

Transformational Executive Events

www.TransformationalExecutiveEvents.com

Change your thinking ♦ Change your results

Increase profitability, service levels, innovation and customer retention just by changing how you *think!*

It's called *Transformational Executive Events* and no other executive team development program will make a more rewarding impact on your company.

You've had executive retreats before...*but not like this*. Typically we sit in mind-numbing, rear-numbing boardroom style, watching dueling slides, defending the status quo, assigning tasks to each other, trying on a new golf shirt and waiting impatiently for tee-off. A few weeks later you've still got the shirt but for the most part the rest has vanished...again.

Release the genius of your leadership team

There's a scientific reason why no one's ever had a real breakthrough idea while at work. On the way home from work maybe, or on the fairway, during a morning run or in the shower. But definitely not in the middle of an executive meeting. We have more ideas while we sleep than we do in the office. Work is the "box" we keep trying to think out of. Our mind works best when we get out of its way; when we are in the *natural* flow of things and *when we stop trying to force outcomes*. Skeptical? Try forcing an improvement in your golf swing and see if it gets better or worse.

Your executive team will discover that the factors limiting your company's potential, driving you nuts and exhausting the team are self-inflicted. Organizations tend to set up *artificial* systems that literally block and divert innovative thinking. The *only* way to change that outcome and restore profitable energizing *flow* throughout the organization is to *change how you think*. That's precisely what Transformational Executive Events do.

We custom blend extensive business expertise with insights from current brain research in helping your executive team see and process your growth opportunities in a whole new way – making your organization a dynamic source of innovation. And here's the important part – participants immediately apply this new way of thinking to specific operational issues you've identified. So you're learning more effective ways to think and *at the same time* creatively resolving your business issues! We don't do case studies and we don't put you through pointless games. The idea is to get right to work producing profitable results. That *is* what it's all about isn't it?

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info@TransformationalExecutiveEvents.com ♦ 480-502-3898

Transformational Executive Events
11558 East Buckskin Trail
Scottsdale, AZ 85255



Incredible venues make a huge difference

We take your team to one of our world-class Platinum Properties or to a location of your choice. The venue must be conducive to innovative thinking and new explorations because we use everything from golf to fly fishing to silence as tools to open your minds to new possibilities. Among our venue partners are **Copper Mountain** in Colorado, the famous **Greenbrier** in W. Virginia, **Crocodile Bay Lodge** in Costa Rica and **Douglas Lake Ranch** in British Columbia. Or you can have your own luxurious **Sea Dream Yacht**. There's always a property to fit your goals and budget.

Three program options

Transformational Executive Events uses a series of progressive retreats, typically one per Quarter, bridged by constant team coaching by teleconference, emails and educational programs on CD. We provide an experience where the profitable results are sustainable over the long haul. Since our goal is to see you realize an ROI of 10X what you invest in this program, we'll do everything we can to see your organization become *the* 'Best Practice' of your industry.

We offer **The Test Drive**, a single retreat that introduces your team to the incredible and profitable potential of this program. For those serious about transformation there's **The One Year Program** of four retreats. And for those who believe there is no limit to what their company can do, we offer the ultimate program, **26 Months** made up of nine retreats. Details about each program can be found at **TransformationalExecutiveEvents.com**.

The Transformational Executive Events Team



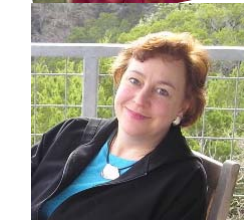
Ian Percy is an organizational psychologist and an expert in high performance executive teamwork. One of the most honored business speakers and authors, he was named "One of the top 21 speakers for the 21st century" by *Successful Meetings* magazine. His corporate clients large and small are spread around the globe. Ian has published six books including the breakthrough book on leadership, *Going Deep* and his latest, *The Profitable Power of Purpose*. He has a way of blending insight and inspiration that energizes and unites the team unlike anything you've experienced before.



Robert Poulton has started or led several companies and has successfully guided over 25 corporate turnarounds. Bob is flat-out a problem-solving genius – and the best thing about that is his creative thinking skills are transferable to your team. He's been a student of neuroscience for over 20 years and he enjoys nothing more than revealing the awesome power of the human mind. For Bob, fly-fishing in a clear Alaskan stream is the ultimate metaphor for understanding the flow of a natural system and he brings that lesson right into the boardroom.



Betsy Wiersma has got to be the world's most phenomenal event planner – there's just no doubt about it. Her ability to find exactly the right venue for your customized program is legendary. And it's not just the infallible way she manages the complex logistics, it's that she's aligned with the spirit of what is going on. For Betsy, *every* dimension of each retreat is an essential part of the program and she stops at nothing to ensure your experience is both meaningful and memorable.



Lynn Robinson brings ability so powerful and rare it could become one of your major competitive advantages. In the same way some people are unusually gifted with analyzing financial statements or a supply chain, Lynn is gifted in the area of business intuition. Harvard Business Review states that over 45% of CEOs rely more on intuitive instinct than on facts and figures and there's no one better at this essential leadership skill than Lynn. "Intuition" is just another way our minds seek to understand what is going on around us and how we might maximize the opportunities we see. She's been written about frequently in the major media, and corporations of all descriptions have sought her wisdom and insight.



Enquire today about how Transformational Executive Events can help take your organization to a new level of profitability and competitive advantage – just by changing how you think!

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