

# Are you on track to GROW your BUSINESS in 2012?



Presented by

**Gazelles**  
INTERNATIONAL COACHES

## Mastering the Rockefeller Habits™ Four Decisions™ Executive Workshop

### For CEOs and your leadership teams

Join the exceptional company of more than 20,000 executives who have attended this workshop.

### Spend a day with us and you will GAIN

1. An overview of the Four Decisions™ (Mastering the Rockefeller Habits): People, Strategy, Execution and Cash.
2. Simple, practical and applicable Execution Tools to improve your business results right away.
3. An executable, quarterly plan for the current or following quarter, built with your team.
4. A Team Talent Review that identifies your A, B and C performers and specific "next step" actions.

### What they are saying!

"Two immediate takeaways from the workshop; our daily huddles or [11:21's as we call them.] vastly improved communication. Accountability increased, we see the horizon much clearer, making us proactive. We make much better decisions. Metrics have increased performance in the field 15% or more. Pearson's Law is true. When performance is measured performance improves. When performance is measured and reported back performance improves dramatically. We'll be back!"

**Roger Vorhies**  
*Schaus-Vorhies Construction, Fairfield, IA*

"Doug's Four Decisions Workshop has allowed our company to focus on our top priorities for the year. With the use of the 1 page strategic plan, company and individual dashboards we are better able to track performance and measure results. For the first time we have a clear company goal with everyone working towards that common goal. We are extremely excited to continue working with Doug in the future."

**Greg Mercurio, Service Delivery Manager**  
*Independent Floor Testing & Inspection, Inc.*  
Concord, CA

2012

### When & Where

Tuesday, April 10  
The Hotel at Kirkwood Center  
7725 Kirkwood Blvd. SW, Cedar Rapids, IA 52404

### Reserve your seat today!

<http://MRHWorkshopCedarRapids.eventbrite.com>

All participants will receive  
a FREE copy of *Mastering the  
Rockefeller Habits!*



# Learn how to accelerate profitable GROWTH using the ROCKEFELLER HABITS.

Presented by



## Four Decisions™

The Four Decisions™ refer to the critical decisions that growth companies must get right to maximize their revenue, profit and time. These four decisions involve the areas of People, Strategy, Execution and Cash. This workshop will teach you tools for making the right decisions in each of these areas.



## About the presenter



### Doug Wick

319.393.2565 • [dwick@positioningsystems.com](mailto:dwick@positioningsystems.com)  
[www.positioningsystems.com](http://www.positioningsystems.com)

Growth demands Strategic Discipline. Since 1998 Doug Wick has been coaching small to mid-sized businesses. Doug is President of Positioning Systems. He has successfully coached over 300 owners and businesses, helping them to achieve success in growing, systemizing and preparing their business for sale/transition. He is one of just 28 Internationally Certified Gazelles Coaches, and a former certified E-Myth Coach having completed E-Myth certification training in 2001.

A former sales manager, general manager and radio station owner, Doug's leadership, management, system development, marketing, and sales training skills and experience is emphasized in coaching the principles of Strategic Discipline (Priorities, Meetings & Metrics).

Successful businesses must get the critical Four Decisions right. Executing these Four Decisions requires a catalyst/coach that can achieve required discipline on identifying priorities, structuring proper meeting length and rhythms, and ultimately establishing measurements that achieve high levels of accountability. If your business is looking to achieve high degrees of growth and profitability, expect results.

Positioning Systems is located in Cedar Rapids, Iowa. Contact Doug at 319.393.2565 or email at [dwick@positioningsystems.com](mailto:dwick@positioningsystems.com)



## What you will learn for GROWTH in 2012

- 1. STRATEGY** Draft your "7 Strata of Strategy" so you are positioned for topline growth.
- 2. BRAND PROMISE** Build and/or review your Brand Promise and tune it for success.
- 3. CASH CONVERSION CYCLE** Learn five ways to find cash in your company.
- 4. PEOPLE** Determine if you have "The Right People in the Right Seats" and assess your team.
- 5. EXECUTION** Learn or review the 10 Rockefeller Habits checklist to strengthen execution.
- 6. THREE DISCIPLINES** Learn the three key execution disciplines of Priorities, Metrics and Communication Rhythms.
- 7. QUARTERLY FOCUS** Make your most critical short-term decisions to your 13-week race.

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### Your Investment

Team of 4 Business Attendees

**\$1580** (ea. additional team member \$395)

3 Business Attendees

**\$495** per person

1-2 Business Attendees

**\$595** per person

### Your Time

Doors open at 7:30 a.m. Workshop from 8:00 a.m. to 5:15 p.m. Breakfast and lunch provided.

### Workshop Questions

Please contact Doug Wick at 319.393.2565 or email at [dwick@positioningsystems.com](mailto:dwick@positioningsystems.com).

For other MRH Workshop dates, visit [www.Gazelles.com](http://www.Gazelles.com)