

Tenth Annual Amplifying Your Effectiveness (AYE) Conference

Phoenix, Arizona November 8-12, 2009

AYE is a conference that's designed to increase your effectiveness—in leadership, coaching, managing, influencing, and working in teams, whether you work in systems development, testing, product development, quality assurance, customer service, or consulting.

AYE is a different kind of conference, based entirely on experiential learning, not lectures. Our conference is limited to 75 participants, and all sessions are small—to promote interaction among participants and hosts and to allow in-depth exploration of the problems facing such professionals. You will have the opportunity to explore and share:

Individual Effectiveness

Become a better problem solver by learning new tools and principles.

Learn to observe and understand what was formerly invisible.

Improve your ability to act congruently in difficult interpersonal situations.

Acquire new ways of understanding yourself and others.

Team Effectiveness

Learn to build strong relationships in teams.

Share team experiences—good and bad—with teams from other organizations.

Amplify your own leadership effectiveness through helping others amplify theirs.

Learn how to introduce new team problem-solving techniques.

Organizational Effectiveness

Understand the elements of organizational change.

Learn how an organization's culture affects the individual's behavior.

Acquire and practice with tools to recognize organizational patterns.

Discover models that help you understand complex system relationships.

Plan interventions that will affect your culture in a positive way.

Presenters

AYE is led by hosts Esther Derby, Don Gray, Johanna Rothman, Steve Smith, and Jerry Weinberg.

Join us—along with other technical managers, team leaders, lead engineers, project managers, and ordinary folks—as we amplify our effectiveness by exploring Congruent Problem Solving. You will improve your abilities as a problem solver and find answers to some of your toughest questions, based on our mutual experience and practice.

For more detailed information on the conference and to enjoy our participant-run wiki and our free library of relevant articles, visit our website at www.AYEConference.com.

If you'd like to receive the AYE Conference email newsletter, send your name and email address to Jerry Weinberg, hardpretzel@earthlink.net

AYE 2009: Thriving Regardless!

Sunday Session

AYE WARMUP TUTORIAL, all day with Don Gray and Steve Smith

Sunday Evening

WELCOMING BUFFET DINNER

Monday Morning Sessions

Is this the Way We Really Want to do Things?
Seeing Project Patterns and Changing What You
Don't Like (Johanna Rothman)

Move Your Team Forward With Personality
Differences (Don Gray)

Good Idea, But How Do We Do It? Finding and
Using Your Sources of Power (Esther Derby)

Managing Change: Knowing When, Knowing How
(Steve Smith)

Monday Afternoon Sessions

How Can You Do What Great Managers Do?
(Johanna Rothman)

More than the Sum of the Parts: Creating the
Conditions for Teams to Excel (Esther Derby)

Managing Yourself, Managing Meetings (Steve
Smith)

Saying No That Really Means No (Jerry Weinberg)

Tuesday Morning Sessions

Increase Your Capacity and Finish Projects:
Manage the Project Portfolio (Johanna Rothman)

How Do I Communicate with You? Let Me Count
the Ways (Don Gray)

Make the Change You Want: Finding
Organizational Levers (Esther Derby)

Leading Your Personal Board of Directors (Steve
Smith)

Tuesday Afternoon Sessions

Profiting From Both Sides of the Coaching
Relationship (Johanna Rothman)

What Do I Do Now? How to Get Unstuck When
Problem Solving (Don Gray)

What's a Manager to do? A Manager's Role with
Self-Organizing Teams (Esther Derby)

Beyond the Org Chart Illusions (Jerry Weinberg)

Wednesday Morning Sessions

Structuring Your Conversations (Johanna
Rothman)

Are You Solving the Real Problem? (Don Gray)

Looking Back, Moving Forward: Continuous
Improvement With Effective Retrospectives
(Esther Derby)

Selling Your Ideas to Management (Steve Smith)

Wednesday Afternoon Sessions

Seeing Process: Making Process Visible (Steve
Smith)

What do I do with all these Marbles? Turning Your
Ideas into Action (Don Gray)

Don't Let a Four-Year-Old Run Your Life (Jerry
Weinberg)

Wednesday Evening

AYE CLOSING DINNER

Thursday All-day Workshops

Zeroing in on the Right Problem (Steve Smith)

Collaboration Tools for Leaders (Esther Derby and Johanna Rothman)

Becoming a More Effective Leader (Don Gray)

Session descriptions can be found on <http://www.ayeconference.com>.