



FOR IMMEDIATE RELEASE

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SPEAKERS SHARE STRATEGIES FOR PRODUCTIVITY, RETOOLING BUSINESSES

CAMARILLO, Calif. (Jan. 25, 2012) – The Center for Nonprofit Leadership at the Ventura County Community Foundation will present two workshops on leadership strategies that apply to for-profit businesses as well as charitable organizations.

Productivity expert and author Jason Womack, of Ojai, will present “Your Best Just Got Better: Work Smarter, Think Bigger,” 9 a.m. to 2 p.m. Friday, Feb. 3. “Resume the Boom: Rethinking Leadership Strategies in 2012” is the topic for internationally recognized motivational speaker Jim Cathcart from 9 a.m. to noon, Wednesday, March 14.

Both events will take place at Ventura County Office of Education, 5100 Adolfo Road, Camarillo.

Womack will lay out the fundamentals of workflow and the principles of human performance along with the tools and the processes to get more work done on time, with fewer resources and less stress. His talk will cost \$55, which includes lunch and a copy of his new book: “Your Best Just Got Better.”

Womack believes working longer hours doesn’t make up for a flawed approach to productivity and performance.

“Leaders need to clarify their habits, build mindset-based strategies and be proactive,” said Womack, who co-wrote his first book, “The Promise Doctrine: A

Guidebook and System for Consistently Delivering on Your Promises,” with his father, Craig P. Womack, former president of The Sharper Image.

Cathcart, an author of 16 books, will lead participants in rethinking the purpose of their organizations, of leadership and of great customer service. He will offer what he calls “seven vital interventions” to get businesses booming. Cathcart is founder of The 101 Leaders Alliance, a consortium of leaders and educators along Highway 101 who are committed to advancing the leadership abilities of those who live and work within this region

The fee for his presentation is \$40.

To register online, go to www.vccf.org/registration.html or call Susan Seale, director of programs, at (805) 988-0196, Ext. 110, or email her at sseale@vccf.org.

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ABOUT VCCF

VCCF invests the charitable capital that drives the philanthropic engines of Ventura County. Its portfolio performance ranks in the top 11 of all community foundations in the United States for long-term growth. With total assets of \$101.7 million of Sept. 30, 2011, its mission is to promote and enable philanthropy to improve our community for good for ever, which it does through grantmaking, scholarships and training at its Center for Nonprofit Leadership. Visit vccf.org or call (805) 988-0196.



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