

# Managing in Tough Times

## The Psychology of Effective Management



ORGANIZATIONAL PSYCHOLOGIST  
CERTIFIED EXECUTIVE COACH  
LEADERSHIP EXPERT

AUTHOR OF THE TOP-SELLING BOOK *THE YOU PLAN*

## The Psychology of Hiring, Building & Leading Successful Teams

**From Player to Coach** – The Psychology of Becoming a Great Manager

**Influence to Action** – The Art & Science of Persuasion

**The Trust Factor** – Building a High Performing Team through Trust

**Critical Conversations** – The Psychology of How to Have Tough Conversations

**The Values Compass** – Navigating Uncertainty by Being True to Yourself

**Herding Tigers** – The Psychology of Managing a Sales Team

**Making the Right Call** – The Psychology Behind Sound Decisions

**Profiling for Top Talent** – The Psychology of Hiring the Right People



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### Michael “Dr. Woody” Woodward, PhD

Think of Dr. Woody as the *Dr. Phil* or *Dr. Oz* of work life! As an executive coach trained in organizational psychology, Dr. Woody is a leadership and workplace expert with extensive experience as a coach, consultant, author, and media personality. As a coach and consultant Dr. Woody works with both private and corporate clients on talent selection, development, on-boarding, and building management/ leadership capacity. Dr. Woody has worked with private companies, technology start-ups, non-profits, government agencies, and Fortune 500 companies including Bacardi USA, The Department of Justice, SAP and Century 21 Real Estate among others. Dr. Woody’s mission is to help managers and executives create a healthier more balanced work environment by helping them understand the psychology behind effective management, leadership and team work.

For Booking: Simply Sue Speaks—[SimplySueSpeaks.com](http://SimplySueSpeaks.com) or 888-766-3155