

Our Keynote Speaker would like me to start by asking you, the attendees, three very important questions. Before I tell you anything about him.

First: Are you in charge, or do you want to be?

If not, that is okay. You just can't stay to listen to his Keynote. Ralph only speaks to managers and those that want to be managers. Everyone else, thank you for coming this far – but I'm afraid this is it. If you would collect your belongings and exit through the back doors please, (quickly and quietly) – that would be great.

Second: Ralph would like to know why are you in charge? Who put you in charge and why anyone would follow you anywhere?

Finally, Are You Ready?

Are you ready to become an effective leader – even if that means sacrificing all the niceties, the perks that you have come to love: The coming in whenever you want? The leaving early, the extended lunch hours and even, dare I say – the freedom to believe that whatever you do, shouldn't matter. If so, welcome.

Ralph Peterson is a best-selling author, master examiner with the American Health Care Association, a management development expert, a marathoner, Ironman, and a US Marine. He owns and operates a management development company that specializes in long-term care and he is one of those rare speakers that doesn't pull any punches – and you will love him anyway.

Please welcome, Ralph Peterson