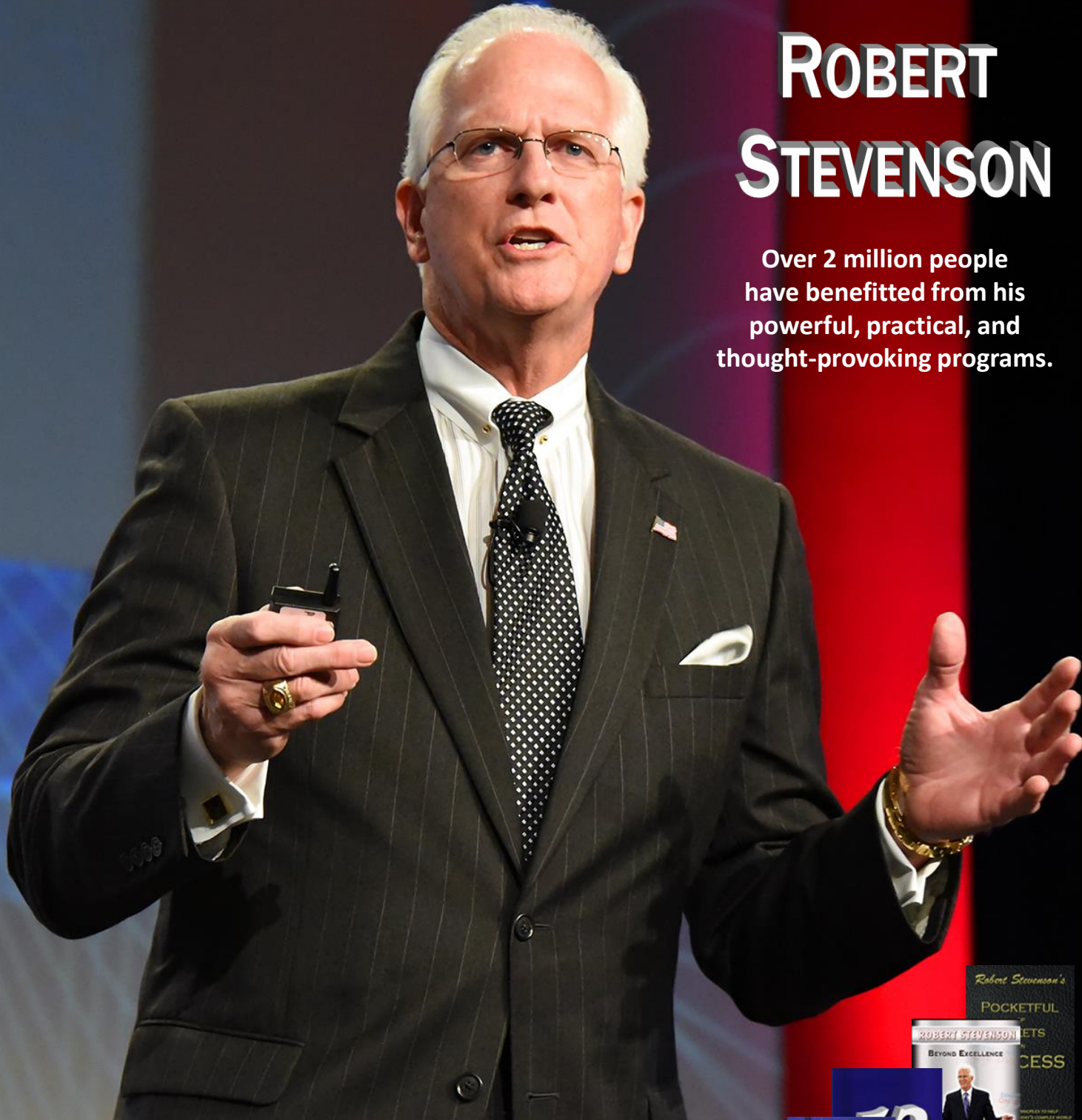


# Expert at Building a High Performance Culture



## ROBERT STEVENSON

Over 2 million people have benefitted from his powerful, practical, and thought-provoking programs.

Find out why 2,500 companies in 250 different industries, continue to rely on Mr. Stevenson to share his fresh, unique perspective on businesses' most crucial issues.



# ROBERT STEVENSON

With over 30 years of extensive corporate and entrepreneurial experience, Robert Stevenson understands what it takes to succeed.

## Expert

Robert is one of the most widely sought after speakers in the world today. He has owned five companies and sold internationally in over 20 countries. His research in the area of corporate and entrepreneurial success is extensive. He has interviewed over 10,000 employees, managers and senior executives in over 250 industries and has held positions from Salesman to CEO.

## World Class Speaker

Robert has spoken to over 2,500 companies in all 50 states and 16 countries. When you engage Robert, you will be getting a man who has lived his experiences, not just studied them and he incorporates his vast knowledge into each of his custom designed programs.

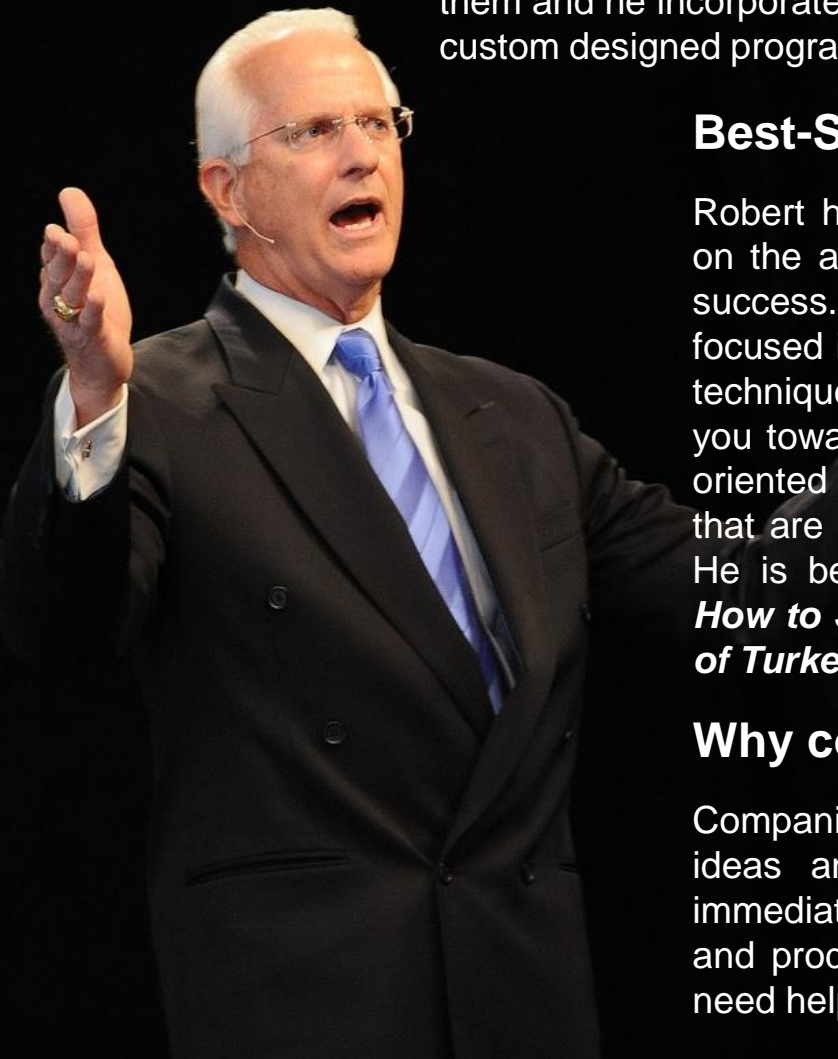
## Best-Selling Author

Robert has written four books concentrating on the areas of both personal and business success. His books help you become more focused in everything you do, with strategies, techniques, ideas and thoughts to help propel you towards a better future.; they are action-oriented manuals with specific steps to take that are relevant to high performing winners. He is best known for his best-selling book *How to Soar Like an Eagle in a World Full of Turkeys*.

## Why companies hire Robert

Companies are demanding specific relevant ideas and solutions that can be applied immediately, so they can increase profitability and productivity; they don't need hype, they need help; this is where Robert excels.

**MEANINGFUL, RELEVANT, SOLUTIONS**



# What you can expect

Robert teaches companies how to deal with risk, competition, and the ever-changing business environment; he helps prepare companies for the 21st century. With a powerful blend of experience, research, case studies and competitor perspectives, his original insights help organizations, business leaders and associates understand how to unleash their future potential.

Energy, power, content, and tangible solutions are all considerations in picking a speaker, but what determines whether a speaker hits a *home run* with your audience is much more than just those components.

A great speaker doesn't just tell their story, they take the time and **make the effort to understand YOUR story and unique needs.**



"I really appreciate how you researched our business in advance to tailor your materials to our needs. Your words and stories ... really 'hit home' with our dealers."

**What makes Robert Stevenson different from other business speakers ... he isn't limited to one topic.**



Robert leads his clients through a research process intended to identify the most relevant issues affecting their business and then designs a customized program specific to those findings. Once the interviews are done and his research is complete, he will be able to weave together a truly relevant, thought-provoking, energetic and humorous keynote that not only provides tangible, useable solutions for your audience, but also sets the tone for your entire event.

"Your dynamic message and overall aura were phenomenal. You captured the audience's attention immediately and **the standing ovation and audience engagement were a testament to your lasting impression.** "



# Client List



Aetna

McGraw-Hill



Airborne Freight

McKesson HBOC



American Dental Assn.

Merrill Lynch



American General

Owens-Illinois

AT&T

Prudential



AutoZone

Pitney Bowes



Berkshire Hathaway

Pizza Hut



Black & Veatch

Schneider Electric



Bridgestone

Southern



Bristol-Myers Squibb

Spirent



Citigroup

Sprint



Comcast

Target



Enterprise

Tech Data

Hilton

Time Warner



JPMorgan Chase

Tricon Global



Germania Insurance

TruServ



Kentucky Fried Chicken

Trustmark Bank



Lockheed Martin

Yamaha



Maytag

YRC Worldwide



(partial listing)

# MEDIA PAGE

# Seeking Excellence

A Robert Stevenson Corporation



<https://www.linkedin.com/in/robertstevensonspeaker/>



<https://www.facebook.com/SeekingExcellence>



<https://vimeo.com/320976670>



<https://bit.ly/2jO3FRK>



[www.robertstevenson.org](http://www.robertstevenson.org)



[www.twitter.com/Seek\\_Excellence](http://www.twitter.com/Seek_Excellence)



<http://www.robertstevenson.org/robert-stevenson-blog>



<https://vimeo.com/541839086>



[https://www.instagram.com/robertstevenson\\_speaker/](https://www.instagram.com/robertstevenson_speaker/)

# Testimonials

***Brochures describe what you are supposed to do.  
Testimonials describe what you did.***

**FEDEx** - *“Robert Stevenson's presentation was absolutely amazing and nothing short of inspiring. We have had many speakers, but never any like Robert ... they loved him and want more!”*

**AMERICAN EXPRESS** - *“You hit home on all fronts - service, stress, team building, dealing with change, communication and leadership. I thank you for a truly inspiring and rewarding experience. The best part of all, you made me a hero.”*

**NATIONAL ASSOCIATION OF COLLEGIATE DIRECTORS OF ATHLETICS** - *“I cannot thank you enough for your fantastic presentation. The feedback we have received was that it was the best speech we have ever had in the history of the convention.”*

**BRIDGESTONE TIRES** - *“I appreciate all the research you did preparing for your program. Your message was so spot on ... it was as if you worked for Bridgestone.”*

**KENTUCKY FRIED CHICKEN** - *“Your program was a tremendous success. The one thing they were talking about at the entire conference was, YOU! You did your homework, you knew our business and everyone loved you!”*

**HONEYWELL** - *“This is the third time you have addressed our organization and your presentation was awesome, again.”*

# Testimonials

(continued)

**TECHDATA – CANADA** - *“Your presentation was tailored to our audience in a way that I’ve never seen in a presentation before. One of the best presentations and one of the best speakers I’ve ever seen. You were awesome.”*

**PRUDENTIAL LIFE INSURANCE** - *You captured the audience's attention immediately. The standing ovation and audience engagement were a testament to your lasting impression.”*

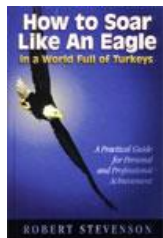
**TRAVEL INDUSTRY ASSOCIATION OF AMERICA** - *“Our delegates have not stopped raving about your presentation! Never in my memory has a speaker received a standing ovation at an ESTO conference.”*

**SOUTH CAROLINA DEPARTMENT OF EDUCATION • EDUCATION & BUSINESS SUMMIT** - *“In speaking to over 2,000 high school educators, college professors and our career business development partners, Robert was GREAT!!! His program absolutely could not have been any better. Out of a rating of 1-5, 5 being the highest rating, he received a 5 +++.”*

**STILES MACHINERY** - *“We are very pleased with the input from the evaluations and the high ratings which you and other presenters (15 speakers) received. You should know that your two presentations rated the highest of the conference. “*

**MARICOPA INTEGRATED HEALTH SYSTEM** - *“The feedback was overwhelmingly FANTASTIC! Everyone really enjoyed your presentation. They especially appreciated your energy and enthusiasm as well as your suggestions for things they felt they could implement immediately. Many noted that this was the BEST retreat yet.”*

## How to Soar Like An Eagle in a World Full of Turkeys



This **BEST-SELLING BOOK** is a practical guide to becoming the extraordinary person everyone always wanted to be. Here are the winning strategies, techniques, methods and thoughts that will inspire, empower and motivate anyone toward a better future. This book will make the reader laugh, it will make the reader cry, but mostly it will make the reader think. How to Soar is one of the few books on the market that truly challenges individuals to improve themselves, challenges them to be better in relationships, better in business, better overall human beings. It is essential reading for anyone who seeks success.

### Raise Your Line



This book is filled with information to help employees, business owners, leaders, and managers who are looking for better ways to move forward and progress towards a more successful future. Mr. Stevenson gives countless practical and thought-provoking insights on how to succeed in this highly competitive business environment. Throughout his book, he emphasizes points which are extremely important to success, by placing them in a box entitled “LINE RAISER” (**there are over 100 of them in the book**). The book approaches success, or as he calls it, ‘Raising Your Line’, in four sections:

- ▶ The Right Mindset for Raising Your Line
- ▶ Raising Your Line as a Leader
- ▶ Raising Your Line as a Company
- ▶ Raising Your Line Personally

### Seminar on DVD: Beyond Excellence



This fast-paced team building and leadership training program is filled with advice on how to become an extraordinary person in business, and in life. Using real world examples, dozens of interesting slides, and powerful true stories, Robert Stevenson delivers a high-energy leadership-training program that can help anyone to achieve higher levels of excellence. He covers a broad spectrum of ideas, including team building, leadership training, management training, team skills, accountability, dealing with stress, handling change, how to criticize, the power of laughter, how to exceed expectations, balance, and much more. Whether just starting out in business, or a seasoned professional, this leadership training video seminar focuses on all the things one who is committed to soaring above the rest must do to truly soar above and beyond excellence. The program is divided into two parts. Part One runs 45 minutes and Part Two runs for 28 minutes.

### 52 Essential Habits For Success



52 Essential Habits For Success is designed to help you become a more talented, motivated, productive and successful individual. The problem with most self-help books is they burden down the reader with all the steps they must take, things they must do, lists they must write, and self-analysis they must ponder to help them become a better person. Even readers who have good intentions, find it extremely difficult to stick to the plan the author has laid out in the book. So, instead of mapping out a total plan of action you probably won't adhere to, Mr. Stevenson has designed a simple way for you to condition your mind with powerful success habits, that when used, will be the driving force behind your future success. He plans to instill 52 essential habits into your mind with no major studying, practicing, drilling or rehearsing. In fact, it will be done pretty effortlessly if you will follow his one simple set of instructions.

### Pocketful of Tweets on Success



I have found that sometimes it just takes one quote, one thought, one phrase that will serve as a spark to get you on a path to success. I have also found in this fast paced world, people want all the clutter removed when it comes to getting the answer; people don't want a lot of commentary because they simply don't have the time. So, keeping those points in mind, I decided to write a Get-to-the-Point, Cut-to-the-Chase, Give-it-to-me-Fast book on practical principles that are short and to-the-point. I also decided to write each quote in the form of a Tweet (140 characters or less) so they could easily be shared via Twitter. These principles are sure ways to help you succeed in this ever-changing, highly competitive world we live in.





## Engagement Fee Schedule

	<u>FEE</u> Plus Expenses	<u>FLAT FEE</u> All Expenses Included Except Hotel Room
Up to 90-minute speech .....	\$ 12,500	\$ 14,000
Seminar/Workshop 1/2 Day .....	\$ 15,500	\$ 17,000
Seminar/Workshop Full Day ....	\$ 17,500	\$ 19,000
Virtual Program.....	Discuss with agent	

### FEE PLUS EXPENSES EXPLANATION:

All expenses are in addition to the fee.  
Expenses include, but are not limited to portal-to-portal travel expenses ...  
air travel (upgradeable coach) from Tampa (FL) International Airport,  
ground transportation, lodging (if required), and meals.  
*A/V equipment is the requirement of client.*

### FLAT FEE EXPLANATION – EXPENSES INCLUDED:

Expenses are included in fee except hotel room.  
All travel (air & ground) and food expenses are included in the fee.  
Mr. Stevenson's hotel room is to be paid by the client and should be billed  
to the client's master account. (This is for continental United States only)  
*A/V equipment is the requirement of client.*

Effective Date January 1, 2021

For further information regarding booking Mr. Stevenson,  
please call the person who sent you this information

# It's Your Program So Don't Limit Yourself to a Title or Program Description

What separates Robert Stevenson from other speakers is his ability to tailor his programs to meet the specific needs of his clients. It's your program and you know your audience. Rather than select a standard program a speaker offers, why not assist Mr. Stevenson to design one that will be the most useful to your group?

Yamaha Motor Corporation - *"I really appreciate how you researched our business in advance to tailor your materials to our needs. Your words and stories really ... 'hit home' with our dealers."*

Alabama Primary Healthcare Association - *"You took the time to understand our audience, the challenges they are facing, and the language they speak. You dug deep into the meat of our industry and put together timely insightful presentations that resonate with our audience."*

Bridgestone Tires - *"I appreciate all the research you did preparing for your program. Your message was so spot on ... it was as if you worked for Bridgestone."*

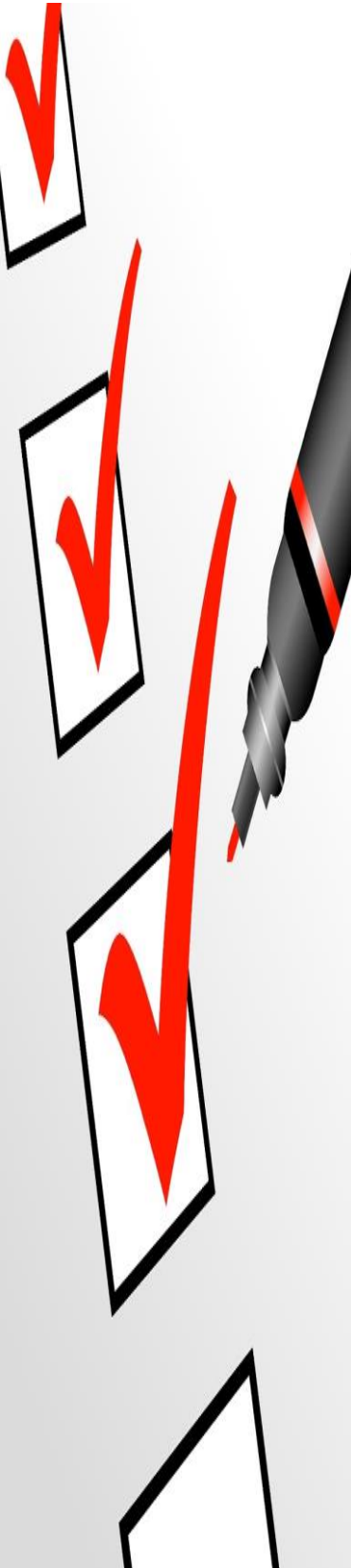
Wolters Kluwer - *"I received countless accolades for hiring you. Your customization and understanding of our business were key."*

It always helps to have some thoughts, ideas, and topics identified to help clients to create THEIR own program. In the pages that follow, you will have program descriptions with different topics, overviews and objectives. Feel free to check off anything you feel would be helpful for him to cover in his program and he will see that it is included in your customized presentation.

The topics he covers will be extremely effective because you will have chosen those that will have the greatest impact on your group. If you have a theme in mind, that's great; he will weave it in throughout his entire program with customized slides. If you don't see a topic that is exactly what you want, he will be happy to discuss with you what it is you are looking to accomplish.

**The final result is a presentation that is totally relevant to your organization.** So, get out a red pen and go through the following program descriptions and check-off anything you feel would be helpful for your group.

Let's get started.





## **PROGRAM OVERVIEW:**

One of the greatest strategic advantages a company can have is the ability to avoid business disruptors. The sources for business disruption are everywhere. Situational imposed business disruptors would include recessions, poor hiring practices, lack of technology, strong competition, new government regulations, changing consumer trends, or data breaches, to name a few. On top of the situational imposed business disruptors, are the self-imposed disruptions caused by poor leadership, lack of knowledge or data, arrogance, laziness, poor research, assumptions, disregarding trends, foolish judgement, bad employees and poor customer service.

The average life expectancy of a multinational corporation-Fortune 500 or its equivalent is only 40 years. Over 420 U.S. companies with assets of more than \$500 million have filed for bankruptcy since 1981 and over 74% of the Fortune 500 companies that existed in 1980 are no longer on the list. Business disruptions can be devastating but they don't have to be. **Mr. Stevenson's program is designed to help business leaders and employees understand where business disruptions come from and how to deal with, and when possible, avoid them.**

## **THE FOUNDATIONS FOR THE PROGRAM:**

- ▶ Human resources are a company's most valuable asset
- ▶ Collective problem identification can be very productive
- ▶ Empowered employees results in more energized ideas
- ▶ An established Focused Action Plan aligns the organization towards common goals
- ▶ Involving your employees in the problem-solving process is the most efficient way to produce multiple workable solutions

## **PARTICIPANTS WILL BE ABLE TO SEE THE IMPORTANCE OF:**

- ▶ Establishing open, candid communication between team members
- ▶ Having all team members addressing critical issues
- ▶ Getting everyone involved and creating a contagious level of high energy
- ▶ Recognizing problems and empowering individuals to correct them
- ▶ Dealing with business disruptors as soon as they occur

### **Technology is a tool, not an answer.**

Getting information fast is an advantage, but only when combined with critical thinking, communication and collaboration.

For companies to survive and thrive in this ever-changing business environment, they must know how to avoid **BUSINESS DISRUPTORS.**



# If You Don't Like Change You are Going To Hate **Extinction**

## **PROGRAM OVERVIEW:**

*"When you're finished changing, you're finished."* (Benjamin Franklin)

Change is a constant. You can either choose to embrace it or watch as your business disintegrates right before your eyes. Everyone is standing on shaky ground. Today's **King of the Mountain** could be tomorrow's case study on failure. Kmart, IBM, and American Express have all found out the power of change, from a position of power to a fight for survival. Radio Shack, Kodak, Circuit City, and Blockbuster, all went bankrupt and ultimate reason for their demise was change.

When a company increases the value offered to a customer by improving the product, enhancing service, offering better technology or increasing efficiencies, the competition must follow. The customer wants it better ... they want it easier to use ... they want it cheaper ... they want it now. Even now, in today's tenuous economy, it is the customer who is driving the ship. No matter what else is happening, it is the customer who is choosing when and where to spend their money. This program explores change ... the successes, the failures, the reasons behind both and how to capitalize on the opportunities that are created because of change.

## **FOUNDATION:**

- ▶ Change is an inevitable part of life
- ▶ Before asking others to change, change yourself first
- ▶ By embracing the concept of change, one embraces the future

## **PARTICIPANTS WILL BE ABLE TO:**

- ▶ See change as an inevitable opportunity
- ▶ Examine personal beliefs about change
- ▶ Develop a positive attitude toward living in a constantly changing environment
- ▶ Understand that the idea receiving the most resistance is probably the best idea
- ▶ Capitalize on thinking 'outside the box'
- ▶ Deal with the ever-changing needs of the customer
- ▶ Teach the process of stimulating ideas
- ▶ Realize that change is never final nor always right
- ▶ Recognize the value and importance of change

# Customer Service

- Outstanding
- Above Average
- Satisfactory
- Marginal



## Becoming Indispensable

### PROGRAM OVERVIEW:

*"There is only one boss, the customer, and they can fire everybody in the company ... from the Chairman on down ... simply by spending their money somewhere else." (Sam Walton)*

This program deals with the premise that if you are going to survive in this ever-changing, highly competitive business environment, you are going to have to make your company indispensable in the eyes of your customer; being adequate is unacceptable.

By exploring not only in the initial sell, but also addressing how to improve repeat and referral business, this program will provide concrete examples of ways to improve your selling and service techniques. The program has been designed for anyone who has customer contact, from Executives, Managers, and Supervisors to Hourly Personnel. Mr. Stevenson will be addressing the KEY drivers that cause customers to not only want to come back, but to also tell others about your great company.

### FOUNDATION:

- ▶ Anyone who has customer contact is a salesperson
- ▶ One dissatisfied customer can destroy months worth of positive work
- ▶ Never underestimate the power of word-of-mouth
- ▶ The customer is right only if it is right for the business

### PARTICIPANTS WILL BE ABLE TO:

- ▶ Identify the definition of Excellent Customer Service for your industry
- ▶ Understand the power of customer perception
- ▶ Consider alternative methods for improving customer satisfaction
- ▶ Prioritize activities to more effectively address those customer needs and wants
- ▶ Respond appropriately to customer complaints after reviewing customer feedback
- ▶ Allocate customer service resources more profitably
- ▶ Establish, implement and review Service Standards for better customer service
- ▶ Analyze strategies for Optimum Customer Service - Building the culture from within
- ▶ Recognize problem areas
- ▶ Accept and assign responsibility
- ▶ Empower your frontline service people
- ▶ Address the needs and wants of your customers



# How to Raise Your Line

## PROGRAM OVERVIEW:

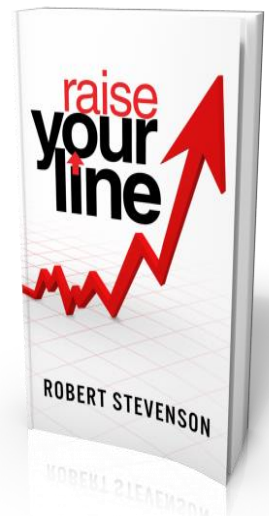
This program is a roadmap to business success. It is the perfect combination of proven business tactics solidly grounded in years of research. Mr. Stevenson is an expert at building a high-performance business culture and this program, *based on his new book, bearing the same title*, contains winning strategies, techniques, methods, thoughts, principles and key habits for success that will empower anyone towards a better future. **Raise Your Line** offers guidelines and practical “to-dos” to help any company or person succeed in business. In this program, Mr. Stevenson walks attendees step-by-step, through how to improve their business performance, leadership skills, and reach their career goals.

## FOUNDATION:

- ▶ Program is based on twenty-five years of research
- ▶ Mr. Stevenson personally conducted over 10,000 interviews
- ▶ Employees, managers and senior executives were involved in study
- ▶ More than 250 industries participated
- ▶ An action-oriented program with specific steps to take that are relevant to high performing winners

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Apply the extensive leadership lessons into simple and actionable steps
- ▶ Raise their level of success
- ▶ Increase profitability, communication, cooperation and improve customer service
- ▶ Show you how to differentiate themselves and company from their competition
- ▶ Understand the importance that customer service brings to the success of any company
- ▶ Shorten their learning curve and advance both personally and professionally by applying these proven practices





# How the Best Get Better

## PROGRAM OVERVIEW:

*"In life as in nature, today's peak will be tomorrow's foothill."* Anon.

This double-edged sword presentation cuts to the core of performance, both business and personal performance. Mandates from management throughout the country all seem to be singing the same song: ***If we are going to remain successful and be players in the marketplace both now and in the future, we must constantly strive to learn more, improve our quality of service, increase customer satisfaction, increase market share and do it in less time with fewer people.***

To keep elements for success effective, to facilitate individuals performing at their Optimum Level, it sometimes takes a catalyst of rare ingredients to first ignite the fire and then keep it blazing. This ***Peak Performance*** program was designed to be the catalyst to get things moving, and also teach techniques to keep it going.

## FOUNDATION:

- ▶ Peak performance is a way of work, not a mad dash to a single goal.
- ▶ Both innovation and motivation must be present to excel.
- ▶ Doing it the way you have always done it will not get you what you have always gotten. In today's highly competitive, ever-changing business environment, you can never become what you need to be by remaining what you are.

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Renew past convictions
- ▶ Deal with handling and accepting change
- ▶ Identify optimum effort necessary to keep growing professionally and as a company
- ▶ Delve into revamping, removing, and limiting personal paradigms
- ▶ Utilize multiple ways to deal with stress
- ▶ Explain the most common trait of all successes



# Corporate Culture Counts

## PROGRAM OVERVIEW:

Throughout the world, technological change and global competition continue on their relentless and disruptive path of uncertainty and volatility. Compounded by the current economic external threats, it is no surprise that many companies today are facing critical decisions on how to survive. **Mr. Stevenson has designed this program to help companies, organizations and associations not only survive ... but thrive in these types of conditions.**

**“Corporate Culture”** is the fundamental character or spirit of an organization that influences the loyalty and general behavior of its employees. When you learn how to combine ***The Right Corporate Culture*** with ***The Right Core Competencies***, your organization will begin to thrive.

## FOUNDATION:

Having employees fixing problems after-the-fact costs more and results in upset customers. Identifying potential opportunities for the organization creates the possibility for higher profits. **Mr. Stevenson’s program will help to show you how to get all your employees to think like an owner**, proactively recognizing problems and opportunities.

## PARTICIPANTS WILL BE ABLE TO:

- Identify core competencies for success
- Recognize the true values and beliefs of your organization
- Learn how to establish and maintain the *Right Corporate Culture*
- Eliminate hindering, unnecessary, and delaying policies and procedures
- Appreciate the foundation of an enterprise is based on those you serve
- Stimulate the sharing of more ideas, suggestions, and recommendations
- Understand how to create an environment that will encourage innovations
- See that the full measure of management is based on achievements not just setting goals
- Realize the importance of people being able to challenge the “Norm” without fear of reprisal
- Multiply the performance of the organization by putting to use the full talents of all employees
- Create a *Culture of Responsibility* where all employees take accountability for their tasks & duties





## PROGRAM OVERVIEW:

***"The energy in a business radiates from its leaders  
and affects every aspect of the organization."*** Anon.

The Leadership program focus is on practical, insightful and useful skills that help to make relationships work and companies prosper. Designed with the goal of helping companies thrive in today's marketplace, Mr. Stevenson identifies how to start, maintain, and deepen working relationships. This program starts with the nine elements of the Leadership Formula then delves even deeper into the philosophy of relationships. Mr. Stevenson addresses courage and challenge, confidence and commitment, compassion and communication, change, cooperation, and control.

## FOUNDATION:

- ▶ People not Procedures
- ▶ Action not Talk
- ▶ Want To not Made To
- ▶ Desired not Required
- ▶ Showing not Shouting
- ▶ Flexible not Fixed
- ▶ Listening not Telling
- ▶ Caring not Bottom Line
- ▶ It's a Process – Not an Event

***"95% of American managers today  
say the right thing."***

***5% actually do it."***

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Open two-way channels of communication
- ▶ Establish rapport
- ▶ Develop respect
- ▶ Recognize effort
- ▶ Provide effective encouragement
- ▶ Deal with differing viewpoints
- ▶ Improve listening skills
- ▶ Encourage and solicit suggestions
- ▶ Master the skills to gain willing cooperation

On every front,  
poor LEADERSHIP is  
destroying companies.

***People don't leave companies,  
they leave bosses.***



## Successful Salespeople Use Four-Letter Words

### **PROGRAM OVERVIEW:**

The art, discipline, techniques of selling have traveled many different paths over the centuries. Whether one is doing research or actually working in businesses it is obvious the path to selling effectively has gone from simple to highly sophisticated and back again. This program doesn't mean to oversimplify the process of selling something, but it will make it understandable and easy to implement by sticking to the basics. The program breaks down the Art and Science of Selling into a no-nonsense set of guidelines that will make even the most novice of salespeople a success.

### **FOUNDATION:**

- ▶ Selling is both an art and a science
- ▶ A good salesperson truly cares about their customer
- ▶ Successful sales arise from the feeling of responsibility to help the customer

### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Appreciate the power of being fully prepared
- ▶ Learn how to handle and overcome objections
- ▶ Ask better questions
- ▶ Listen what the customer is really saying
- ▶ Realize the importance of getting detailed information
- ▶ Close the sale
- ▶ Appreciate the importance of following up after the sale
- ▶ Understand and use the following successfully ...
  - SHOW the customer ... DON'T TELL THEM
  - FEEL what the customer FEELS
  - LOOK to see how and if you can HELP
  - HEAR what the customer HEARS
  - MAKE CALL after CALL after CALL – the power of prospecting
  - LEAD the customer
  - SEEK to FIND out their situation
  - WORK HARD
  - LOVE what you are doing
  - Get the customer to TALK
  - GIVE MORE ... TAKE LESS
  - CARE MORE

# Essential Habits For SUCCESS



## PROGRAM OVERVIEW:

**Why is it that some people succeed while others fail? That answer seems to elude most people.** With over two decades of research having interviewed over 10,000 employees, managers and senior executives in over 250 industries, Mr. Stevenson has amassed an enormous data base on the subject of SUCCESS. He called upon his knowledge of what he has learned from some of the most innovative, resourceful, and powerful companies in the world, along with what he learned running his own companies ... to compile what he feels are the ***Fifty-Two Essential Habits For Success.***

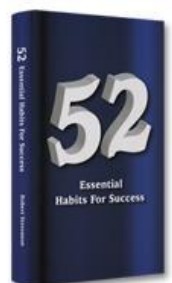
More importantly, Mr. Stevenson has designed a study method so “**simple**” that he will be able to show your attendees how to master all the habits and make them a part of their daily life. A method that will only take a couple of minutes a day. ***The beauty of his study method is in its simplicity.*** If your goal is to make your company and people more successful than this program is a must for you. ***The program is designed to not only help individuals become more talented, motivated, productive, and successful but help companies do the same.***

## PROGRAM FOUNDATION:

- ▶ Bad habits are the core causes of failure
- ▶ 40% of the actions people perform each day aren't from decisions, they are from habits
- ▶ Self-awareness, self-vigilance, and self-discipline are necessary to break bad habits
- ▶ Having good habits will reduce errors, complications, stress, and unnecessary costs
- ▶ Good habits increase effectiveness, profitability, efficiencies, and productivity
- ▶ Focus on developing one good habit at a time

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Identify bad habits that damage them personally - their reputation, work and career
- ▶ Understand how to replace bad habits (poor acquired behavior patterns) with good ones
- ▶ Identify the benefits of good habits and help them commit to them
- ▶ Appreciate they can improve their habits all by themselves
- ▶ Understand the importance of sharing good habits with associates
- ▶ Recognize good habits ...
  - reduces uncertainty, creates a culture of excellence, helps standardize proper procedures, generate feelings of happiness and security
- ▶ Understand how to acquire 52 powerful success habits





# The Relentless Pursuit of EXCELLENCE

## PROGRAM OVERVIEW:

Simple words like “Why” or “What if” can save a company if asked at the right time. Great leaders see challenges as an invitation for the group to test, justify, explain, and prove ideas. They welcome vigorous dialogue and debate. They see argument and disagreement as catalysts to better solutions. Unfortunately, some **managers / bosses / CEOs / companies** have instilled such an environment of fear that they seldom, if ever, have anyone question their ideas, policies, procedures, or methods. In an environment where the *Top 10 In-Demand Jobs* today did not exist in 2004 and the amount of technical information in the world is doubling every 2 years, innovation has become one of the critical functions of survival for companies today.

Great managers have no problem admitting a policy or procedure just doesn't work anymore. They understand ***you cannot become what you need to be by remaining what you are.*** This program will teach your participants how to delve, inquire, forget the past, try a clean slate, rewrite the rulebook, involve other fields of expertise, look from a different angle, try to find a 2nd right answer, along with the importance of involving all departments and levels of experience. It will show them how to inspire, exchange ideas, share experiences, describe challenges, have a shared sense of purpose, and learn from each other. If you want to create an ***Innovative Environment*** where your people will understand the power and purpose of openly and candidly challenging the rules, understanding the genius of subtraction rather than addition, appreciate that the ***Hero is the one with ideas*** and how “not” to succumb to the destructive power of traditional mindsets ... then this program is for you.

## FOUNDATIONS:

- ▶ To understand, *How to INNOVATE*, you first should identify, *Why to Innovate*
- ▶ You cannot become what you need to be by remaining what you are
- ▶ Challenging points of views keep companies healthy
- ▶ Healthy companies constantly reinforce the reasons why it is critical to keep improving

## PARTICIPANTS WILL BE ABLE TO:

- ▶ Learn how to get a unified commitment from their department / team
- ▶ Identify and understand the *Essential Habits for Success* for their company/industry
- ▶ See the importance of asking and answering the “What If’s”
- ▶ Get all employees involved in looking for ways to grow their business
- ▶ Look at their company through the “Eyes of Their Enemies” and identify weaknesses they might exploit



## **“I’ve Got Your Back”**

### **PROGRAM OVERVIEW:**

For your company or organization to succeed in this highly competitive, ever changing environment you need to be certain you are running at peak performance. All resources must be utilized to full potential. When considering the resources of an organization, its most valuable asset is always its human resources. To be able to maximize results, you need to be able to maximize Operations, Preparations, Motivations, and Expectations. Mr. Stevenson has developed a program that addresses the many aspects of teamwork and how to make it function at its optimum potential.

### **FOUNDATION:**

- ▶ “I’ve Got Your Back” mentality creates a winning culture
- ▶ Cooperative teams are more productive
- ▶ Teamwork improves the organization
- ▶ How to foster at team mentality

### **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Incorporate the attitude of watching out for each
- ▶ Change Reactive or Inactive to Proactive
- ▶ See that conflict can be productive
- ▶ Handle change as a unit
- ▶ Strengthen the weakest link
- ▶ Inspire individuals to accelerate the group
- ▶ Develop REAL communication...
- ▶ Listen with an unprejudiced mind
- ▶ Understand dialogue - what it is AND what it is not

Never discount the  
**POWER of  
TEAMWORK.**

## **PROGRAM OVERVIEW:**

Mr. Stevenson has developed this program to facilitate the Strategic Planning process. This program enables the organization to get a handle on what it is doing right, where it can improve, and what must be done to reach the goals being set. Some of the greatest experts on any business are a firm's own people. Utilizing various aspects of dynamic interaction, Mr. Stevenson will take full advantage of the brainpower sitting in the room. With Robert as the catalyst driving the audience, everyone will get involved and in no time be combining their collective brilliance to accomplish far more than previously thought possible.



At the end of the program there will be a detailed account of what is going right, and what needs improvement. Additionally, the group will produce a prioritized strategic action plan intended to improve the organization and better prepare it for today's highly competitive and ever-changing environment. This seminar will prove to be one of the best allocations of corporate resources ever authorized.

## **FOUNDATIONS:**

- ▶ Human resources are a company's most valuable asset
- ▶ Collective problem identification can be very productive
- ▶ Empowering employees results in more energized ideas
- ▶ An established Focused Action Plan aligns the organization towards common goals
- ▶ Involving your people in the problem-solving process is the most efficient way to produce multiple workable solutions

## **PARTICIPANTS WILL BE ABLE TO:**

- ▶ Establish open, candid communication between team members
- ▶ Have all team members addressing critical issues
- ▶ Understand that each issue will result in written responses from each team
- ▶ Share written responses with the entire audience
- ▶ Get everyone involved, making it fun while creating a contagious level of high energy
- ▶ Empower individuals to take action
- ▶ Understand that with each new issue there will be... more interaction, new responses and a new team member addressing the audience