



FALL WORKSHOP

Tuesday, November 13, 2018

CORPORATE PARTNERS

“Design Thinking”

PLATINUM

Presented by Andy Stangenberg, CEO of Q Principle



GOLD



Q Principle focuses on how to create programs that are innovative, relevant and thought provoking to help keep your organization more successful. Discover “Design Thinking” a solution focused and action oriented program to lead your organization into the future.



- Service as a life skill
- Sense of Values
- Management vs. Leadership
- True Mean of Team



SILVER

Short Hills Club



9-37 Lakeshore Drive

Short Hills, NJ 07078



973-379-3100



Host Manager: Andy Curtis, CCM, CCE, CMP



Registration/Continental Breakfast: 9:30 am

Program: 10:00 am—12 noon

Lunch: 12:00 noon-1:00 pm

Program: 1:00 pm—3:00 pm



BRONZE

- Allied Beverage Group LLC
- Ecker Brothers
- Driscoll Foods
- Entegra
- Jackson Family Wines
- Jonas
- MembersFirst
- MJ Frank
- M Tucker/Springer
- Tree Tech
- Victory Pest Solutions

4 CMI Credits

Register online at www.njcma.org

You are requested to wear your name badge

\$50.00 per person

Q - Principle

Concept Leadership – Challenge the Status Quo

Q-Principle focuses on industry specific research and creates programs to deliver most innovative, relevant and pressing lesson plan topics. And one of the currently most sought-after subject-matters is - “How do I change my organization to become a bigger player, be more relevant, drive higher profits and become more successful. What can I do to make a difference in my industry?” Some of these answers can be found in – **“Design Thinking”**

A design mind-set is not problem-focused; its solution focused and action oriented towards creating a preferred future. *“Letting go is not the same than giving up” - Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be - and to create desired outcomes that benefit the future of the company and its people.*

Q-Principle’s newly developed course on innovative leadership and design thinking challenges leaders to look but see it differently: “Change the way you look at things and the things you look at change” It defines the purpose of change, the mantra of change and the science of change by controlling the outcome through left-side right-side thinking. Changing operating systems, behaviors of staff or re-designing an entire business culture, this higher education workshop will model the purpose of change through design thinking methodologies, lateral thinking puzzles and re-enactments on how to solve challenges backwards, always keeping the eye on the desired outcome

Steven Jobs described Design Thinking very succinctly when he said, “Most people make the mistake of thinking design is what it looks like. People think it’s this veneer — that the designers are handed this box and told, ‘Make it look good!’ That’s not what we think design is. It’s not just what it looks like and feels like. Design is how it works.”

Andy Stangenberg and his team are showcasing this workshop all over the world with tremendous results just like at the most pristine conference in Asia – the **Asia Pacific Golf Summit** where Andy featured this platform on design-thinking in Vietnam in 2017.

“Design is the action of bringing something new and desired into existence – it is like developing a whole new platform that resolves or dissolves problematic situations by design,” Andy said.

He added, “It is a compound of routine, adaptive and design expertise brought to bear on complex dynamic situations and a country club is a good example of this because of the diverse nature of its business and how it ultimately has to pull everything together to deliver a truly outstanding member experience.”

Q – Principle

Concept Leadership – Challenge the Status Quo

Program Topics:

- *Service as a Life-Skill*
- *Vision before directions*
- *Higher purpose*
- *Frustration management (Gratitude versus entitlement)*
- *The sense of values*
- *Management versus leadership (The difference is critical)*
- *The true meaning of team*
- *Mastering communication (Improv)*
- *Innovation (The motive for change)*
- *Design – thinking (Group exercise)*
- *Lateral thinking (Closing game – Problem solving)*
- *Motivational closing exercise*

Andy is a real spell-binder of a speaker and a total expert in his field of expertise which is to develop any organization into a world-class unit.



Q - Principle

Andy Stangenberg, - Founder, CEO Q-Principle, Author and Life Coach

With over 30 years of experience in the operational field of the service industry in six different countries, Stangenberg developed a tremendous understanding of service and leadership excellence. He is a master in hospitality and champions the importance of service engagement between associates and guests, members, customers and patients. He taught the school of service and leadership in many countries and owned and operated private hospitality schools in Aruba and Maui. His experience as an executive hotel director required him to play a constant role as a coach and trainer, strengthening the engagement quality between people. Stangenberg has been featured as a keynote speaker in many conventions around the globe, including World Conferences in Las Vegas, Orlando, New Orleans, San Diego, London, Shanghai, Jakarta, Singapore, Zurich and Honolulu. Stangenberg is used by world leading companies as master coach, responsible for employee and leadership development. He also acts as a business coach and life coach and is working with individuals to improve their professional carrier and their personal life culture. His high energy and captivating presentations style has earned him the reputation as one of the top speakers of our times and a master in the art of storytelling. Stangenberg facilitates fluently in English and German.

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Registration Form

CLUB NAME _____

MEMBER NAME: _____

GUESTS FULL NAME: (Please Print)

1. _____

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10. _____

Please make your check for **\$50.00** per person payable to Short Hills Club and send your check and reservation to:

Andy Curtis, CCM, CCE CMP
Short Hills Club
9-37 Lakeshore Drive
Short Hills, NJ 07078

Amount Enclosed: _____