“The difference between a manager and leader is the ability to influence.”

Andrew L. Urich, J.D. is an interesting and enthusiastic communicator who helps people get what they want.

Professor Urich is an Associate Professor of Management and holds the Eastin Chair in Career Readiness in the Spears School of Business at Oklahoma State University and is the Director of Student Development in the Eastin Center for Career Readiness.

In addition, he served as a member of the Executive MBA faculty of Zayed University in Abu Dhabi and Dubai (United Arab Emirates). Professor Urich received a law degree from Case Western Reserve University. Professor Urich taught at OSU-Kyoto, Japan and has led more than 25 travel and study abroad classes focusing on the topics of creativity and innovation in business.

Professor Urich is a lecturer, researcher, and consultant in the areas of influence, negotiation, and ethics. He is a two-time recipient of the Richard W. Poole Faculty Outreach Excellence Award. Other honors he has received are the following: the Greiner Outstanding Teacher Award, the University Outreach Faculty Excellence Award, the Regents Distinguished Teaching Award, and the Region V University Continuing Education Association (UCEA) Excellence in Teaching Award.

Professor Urich is an effective and entertaining communicator with both practical and academic experience.

FOR ON-SITE PROGRAMS AT COMPANIES OR ORGANIZATIONS, PLEASE CONTACT THE OSU CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT AT 405-744-5208.
INFLUENCE SKILLS
the key to leadership
• Connect with others so they are open to your message
• Look for win/win (more/more) opportunities
• Acquire persuasive attributes
• Avoid conflicts and confrontations

NEGOTIATION
find out what makes people say “yes”
• Identify the variable that has the highest correlation to “winning” negotiations
• Learn to plan for negotiations effectively
• Avoid the cost trap and the satisfaction trap
• Create win/win (more/more) opportunities
• Learn to increase your bargaining power

ETHICS AWARENESS
the key to an ethical workplace
• Awareness is the most effective way to change human behavior
• A few “bad apples” can bring down an entire organization
• Identify the causes of unethical behavior
• Eight concrete factors to consider when faced with an ethical conundrum

PROFITABLE RELATIONSHIPS
overcoming fear and building confidence
• Building profitable relationships
• The science behind success
• The essence of networking
• The science of likeability
• Dealing with irrational people

IDEAS ON CRITICAL THINKING
innovation and value creation
• Create value, focus on what matters and innovate
• Be brave. Strive toward self-awareness and face reality
• Question the status quo and think differently
• Make effective decisions and avoid thinking traps

PROFESSIONAL IMAGE
executive presence for everyone
• Develop a strategy to control how you are perceived
• Image is an important tool of influence
• Perceptions are based on appearance, behavior and attitude
• Improving self-image is the most important factor

FOR MORE INFORMATION ON HOW TO BRING PROFESSOR URICH ON-SITE TO YOUR COMPANY OR ORGANIZATION OR HAVE HIM SPEAK TO AN ASSOCIATION OR GROUP, PLEASE CONTACT …

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“Serious message … very entertaining delivery.”
GARY HUNERYAGER, VICE PRESIDENT, INTERNAL AUDIT, ENABLE MIDSTREAM