

**NEW LOCATION - SEE BELOW**

**Join us for Ethos on Saturday, September 25**

**8:30am to 11:30am PDT**

**In Person - RSVP to Reserve a Spot**

**Simultaneous Zoom Meeting - RSVP for Zoom Info**



**Ethos September 25**

# **Emotional Intelligence: The Leadership X-Factor**

Larry O'Toole – Founder, Yosemite Associates, LLC

# Leadership

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The primary purpose of a business executive is to build company worth.



Strong leaders know the value of emotional intelligence on their worth-building journey.

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Larry O'Toole will share practical tips and techniques on how you can leverage the power of emotional intelligence in building a great work culture and growing business worth.

*"Emotional intelligence isn't a fad and it's not just a nice-to-have. It's the X factor for strong leaders and strong businesses."*

Larry O'Toole



Larry is a career CEO of manufacturing and service organizations and he has seen firsthand the power of emotional intelligence in leading a business to success.



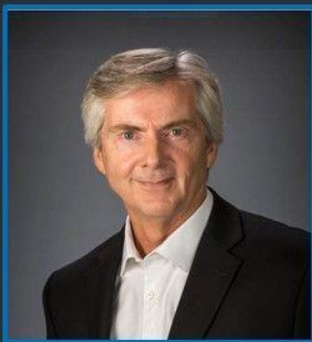
Larry's presentation is suited to those looking to sharpen their leadership skills to enable their business and for those mentoring others in their careers.



You'll leave the session with a clear understanding of emotional intelligence at a practical level, with actionable insights that can be applied immediately, enabling your business and even your career.

*"In our professional lives, our intelligence gets us our first job. But it's emotional intelligence that ultimately enables our careers and our businesses."*

Larry O'Toole



Larry O'Toole has a passion for growing company worth for private business owners.



His career spans executive positions with Black & Decker Corporation and the Ingersoll-Rand Corporation and CEO for privately owned businesses, including Protection Service Industries, DORMA Group Americas, and Sanders Industries.

He founded Yosemite Associates, LLC in 2018 and now serves as a company Director, Advisor, and frequent guest speaker on topics related to building company worth and leadership development.

Yosemite Associates enables private business owners by taking away their uncertainty related to how they build and prepare their business to one day achieve a euphoric exit event.

**YOSEMITE**associates

Larry is creator of Yosemite Diagnostics, an expanding online portfolio of business diagnostic tools to help private business owners build their company worth and ensure readiness for a future exit event.

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Yosemite Associates, LLC

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### **LIVE Meeting Logistics**

**Saturday – September 25 – 8:30 to 11:30am**

- RSVP to Mark Kasperowicz via email.
- If you plan to bring a guest, provide guest's contact info in advance to Mark Kasperowicz or Jean Latu. Invited guests are executive-level professionals.
- Meeting begins at 8:30am and ends at 11:30am - please arrive on time.
- Fee: \$25.00 - covers cost of the room, the breakfast, and table service (including tip).
- Includes full breakfast buffet and coffee/tea.
- Please pay at registration table. Cash is preferred.



**Santa Ana Elks Lodge**  
**1751 S Lyon Street**  
**Santa Ana, CA 92705**

## **LIVE Meeting Agenda**

- 8:30am Registration & Open Networking
  - 9:00am Program Start – Welcome and overview
  - 9:15am Presentations
  - 10:30am Each person stands and gives elevator pitch
  - 11:25am Closing Remarks
  - 11:30am Program End
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## **ZOOM Meeting Logistics**

**Saturday – September 25 – 8:45 to 11:30am**

1. RSVP to Mark Kasperowicz via email.
2. Mark will register you for Jean's "Zoom Room" and will send you the Zoom meeting information.
3. No limit on number of attendees.
4. Jean will welcome registered individuals into the Zoom meeting as you sign in.

## **ZOOM Meeting Agenda**

- 8:45am Breakout Rooms for Networking
  - 9:00am Program Start – Welcome and overview
  - 9:15am Presentations
  - 10:30am Breakout Rooms for Networking
  - 11:25am Closing Remarks
  - 11:30am Program End
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