



# Attend **Mastering the Rockefeller Habits** and see why attendees call it “far and away the most useful workshop” for growing your business ...

## Learn these 7 fundamentals to drive sustainable growth:

- **PEOPLE**—Attract, hire, and retain the best
- **STRATEGY**—Refine yours to block competition
- **EXECUTION**—Scale fast to save time and money
- **CASH**—Boost cash flow to fund growth
- **PRIORITIES**—Stay aligned to drive focus
- **METRICS**—Improve your ability to forecast
- **MEETINGS**—Make them start working for you

“Mastering the Rockefeller Habits helped put focus back into my firm—a must for languishing entrepreneurs.”

—MARIE MINICHINO, CEO, BELLAMARIAINT.COM

“... the single most important strategic step our company has taken in seven years ... we simply haven’t made an investment that has had a higher ROI. Now, whenever we bring new members into our leadership team, they attend—there’s no better way we know to bring someone up to speed rapidly.”

—MICHAEL G. DOUGHERTY, CHAIRMAN & CEO, KINDERMUSIK INT’L INC.

“Ammex has seen huge results since implementing the Rockefeller Habits four years ago. Sales have increased from \$6.7 million to \$20 million; profits have increased over 400%. It’s safe to say that had Ammex not made the Rockefeller Habits part of our corporate DNA, we would not be where we are today.”

—FRED CROSETTO, CEO, AMMEX

## Attended by over 20,000 executives!



GROWING LEADERS, GROWING COMPANIES

44031 Pipeline Plaza, Ashburn, VA 20147

# Mastering the Rockefeller Habits **2009**

Increase the Value of Your Company  
at This Two-Day Executive Workshop

Coming to Cedar Rapids, IA  
**MARCH 10-11**

If you receive more than one brochure, please pass along the extra to an associate.  
If addressee is no longer employed, please forward to his/her replacement.

# FOUR DECISIONS YOU MUST GET RIGHT

People, Strategy, Execution, Cash

Can you afford to get these wrong? We have four tools for getting them *right*.

## The Six Best Reasons to Sign Up

1. In good times everyone wins; in tough times only the most disciplined win
2. Get everyone on the "same page" using the new One-Page Strategic Planning Tool
3. Drive accountability throughout the organization
4. Implement 10 habits for flawless execution
5. Fix the #1 problem in most companies—communication
6. Techniques for making decisions better and faster than the competition



This exclusive training program is designed for TEAMS led by:

- CEOs and Presidents
- COOs and CFOs
- Division and Profit Center Heads

Bring all your key players and save on tuition!

PRESENTED BY



GROWING LEADERS, GROWING COMPANIES

Attend the classic two-day executive workshop...

# Mastering the Rockefeller Habits 2009

What You Must Do to Increase the Value of Your Growing Company

NEW SPRING DATES

Drive revenue growth

Multiply cash flow and profits

Dramatically reduce the time it takes to manage your business

Dallas, TX • March 3-4

Cedar Rapids, IA • March 10-11

Mexico City, MEX • March 10-11

Indianapolis, IN • May 6-7

Miami, FL • May 6-7

Toronto, ON • May 10-11

Philadelphia, PA • May 6-7

Atlanta, GA • May 6-7

Charlotte, NC • May 19-20

Washington, DC • June 9-10

Coming to Cedar Rapids, IA • **MARCH 10-11**

attended by over 20,000 executives

Hesitant to spend two days off-site when growth demands your focus, 24/7? See why this workshop has an ROI you cannot afford to miss

BROUGHT TO YOU BY . . .



GROWING LEADERS, GROWING COMPANIES

Gazelles is the premier executive development program for leaders of mid-sized firms with 30 to 2,000 employees. Modeled after Dell Learning, our goal is to bring you:

- Practical and actionable tools for managing growth
- Exclusive access to world-class business and thought leaders
- Preeminent workshops with high ROI

Our brand promise is "Growing Leaders, Growing Companies" so you can drive the expansion of your organization. Hundreds of repeat clients tell us they achieve outstanding results from attending Gazelles seminars.

# Mastering the Rockefeller Habits 2009

- Mar 3-4 • Dallas, TX • Dan West
- Mar 10-11 • Cedar Rapids, IA •
- Mar 23-24 • Mexico City • Daniel Marcos
- Mar 25-26 • Indianapolis • Craig Overmyer
- Apr 29-30 • Miami • Ward Shore
- Apr 30-May 1 • London • Les Rubenovitch
- May 5-6 • Philadelphia, PA • David Carter
- May 12-13 • Chicago, IL • Craig Overmyer & Tony Hutti
- May 19-20 • Seattle, WA • Ron Huntington & Keith Cupp
- May 26-27 • Charlotte, NC • Patrick Thean
- Jun 9-10 • Washington, DC • Verne Harnish

Coming to Cedar Rapids, IA • MARCH 10-11

REGISTRATION DETAILS

TO REGISTER ONLINE  
[www.positioningsystems.com](http://www.positioningsystems.com)

FOR QUESTIONS CALL  
888-921-5354

**TUITION**  
\$2995 per executive team of 4 (\$1495 per executive if less than 3), plus \$795 for each additional executive.

Register online at [www.positioningsystems.com](http://www.positioningsystems.com) or call 888-921-5354  
Continental breakfast and lunch for both days is included.

The full fee is payable upon registration. Participants are responsible for their own travel and expenses. (Special pricing for non-profit and EO and YPO members - contact us for details).

Hotel arrangements can be made by calling (800) 396-2153 or (319) 393-6600. Special pricing has been arranged at the Cedar Rapids Marriott, 1200 Collins Rd NE, Cedar Rapids, IA 52402.

## Two-day Workshop Agenda Overview

**DAY ONE** concentrates on people and strategy, organized around the highly regarded One-Page Strategic Plan document.

Topics covered include:

- **Cash Model**—how to double your operating cash flow in twelve months
- **Market Intelligence**—how leading firms "learn faster" to remain ahead of their competitors and to drive priority-setting
- **People**—how to select and hire A players and then avoid demotivating them
- **Core Ideology**—bringing your core values and core purpose alive—energize your employees and simplify your human resource systems
- **BHAG (Big Hairy Audacious Goal)**—aligning it with your business fundamentals
- **Brand Promise**—the key strategic decision that differentiates you from competitors, i.e. "if you can't state your strategy in a sentence, you don't get it!"
- **X Factor**—the 10-30 times advantage over competitors that helps you dominate your industry and block competitive response
- **Annual and Quarterly Focus**—the most critical short term decisions an executive team can make to drive alignment and performance

**DAY TWO** centers on execution, organized around the highly regarded one-page Rockefeller Habits checklist

Topics covered include:

- **Rockefeller Habits Checklist**—ten essential habits that reduce the executive time needed to manage the business from 50 hours/week to less than 15 hours
- **Meeting Rhythm**—the daily, weekly, monthly, quarterly, and annual meeting rhythm and the specific agendas that make them effective and practical
- **Metrics**—the three types of metrics that drive the business on a daily and weekly basis
- **Priorities**—using daily, weekly, and quarterly themes to drive alignment and focus
- **Organizational Structure**—the three types of organizational charts and how to apply them to keep everyone accountable
- **Themes**—how to use them to make your priorities memorable and add energy to your organization



# Our World-Class Facilitators

Gazelles' Rockefeller Habits workshop facilitators are experts at presenting and implementing the principles and best practices of the Rockefeller Habits.

Using practical and actionable tools, our facilitators have helped thousands of organizations worldwide successfully grow and manage their businesses.



**Craig Overmyer**  
CHORUS, Inc.

Indianapolis, IN • Mar 25-26  
Chicago, IL • May 6-7



**Doug Wick**  
Positioning  
Systems

Cedar Rapids, IA • Mar 10-11



**Les Rubenovitch**  
Winning Edge  
Consultants

Toronto, ON • Apr 30 - May 1



**Daniel Marcos**  
capitalemprendedor  
.com

Mexico City, MEX • Mar 23-24



**Howard Shore**  
Activate  
Group

Miami, FL • Apr 29-30



**Patrick Thean**  
Gazelles  
Systems

Charlotte, NC • May 19-20



**Dan Weston**  
The Weston  
Group,  
Gazelles  
International  
Emeritus

Dallas, TX • Mar 3-4



**Keith Cupp**  
Executive  
Mentors and  
Trainers,  
Gazelles  
International  
President

Seattle, WA • May 6-7



**Ron Huntington**  
Executive  
Mentors and  
Trainers,  
Gazelles  
International  
Emeritus

Seattle, WA • May 6-7



**David Carter**  
Scramjet  
Strategies

Philadelphia, PA • May 5-6



**Tony Hutti**  
Owner/CEO  
Renaissance  
Executive  
Forums

Chicago, IL • May 6-7



**Verne Harnish**  
Gazelles  
founder/ CEO  
and FORTUNE  
Small Business  
magazine's  
"Growth Guy"

Washington, DC • June 9-10

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FOR QUESTIONS CALL 703-858-2400



GROWING LEADERS, GROWING COMPANIES

For complete biographies of Rockefeller Habits workshop facilitators please visit [www.gazelles.com](http://www.gazelles.com)



# Takeaways you can use **NOW**



## EXECUTION

- How meetings actually *eliminate* the perception of micromanagement
- 3 Daily Huddle must-haves (invest 15 minutes to free up a full hour every day)
- Weekly Meeting Checklist: 6 crucial items you can cover in 60 minutes or less
- Sharing your DNA: Monthly Meetings guaranteed to get your entire team on the same page, at the same time—and avoid the “Groundhog Day” effect
- Quarterly Meetings: 5 non-negotiable agenda items to align everyone with the organization’s goals and priorities
- Lessons from Abe Lincoln, Capital Recovery Group and those wacky folks at The Scooter Store
- Razzle-Dazzle ‘Em: Specific ways to rally your troops using quarterly themes
- The single most powerful question to ask in Quarterly Meetings to guarantee scalable gains

## ORGANIZATIONAL STRUCTURE

- A common weakness in most growth environments that poses the biggest threat
- O-R-G C-H-A-R-T: 2 words and 8 letters that send most entrepreneurs reeling (get over it, buy in, move ahead)
- Accountabilities vs. Processes: How they differ and why you need to track both
- Drilling down: The *real* reason to chart workflow (you risk missing the payoff if you resist mapping the process)

## PEOPLE

- Best-Practice Hiring Techniques: How to spot, attract and keep top talent
- Highlights from a Harvard University study to help you connect with every single person in your organization
- The hottest senior position in today’s growth companies (create it, fill it, and watch everyone get smarter)
- Business Units vs. Functional Heads: Find the perfect balance and keep customer satisfaction soaring
- The Almost Matrix Organization: A gold nugget from a management sage whose theories have stood the test of time
- Customer Capital: Move from “taking orders” to “providing solutions” (become a partner, not just a commodity)

## Gazelles’ **ONE-PAGE** Growth Tools™

- ✓ **Accountabilities Worksheet.**  
Get the right people doing the right things.
- ✓ **One-Page Strategic Plan.**  
Every person in your organization must be on the same page. This is that page.
- ✓ **Rockefeller Habits Checklist.**  
Even veteran pilots go through a pre-flight checklist prior to take-off. You should too.
- ✓ **Who-What-When Worksheet.**  
Build a better to-do list and drive tactical priorities.
- ✓ **Cash Conversion Cycle Worksheet.**  
Fuel growth with more cash, faster.

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“Better meetings, better communication and awesome focus on our future ... a big thanks for putting us back on track!”

—STEVE RANDAZZO, PRESIDENT, PROMOTION INC.

## METRICS

- KPI: 3 types of metrics that reveal the health of your business
- A hard-and-fast rule to help you determine when numbers are useless
- Headlights and Rearview Mirrors: Tracking the metrics you need to *drive* the business on a daily and weekly basis
- Scoreboards and Ticker Tape: Making measurements visible to every employee (because high achievers like to see the score)
- How to turn your conference space into a growth-boosting Situation Room (a tiny investment with gigantic payoffs)
- Forward Forecasting: Crunching numbers to set realistic stretch goals—and meet them

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For questions, call 888-921-5354**

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KINDERMUSIK INT’L INC.

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—FRED CROSETTO, CEO, AMMEX

“Mastering the Rockefeller Habits helped put focus back into my firm—a must for languishing entrepreneurs.”

—MARIE MINICHINO, CEO,  
BELLAMARIAINT.COM

“The last two days have been transformational for my team. I could not have communicated the ideas and practices to my team the way you did.”

—DAN LIONELLO, CEO,  
PADTECH INDUSTRIES LTD.

# Move the Needle to Achieve:

**2X current cash flow**

**3X industry-average profitability**

**10X today’s market valuation  
(the key to cashing out at top dollar)**

At the same time, you’ll reclaim literally hundreds of hours annually to focus on the ideas and initiatives that inspire you.

Great as it is, growth can feel like a force that slams you against concrete. As you ramp up to keep pace with increasing customer demands, you add people, implement systems and talk strategy in terms that no longer fit on the back of a napkin. You watch revenue rise ... while profits sometimes shrink or even plummet. Your start-up spark fizzles.

Get back on track with Mastering the Rockefeller Habits, a two-day workshop created by fast-growth expert Verne Harnish. Backed by nearly three decades of experience working with growing firms—from start-up through mid-stage and on to IPO—Verne has sifted through all the theory and distilled a fundamental set of principles into strategies you can use immediately. He has designed a program packed with actionable ideas guaranteed to make your company grow intelligently.

***Take your company further in a single week than in an entire year.***

How do you inject discipline into a fast-growth environment without killing the entrepreneurial spirit? It’s less complicated than you might think. Adopt a few simple practices and stick with them over and over ... and over.

Our Gazelles International certified coaches will teach these tools to executives just like you—senior managers who have no patience for anything they can’t put into action right now. In fact, Gazelles has presented the Rockefeller Habits workshop to more than 20,000 growth-hungry leaders.

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For questions, call 888-921-5354**



# Fundamentals that drive sustainable growth ...

## ROCKEFELLER FUNDAMENTALS

- The key discipline that powered John D. Rockefeller's meteoric rise (use it to crush your competition)
- A frustration all growth businesses face (embrace the paradox up front, and watch profits head north)
- How to define success in a way that gets you laser-focused on achieving it
- 4, 3, 2, 1 ... Results! (4 Decisions + 3 Disciplines + 2 Drivers + 1 Coach = Growth)
- An irrefutable lesson for business leaders from sports legends Tiger Woods and Roger Federer
- Tips on gathering Quick Market Intelligence from the man who defined the concept
- The One-Page Strategic Plan that previous attendees call "simple ... brilliant ... simply brilliant"—you'll put it to use before returning to the office
- 10 essential habits that trim a whopping 35 hours each week from your management load

## CORE VALUES

- Core Values: A simple, 3-pronged test to identify what's vitally important within your organization
- Core Purpose: Illuminate the *heart* of your business, and sound strategy will follow
- Defining Your Sandbox: Common pitfalls in the war for market share, and ways to avoid them
- Good Horse/Good Race: Answer 4 simple questions to know if you control one, the other or (optimally) both

## BRAND PROMISE / X FACTOR

- Formulating a Brand Promise that passes two critical tests—and leaves your competitors gasping for air
- Measuring what matters: Choose Key Performance Indicators to align with your Brand Promise
- The surprising truth about customer feedback: Lessons from SWA will convince you always to listen ... and often to say no
- 4 questions you must ask customers on a regular basis (and the one you should never ask first)
- The rock in your customer's shoe: how a playground analogy can kick-start company growth
- The one thing you absolutely must do to keep customers talking—and feedback flowing
- Catalytic Mechanisms: A potentially painful but effective way to avoid broken Brand Promises
- Find it, exploit it: Isolate your X Factor to gain a 10X to 30X advantage over your strongest competitor

## PRIORITIES

- Critical Numbers: What you must track *daily* to drive productivity and profits
- Revenue vs. Capacity: Morphing today's "unreachable top" into tomorrow's "new bottom"
- Leveraging the power of the Cringe Factor (when you repeat questions daily, answers inevitably come faster)
- Why you must measure outcome *drivers*, not just the outcome itself
- Start a Stop-Doing List: Increase your productivity and profits by subtracting vs. "piling on"

## CASH

- Shortening the Cash Conversion Cycle: Ways to keep cash flowing into your business, before you need to spend it
- Double cash flow, win preferential supplier pricing, and boost customer satisfaction—*all at the same time*
- The single most powerful method for motivating every person on your payroll to free up cash
- Surprising truths about where to staff-up your organization for maximum cash flow gains

## COMMUNICATION

- How to broadcast your message clearly and powerfully (when you've grown to three people or more, communication is challenge #1)
- Communication Rhythm: Applying the rules of jazz to maintain harmony at your organization
- Two insights that will change the way you think about meetings—and shatter the productivity/disruption paradox
- Understand positive peer pressure and tap its uncanny power with all the players in one room
- When you cannot afford to jeopardize meeting rhythm (temptation is strongest when the "need to meet" is greatest)





# Answers to Rockefeller Habits FAQs

**Q. Two days is a huge chunk of time away from the office. How can I justify the bite out of my schedule?**

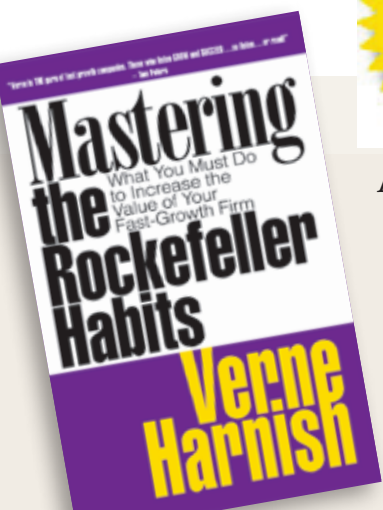
**A. If growth is your priority, you can't afford *not* to attend.** The Rockefeller Habits Checklist alone will help you recoup as many as 35 hours each week. Even for a workaholic entrepreneur, that's easily 100 workdays gained over the next year, for the mere two you'll spend at the workshop! Many participants tell us they've never made an investment in their business with a higher ROI.

*Still need convincing? Here's how attendee Douglas C. Greenlaw, VP Business Development at Virtual Technology Corporation, weighed in: "I recall thinking how difficult it would be to get our principals together for two days out of the office, particularly in our fast-growing company. I now realize that those two days will have a considerably greater impact on our continued success—for many years to come—than anything else we might have accomplished during that time in the office."*

**Q. Why a public seminar and not a private one?**

**A. Synergy is the operative word here.** Mastering the Rockefeller Habits was built with team attendance in mind, which means the chance to learn not only from expert Gazelles International Coaches, but also from other motivated executives like you. And while you may have kept pace with best practices in your industry, imagine what you can adapt from unrelated markets. What's more, in a public setting, expert Gazelles Coaches can share universal, hard-nosed truths with the members of your team, without putting them on the spot or making them feel you've exposed their weaknesses.

ATTENDEES RECEIVE  
A FREE COPY OF  
MASTERING THE  
ROCKEFELLER HABITS  
TOP 10 AMAZON  
BUSINESS STRATEGY  
BOOK



**Q. What if I simply cannot attend with my team?**

**A. That's okay too.** You can be assured of seating at a single's table with other like-minded growth leaders. Should you decide to bring your entire team to a future Rockefeller Habits workshop (and we hope you will), the CEO attends the repeat session on us (nominal direct costs may apply).

**Q. Whenever I hear "discipline," I tune out—the last thing I want is bureaucracy mucking up my entrepreneurial business. How will the program improve performance without crushing creativity?**

**A. After attending, you'll never see discipline as the enemy again.** In truth, bureaucracy stalls growth, but discipline fuels it. *Structure keeps your business nimble. Routine unleashes creativity. Meetings free time for high-payoff initiatives.* Embrace these paradoxes—and lead your company to the next level.

**Q. What sets Rockefeller Habits apart from the "Grow Your Own Business" programs put on by my local Chamber of Commerce?**

**A. Gazelles provides premier executive development training for leaders of mid-sized firms with 30 to 2,000 employees.** When you attend Mastering the Rockefeller Habits, you won't feel trapped in a conference room with well-meaning—but unseasoned—rookies. What's more, you'll fast-forward past theory and cut straight to the strategies that are working for some of today's most successful enterprises. What's best: You'll be trained by some of the most respected names in entrepreneurship.

Author of Mastering the Rockefeller Habits, Verne has been featured on the cover of FORTUNE Small Business Magazine, which named him one of the "Top 10 Minds in Small Business." Verne serves on the board of the NYC-based National Foundation for Teaching Entrepreneurship and has appeared on national television and radio programs, including CBS News, Smart Money and Nation's Business Today.

*"Verne is THE guru of fast growth companies. Those who listen GROW and SUCCEED ...so listen...or read!" —Tom Peters*

*"This is THE field book for any high-growth business." —Patrick Lencioni*