

McKay is a business leader, author, professor and podcaster. He is the CEO of Thanksgiving Point, a major non-profit which serves disadvantaged children in Utah. McKay's career began at Procter & Gamble after graduating with an MBA from the BYU Marriott School of Business. He also served as Director of Strategic Planning for Holiday Worldwide, President and Chief Strategy Officer for Melaleuca, Inc., and Managing Director, Advancement at BYU.

McKay is co-author of the book *Open Your Eyes* published by Harper Collins. He earned a Ph.D. in Education and teaches business strategy at the BYU Marriott School of Business. His podcast, *Open Your Eyes*, recently topped 200,000 downloads. He has led over 500 training seminars on strategy, personal development, and team leadership.

McKay and his wife, Jennifer live in Alpine, Utah. They have five children and nine grandchildren.



Workshop Title: Open Your Eyes

Short Description: In business or life, we can't be what we can't see. Too many organizations and people fail to reach their true potential because they don't see themselves or their opportunity in the right way. At the foundation of our behavior and beliefs is the way we see the world and ourselves in it.

In this training McKay will help you learn how to put on a new belief window, adopt a new strategy for success and give your organization a new sense of purpose. If you're trying to help your team get out of the murky middle and finish what they started, if you're seeking to become a leader of greater influence, or if you hope to reinvent your approach in today's market, McKay's training is for you.

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Outline of Workshop

Topic: Open Your Eyes, how to lead teams with more power and purpose. Becoming more impactful as a person and leader helps you attract and keep customers.

1. Why leaders need to have a clear view of where they are headed
2. Teams and team members are more effective when they know their potential
3. What is a belief window and how to people and organizations place correct beliefs on their belief window?
4. How leaders use words to impact the belief window of their organization. Leaders can improve their leadership ability by using words that matter.
5. Look at the Disney company for good examples of how to identify your own organization's identity and the power of understanding you identity.
6. What is the impact of creating a true purpose of serving in your life and organization?
7. Be committed to your purpose in your organization.