the first time they heard me say don't, can't or a similar contraction, since I started using the skills," writes Freeman.

He's developed these skills into an approach called "Consistent Positive Direction," which he describes as speaking, writing,



NEWARK POST PHOTO BY CHRISTINE NEFF

Newark resident J. Bert Freeman has penned a book on the power of positive thinking and speaking in personal and professional relationships.

TAKING CHARGE —of YOUR— POSITIVE DIRECTION

How to handle personal and professional relationships in a Consistent, Positive Direction



J. Bert Freeman

Freeman's book, "Taking Charge of Your Positive Direction," is the culmination of nearly 20 years of speaking on, researching and developing his positive approach.

learning and impacting reality toward goals or outcomes that matter. The approach can be applied to personal and professional relationships. It's based on the belief that what we say matters and can keep us away from or help us move closer to our goals.

Research, said Freeman, shows that people are goal-oriented. But, "what we say in relation to where we need to get is often different," he said.

People can become mired in a reality different than their goals, said Freeman. A couple faced with debt, for example, may talk about the problem instead of focusing on and speaking about a positive outcome.

"You need to turn reality into the reality you want to create," said Freeman, by using skills he details in his book, such as the Verbal Positive Approach.

He credits the skills with improving his personal life, rela-

tionships and helping him move forward in challenging situations. Freeman used this approach, for example, when his first wife suffered a severe stroke that left her in need of full-time medical care until her death. "Even under those circumstances, I used the skills. It's part of what really helped me move forward with things that had to happen," he said.

He has taught his approach to people around the country in seminars and lectures. After many requests to compile his teachings "under one roof," Freeman said he wrote his first book, released this March by Trafford Publishing.

The book, "Taking Charge of Your Positive Direction," is available at the 9th Street Bookstore in Wilmington, Amazon.com, Barnesandnoble.com, www.trafford.com and through his Web site, www.positivedirection.net.

PRESS RELEASE

T.A.L.K. Associates
P.O. Box 9605 ● Newark, DE 19702 ● www.positivedirection.net

For Immediate Release

Date: May 18, 2006
Contact(s): J. Bert Freeman, Founder and CEO, T.A.L.K. Associates
Phone: 302-292-8633; Fax: 302-269-0200
E-mail: talkassociates@UnityofEffort.com

SAY IT TODAY, SEE IT TOMORROW?

Can what you say and how you say it create and shape your world?

Newark, DE - And God said, "Let there be light and there was light," writes the author of Genesis 1:3. Does what we say today *really* impact our lives tomorrow? According to J. Bert Freeman, creator and expert of what he calls the skills and approaches of *CONSISTENT POSITIVE DIRECTION*[™], it does. His years of research, survey and practice of human communication has yielded his new book, *Taking Charge of Your Positive Direction* (Trafford, 2006), available in both paperback (\$24.99) and hardcover (\$32.99) at www.positivedirection.net, Amazon.com, and Barnesandnoble.com (hardcover only).

"Our choice of words can move us in a direction toward or away from effective personal and professional relationships," he says, "and *we* are in charge of that choice. In other words, what you say today *can* impact your life tomorrow. He describes *CONSISTENT POSITIVE DIRECTION* as speaking, writing, learning and impacting reality toward the goals, achievements, results, accomplishments or outcomes that really matter.

How many times have you said something and wished you could have taken it back? Once it was out, you literally saw how it affected that important relationship. Whether it was with your boss, spouse, significant other, son or daughter, the officer that stopped you on your way to work, or any other relationship however serious or light, it moved you farther away from what you really wanted to experience with them. Sometimes it took days, months, years, if ever to clear the air. Then your whole life was changed. On the other hand, remember how nice it was when you said just the right thing that built a bridge between you and someone that brought peace, understanding, resolve or justice? According to Freeman, this is a skill that you can learn to do *all the time*. "*CONSISTENT POSITIVE DIRECTION*", he says, "teaches you how to talk in a way that you constantly talk toward where you want to go rather than what you want to 'get away from'." He has taught these skills and approaches to thousands across the region. After conducting hundreds of workshops, seminars, and speeches on the subject leaving thousands of hand-outs and packets along the way, Freeman says that it was time to put it all "under one roof".

Taking Charge of Your Positive Direction is packed with information, examples, and exercises. Along with experiential learning approaches, the heartwarming acknowledgments and introduction and personal stories make this book something for everybody. Even though this book is a 'how-to', many have said that it is an "easy read". The "technical jargon" is fun and Freeman is a master of acronyms. You will find such terms as TALKEASE, the power of ME (Managing Expectation), and the Gyro of Human Interaction (GHI). Also in this book, Freeman shows how to deal with brain tendencies and thinking styles to handle relationships successfully.

Human communication is a phenomenon that has captured the attention of scientist, psychologist, philosophers, poets, and a gamut of other professions for generations. Freeman has identified that *direction* has much to do with successful communication. He says, "Your tongue is the steering mechanism that moves you in one direction or the other and *you* are in charge of that direction."

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PRESS RELEASE

T.A.L.K. Associates
P.O. Box 9605 ● Newark, DE 19702 ● www.positivedirection.net

For Immediate Release

Date: June 9, 2006
Contact(s): J. Bert Freeman, Founder and CEO
Phone: 302-292-8633; Fax: 302-269-0200
Email: talkassociates@UnityofEffort.com

NEW BOOK

Taking Charge of Your Positive Direction HAS NORTH CAROLINA ROOTS

Newark, DE – In 1983 in Wilmington, North Carolina, J. Bert Freeman and his brother Nathan Ross Freeman (a playwright and screen writer of Winston-Salem), put together a Youth Leadership Conference out of concern for youth development in that community. The brothers created a survey instrument for the youth who attended the conference to get a sense of their motivation toward learning. Parts of the survey measured positive vs. negative responses to questions. Thereafter, J. Bert went solo administering the survey to adults as well as to other youth. He found that it showed a significant, almost consistent use of negative words by people of all backgrounds. After taking the survey himself, Freeman discovered that he, though considering himself a very positive person, also used a number of negative words. In hopes of giving meaningful feedback to parents and others in the community that would share the insights about their children, Freeman continued to give the survey. From that feedback many people asked if he had a book. The work incubated for three years and in 1986, he put together a booklet called *Positive Approach* and developed what became *Verbal POSITIVE APPROACH™*, skills of taking negative words out of everything that you say. As a result, he founded T.A.L.K. Associates in January of 1987. He and his family moved to Delaware that same year. People of all professions from Philadelphia to Georgia were taught how to make *Verbal POSITIVE APPROACH* a second nature skill. They wanted more positive relationships in their workplace. Learning that in addition to positive relationships among their employees, organizations needed to understand where to concentrate their energies. Working with these organizations, other components such as ‘Organizational Vision Management’ and ‘The Opportunity Models for Action’ were added, yet they hardly fit under the umbrella of *Verbal POSITIVE APPROACH*. Freeman realized that he needed a larger ‘umbrella’ thus, during the mid 1990’s, *Verbal POSITIVE APPROACH* evolved into *CONSISTENT POSITIVE DIRECTION™*, a higher dimension of human interaction. He describes *CONSISTENT POSITIVE DIRECTION* as speaking, writing, learning and impacting reality toward the goals, achievements, results, accomplishments or outcomes that really matter. He has shared this work with schools and school districts, universities, companies, non-profit organizations, government agencies, the military and more. After years of workshops, lectures and speeches, Freeman has compiled these skills and approaches for personal and professional relationships and put them ‘under one roof’ in his new book, *Taking Charge of Your Positive Direction* (Trafford, 2006). In it, he reveals the speaking and writing power of direction and how it can impact relationships. “Many of my life experiences – education, athletics, military, career, marriage, parenting, finishing last and finishing first – contributed to the development of this work,” says Freeman. In the book, his

introduction starts by saying, “Relationships have the strongest impact on reality and the decisions that we make in our lives.”

In a recent interview Freeman said, “What you say today can impact your life tomorrow. Your choice of words can move you in a direction towards or away from effective personal and professional relationships and *you* are in charge of that choice. Positive direction means that the words you speak consistently steer you toward the successes or outcomes that you want or need with others.” In his book, Freeman identifies the impact of choosing positive direction. Readers learn how to make *CONSISTENT POSITIVE DIRECTION* a part of their everyday experiences. They also learn how to express their attitudes toward the outcomes that they want, still being themselves and still being able to make their point. Additionally, they learn how brain tendencies and thinking styles can impact relationships.

Practicing the skills and approaches in *Taking Charge of Your Positive Direction* can expand your readiness for forward movement, resolving differences, finding solutions, building relationships and making change work more easily. Wherever relationships exist (family, work, love life, friendships...) you can use the tools of *CONSISTENT POSITIVE DIRECTION* that are in this book. Freeman says, “I am blessed to share something so simple, yet something that can make a big difference – skills and approaches that you can use right away when what you have to say really matters.”

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THE HOSPITALITY AND TOURISM ADMINISTRATION PROGRAM

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Presents...



J. Bert Freeman

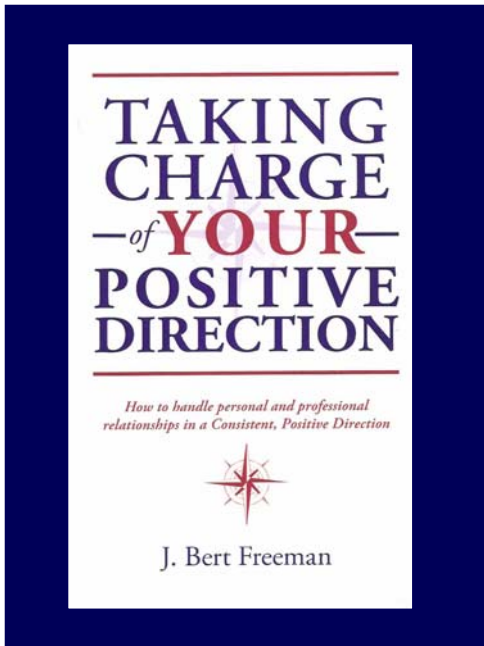
Author of *“Taking Charge of Your Positive Direction”*

- Graduated from the U.S. Naval Academy in 1970
 - 1969 NCAA 1st Team All-American Fencer
 - 1970 NCAA Fencer of the Year (*First African American*)
 - Recipient of the U.S. Naval Academy Award for Athletic Excellence (First African American and first fencer; the 1965 recipient was Roger Staubach) – The award is presented to one Naval Academy graduate each year

**Monday, April 10th, 2006 at the C.T. Willis Commerce Building in the Armco
Room G-32 from 10:00 AM to 12:00 PM.*

*For additional information, please contact Professor Joyce Green at 530-6255**

Learn skills and approaches you can use ...when what you have to *say* really matters



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J. Bert Freeman has been facilitating, coaching, lecturing and instructing organizations and individuals in different areas of organization development, personal performance, leadership and diversity since 1982. He is a graduate of the U. S. Naval Academy with a B.S. in Engineering and Golden Gate University with an M.S. in Human Relations. As CEO of T.A.L.K. Associates, he leads a team of facilitators who are experts in various fields. Bert is a native of Philadelphia, a former Olympic fencer and U. S. National Champion.



Available in both **paperback (\$24.99)** and **hardcover (\$32.99)** at www.positivedirection.net, Amazon.com and Barnesandnoble.com (hardcover only)

It is a pleasure to share this work with you.

J. Bert Freeman

T.A.L.K. Associates ❖ P. O. Box 9605 ❖ Newark, DE 19714 ❖ Ph (302) 292-8633 Fax (302) 269-0200

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Project Facilitators

J. Bert Freeman, Project Director

Dr. Stephen Davidoff

Dr. Glenda Townsend

Colleen Wozniak

Sylvia Jackson

Vada Johnson-Wiggins

Dr. Sheella Mierson

Dr. Calvin Moyer



The *Consistent Positive Direction*™ Facilitators

...when what you have to say really matters

P. O. Box 9605, Newark, DE 19714

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Speaker and Positive Direction Expert, J. Bert Freeman: author of *Taking Charge of Your Positive Direction*; Organization Communication and Relationship Synchronizer; ibertfreeman@unityofeffort.com or 302-292-8633, toll free 888-492-7110.

Positive Direction Expert, J. Bert Freeman masterfully provides immediate skills and approaches that everyone can use to:

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- * Impact performance that accelerates progress with zero extra money and zero extra time – Use the power of direction to conserve energy and get results
- * Bolster morale for a healthy workplace climate for moving things forward and getting things done

Since 1987 he has fascinated audiences and organizations by showing them how to use the intensity, persuasiveness, wisdom and versatility of Consistent Positive Direction in everything we do. His book shares the many characters of these skills and approaches. His presentations and expertise provide powerful guidelines for **forward movement** and **continuous improvement**. His skillful deliveries give your event a positive direction start or put a keynote positive direction into everyone’s professional and personal lives or provide that memorable positive direction ‘send off’. Take advantage of these breakthrough learning experiences. A few comments about J. Bert Freeman’s presentations:

“I can use the skills and approaches right away.”

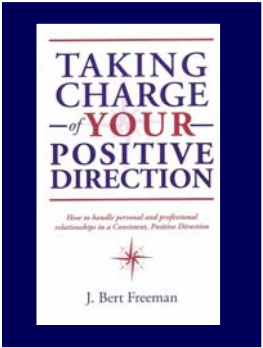
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Presentation Topic Options	
<ul style="list-style-type: none"> * Organizational Unity of Effort: Obtaining the highest levels of customer satisfaction by concentrating the entire organization on supporting front line performance and delivery * Direction of Excellence: Positive Direction skills & approaches for everyone to be a part of excellence, empowerment and impeccable execution – personal and professional * Workplace Respect: Tap into your abilities to enable everyone’s best performance and assure accurate and healthy communication & respect everywhere within and across levels 	 <div style="border: 1px solid gray; padding: 5px; margin-top: 10px; text-align: center;"> <p><i>R-r-rev Up the RPMs of Your Organization</i></p> <p style="background-color: #0070C0; color: white; padding: 2px; display: inline-block;">Unity of Effort in a Positive Direction</p> <p>A white paper by J. Bert Freeman</p> </div> <p style="color: #0070C0; text-decoration: underline;">www.positivedirection.net</p>

Past and Present Presentation Titles:

- The Ultimate Win
- Breakfast with Consistent Positive Direction: A Great Way to Start the Day
- Internal Greatness: The Unity of Effort Smooth Operating System
- Silent Mentor Leadership
- Organizational **RPM**’s (Relationships, Performance and Morale) Under One Roof
- The Power of **ME**: Managing Expectation, Effort and Esteem
- The Next Level **ME**: Managing Excellence, Empowerment, Execution and Ethics
- The Pragmatic **ME**: Managing Effectiveness, Efficiency and Environments
- Peanut Butter and Jelly
- Managing Trust in a Climate of Differences
- Above the Clouds: The Positive Directions of Your Attitude
- Creating and Managing Reality in a Positive Direction
- The Customer *is* Your Positive Direction
- The Positive Direction **YO**: Your Opportunity
- How to Exercise Complete Respect in a Positive Direction
- The Positive Directions of Community Action Leadership



For speaking engagements contact: T.A.L.K. Associates at 888-492-7110 or talkassociates@unityofeffort.com; web site: www.positivedirection.net