

# SMART GROUP



May 16-17  
Tampa, FL

**REGISTER BY: MONDAY, APRIL 15**

## LEADERSHIP IS ABOUT THE CHOICES WE MAKE.

**The Presenter: David Wheatley, Humanergy**

Leadership is about the choices we make. This session will focus on:

- How our choices influence and impact those around us
- What it means to make leadership choices
- A simple blueprint for making more productive and transformative leadership choices
- How to avoid making passive or destructive leadership choices

It will be supported with job aid cards and tools for practical application back at work.

### About David

David Wheatley, Humanergy Principal and Chief Question Asker. David works with leaders who are engaged in transitions to new roles, new scope or improved results. David's recent work includes facilitating the national leadership of a federal law enforcement agency, coaching credit union CEO's through mergers, supporting the rebuilding of a manufacturing leadership team and working with a nationally recognized hospital as it goes through a significant leadership transition.

Originally from Leeds, England, David is a former Scotland Yard police officer. He is co-author of 50 DOs for Everyday Leadership: Lessons Learned the Hard Way (So You Don't Have To), now in its second edition, and What Great Teams Do Great.

In his spare time, he plays soccer and the guitar, both badly and not at the same time. He currently lives in the woods just north of Kalamazoo, Michigan with Launda and whichever of their four children (or 2 grandkids) happen by.



## MAKE SALES AND SERVICE A TEAM SPORT: REDEFINE TECHNOLOGY IN YOUR BUSINESS & UNCOVER THE IMPACTS OF AI.

**The Presenter: Matt Leuschner, Wingmate**

Join us for an insightful presentation tailored to simplifying technology, improving sales & service, and leveraging AI.

### About Matt

Matt Leuschner is the Founder, President & CEO of Wingmate. Matt found his love for entrepreneurship by building a profitable garment business in high school. He started his career at the Royal Bank of Canada, but a small taste of the corporate world solidified his drive as a young entrepreneur. In April 2019, Matt founded Wingmate and has organically grown it to over 50 full-time staff since, servicing clients across North America and Australia. Also providing CRM to over 100 Independent Commercial Laundries.

Wingmate makes Sales & Customer Service a Team Sport. Simple but powerful CRM & AI solutions to help people-driven businesses dominate their competition, retain their customers, and bridge the gap between Operations & Sales.



## WEDNESDAY MAY 15th

6:00 PM - 8:00 PM     Networking Social

## THURSDAY MAY 16th

7:00 AM - 8:00 AM     Breakfast

8:00 AM - 12:00 PM     David Wheatley - Leadership Choices

12:00 PM - 1:00 PM     Lunch

1:00 PM - 3:00 PM     Matt Leuschner - Technology & AI

6:00 PM - 8:00 PM     Group Dinner

## FRIDAY MAY 17th

7:00 AM - 8:00 AM     Breakfast

8:00 AM - 11:00 AM     Best Idea & Critical Issues



### BRING YOUR BEST IDEA!

- A Best Idea is a proven concept or process that has been implemented in your company. A Best Idea usually has created a financial impact on your Company's bottom line, or has had a positive impact on employee morale/ satisfaction.
- Utilize this group as your consultant to help brainstorm or discuss any current issue that you are facing within your company.

### WHO SHOULD ATTEND?

Intended for sales managers, but also relevant to general managers and owners. Attend CSC SMART Group meetings to help identify common opportunities, then develop sales and marketing solutions to capitalize on them.