

The Crucial Communicator

STC Regional Conference
October 12, 2007
Cleveland, OH USA

Dr. Melvin Smith to deliver keynote on Emotional Intelligence

Cutting-edge study unleashes hidden talents at STC Regional Conference

Not everyone is a natural leader, but anyone can manage and engage emotions in a team using the key concepts and powerful strategies of emotional intelligence. Learn how you can tap into hidden talents to assist your career development when Dr. Melvin Smith of Case Western Reserve University presents a unique keynote address on Emotional Intelligence at the STC Regional Conference on October 12, 2007, in downtown Cleveland, Ohio.



Dr. Melvin Smith

Emotional intelligence is an intellect regarding the emotions, especially the ability to manage one's own or others' emotions. Dr. Smith will share his study on motivational and leadership strategies during the special morning session at 9:00 a.m. at the Hilton Garden Inn and Gateway Conference Center.

STC members and students can receive a discount by registering now for the full-day conference. See www.neostc.org/conf for details and a registration form. As a special bonus, NEO STC is hosting a "Rock 'n Write" welcome reception to network with peers and presenters on the evening of October 11 at the Hilton Garden Inn.

Dr. Smith will unveil the importance of emotional intelligence in the workplace and social settings and demonstrate its potential to an organization. He is an Assistant Professor in the Department of Organizational Behavior and a Faculty Director of Executive Education at the Case Weatherhead School of Management. The Department of Organizational Behavior at Case is internationally recognized as a leader in the field of organizational analysis and development. This department has the nation's largest doctoral program in Organizational Behavior with alumni and students from all around the world.

Dr. Smith has provided training and consulting on leadership development to major corporations. For more than 15 years, he has helped Fortune 500 companies, including IBM, Pepsi-Cola, and H.J. Heinz, achieve impressive results through marketing management and organizational development. His widely recognized research and teachings reveal the relationship components between leaders and employees and how these tactics contribute to personal and organizational success. Dr. Smith's studies have produced real-world results in public education, healthcare, and a variety of other fields. Come and learn how you can tap into your hidden talents to become more indispensable in the workplace.