



Experiential Seminar/Workshop and Follow-On Coaching

Don't miss the seminar that will change the way your business works.

These are not static classes. These are hands-on workshops that are filled with real-world applications of the Pull Thinking® methodology. During the course, you will receive powerful tools that you apply right there and then to your own most troublesome issues. Tools that help you solve problems, set goals, define performance measurements and create the alignment and ownership needed to achieve your goals.

Here is a great opportunity to learn how to align your organization to create ultimate service – not only for your external customers, but for your internal customers as well. The result: Business strategies that work! Fundamental and lasting shifts in how people work that result in a positive impact to the bottom line.

Think about it, what does misalignment cost?

- Low morale?
- High turnover?
- Poor customer service?
- Operational inefficiencies?
- Negative financial consequences?

This eye-opening seminar and coaching program will show you how to use **Pull Thinking** to align your organization to the *Pull* of the customer and flow service throughout the organization.

How it works

Determining your *Performance PULL* (what specifically motivates people to perform) and corresponding plan of action is what Pull Thinking is all about, and what sets it in motion is **a unique set of tools:**

- The Pull Principle®
- The Four Pull QuestionsSM
- The Service Flow Pull StructureSM

The result of applying these tools is a highly visible, disciplined planning process. One that ultimately has greater impact on the bottom line than any financial analysis or conventional management system.

Align people. Ignite performance.

The challenge

People. Culture. Purpose. Think these are soft issues? Think again. Getting people motivated and on the same page isn't just a nice thing to do—it's essential. Because without real direction and motivation backing up your workforce, your business may prove ill prepared to handle any serious competition and could find itself struggling twice as hard to get results.

What's needed is a logical, clear-cut way to increase motivation and efficiencies. A solution that creates a culture of growth and self-worth, while it aligns employees quickly to the company's needs with clear measures of accountability for sustained success.

The solution

Pull Thinking. Pull Thinking is a powerful, unique approach that helps companies get their people working at top performance levels for greater profitability. With its set of proprietary tools, you can succinctly pinpoint gaps in thinking, planning, execution and communication. Then quickly move to a solution that gets everyone aligned and working smarter with greater customer focus, accountability and integrity.

Start with the Experiential Seminar/Workshop and Follow-on Coaching

This seminar/workshop is filled with real-world applications of the Pull Thinking methodology. During the course, you will learn to use the powerful tools of Pull Thinking by applying them to your own most troublesome issues. Tools that help you solve problems, set goals, define performance measurements and create the alignment and ownership needed to achieve goals.

By the end of the course, you will walk away with:

- An understanding of how to use Pull Thinking and how to apply it to your own business
- Immediate benefit and value with actual examples completed in class
- Positive, rather than negative, motivation to achieve better, self-sustaining results
- An overall vision for your business or team, and clear-cut instructions on how to build a plan and the measures that will support the execution of your vision

What people are saying about Pull Thinking:

“Pull Thinking is a beginning...a way of doing business and a way of thinking; and it offers us an enormous opportunity to truly align our selves to reach the end result—service to our customers.”

—Jeffrey K. Endervelt, *Chairman of the Board & CEO Blimpie International*

“We believe Pull Thinking has had the biggest and most positive impact on our company than anything else we've done. Pull Thinking has given us a great way to communicate and to uncover disconnects between our divisions that we had but couldn't explain...we're already seeing results in our performance.”

—Jeff Crabtree, *Executive Vice President and Chief Operations Officer, Metron North America*

“Pull Thinking allowed us to easily achieve in 40 minutes what we could not accomplish after 12 hours when using the Good to Great concept...”

—Mitch Millstein, *CFPIM CPM, CQM, CQE, President, Supply Velocity, Inc.*

“I have seen many write and talk about alignment but have never seen anyone have a true measurement for it.”

—John W. Prentice, *Prentice Consulting*

Who's already started to use Pull Thinking?

American Red Cross
Anheuser-Busch Co. Inc.
BearingPoint, Inc.
Blimpie International
Delta Air Lines
DHL – Smart & Global Mail
Farberware

Federal Reserve Bank of St. Louis
Georgia Tech Research Institute
Imax Corp.
Konica Film
Lucas Aerospace
Metron North America

Popeye's Chicken and Biscuits
Stone Mountain Tool, Inc.
Supply Velocity, Inc.
TechLINKS Magazine
Troutman Sanders LLP

What is the investment?

The two day experiential seminar/workshop + 2 follow-on coaching sessions: \$575/person (group rates are available). Attend the first day only: \$325 (attend the second day at a later date: \$250)

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