

# Align To Thrive

½ Day Workshop

Wednesday, May 16



## Is Your Team Aligned to Pull Through the Economic Storm?

We all know we need our organizations to be fully aligned, but how do we create alignment?  
How do we measure our organization's alignment?  
What does *misalignment* cost us?

### Learn the essential talent strategies that can turn a down economy into a golden opportunity.

"...smart leaders see downturns as having plenty of upside, too. Talent is cheaper. Companies can gain market share as others cut back. And savvy investments give bold players a head start when the economy picks up." – Business Week October 23, 2008

"It was great - loved how the presenters have married up and are a total package. The materials were very effective and I would definitely recommend this seminar to others. [The most valuable part was] seeing the possibility of how an organization can truly use these tools to better themselves – tools that are easy to use and understand." - Small Business Owner – Recent Participant

Every day there is another shoe dropping in the financial markets. Unemployment is up, credit tight and there's massive uncertainty in the air. The recession is here and it's likely a stressful time for your business. But don't despair...

### Learn simple and powerful tools that can help you:

- **Ignite Performance** by aligning people, culture and purpose
- **Build more effective teams** to increase your productivity
- **Recognize the warning signs** of waning morale before it impacts your business

**Date:** Wednesday, May 16, 2012 8:00 - 11:30

**Investment:** \$49

**Register:** 404-459-2585

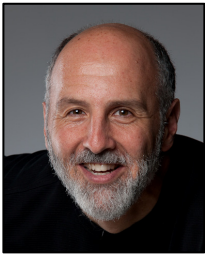
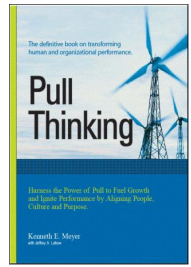
**Weather the Storm and Ignite Performance by Aligning People,  
Culture and Purpose**

## Meet your presenters:



**Ken Meyer** is the founder and CEO of Atlanta-based Alignment at Work, LLC. Ken invented the Pull Thinking® methodology out of a need to find a more effective way to rapidly gain organization-wide support for sustainable change and innovation in businesses. He has worked with many companies such as: TRW Lucas Aerospace, The Atlanta City Council, Global Immunization Division and the Leadership Management Institute of the CDC, The Atlanta Community Food Bank and The Institute for Nuclear Power Organizations (INPO). In addition to serving as Alignment at Work's lead consultant/coach for the past 20 years,

Ken is also the author of the business resource book **Pull Thinking: Harness the Power of Pull to Fuel Growth and Ignite Performance by Aligning People, Culture and Purpose**. A graduate of Purdue University (BSIE), Ken is a senior member of the Institute of Industrial Engineers (IIE).



**Jeff Lebow** is co-founder and Chief Resource Officer of Alignment at Work, LLC. Jeff brings with him 25+ years' experience in manufacturing operations, facilities planning and consulting. Jeff has built his track record with high-caliber organizations, such as CDC, The Atlanta Community Food Bank, Mitsubishi, Weyerhaeuser, Georgia Tech, EMS Technologies, RJ Reynolds, Hayes Microcomputer and Fresh Express. His ability to find the unique value each person and company can contribute and his calm, deliberate negotiation skills in employee dynamics has proven time and again both refreshing and highly valuable. A double-degree graduate from the University of Michigan and a registered professional engineer in Georgia, Jeff

is also a contributor to the **Pull Thinking** book and serves as the firm's lead trainer and facilitator.



**Alignment at Work, LLC. [www.pullthinking.com](http://www.pullthinking.com)** We provide organizations with education, training, and coaching on Pull Thinking® — a powerful methodology for creating and sustaining organizational alignment. We enable organizations to focus on maximizing people's performance levels for greater service, resulting in greater profitability and sustained growth.