

THIS EVENT IS FOR BUSINESS OWNERS, COMPANY PRESIDENTS
& NON-PROFIT DIRECTORS

HOW TO INSPIRE A CULTURE OF ACCOUNTABILITY

BUSINESS LEADERSHIP SERIES

*If you disappeared for 6 months, would your
business be able to thrive without you?*

PART 2 : LIVING OUR VALUES

OUR MANTRA . OUR CULTURE.
OUR WAY.

LEARN HOW TO...

- ▶ Connect your team to a core message that will promote and protect your brand
- ▶ Get well-meaning values off your website and planted firmly into the minds of your team Inspire
- ▶ a culture of genuine trust and buy-in
- ▶ Get your your team to "want" to be held accountable
- ▶ Implement a step-by-step process to clarify, measure and even hire for your values

WHO IS CHRIS MCINTYRE?

Chris McIntyre is a peak-performance expert, motivational speaker and author of the new business leadership book, *The Roadmap to Freedom*. Chris has been featured in *The Complete Idiot's Guide to Success as a Professional Speaker*, Fox News, *Entrepreneur Magazine*, and has earned the National Speaker's Association's Certified Speaking Professional Credential - a designation held by less than 10 percent of speakers globally. Chris has spoken to over 100,000 business leaders in 48 US States, and internationally in Saudi Arabia, India, Dubai, Canada and the UK.

ALL ATTENDEES WILL RECEIVE...

- ▶ The Roadmap to Freedom Book (Hard-Copy)
- ▶ Soft-copy of all "Mantra" Activity Forms
- ▶ Free Access to Full-Suite of 60-Roadmap Performance Program Tools

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"As entrepreneurs soon find out, there's a big difference between starting a company and leading one. If you're getting bogged down in day-to-day firefighting, **let Chris McIntyre's excellent guide show you how to put systems in place that will free you to focus on your passions again.**"

Ken Blanchard, co-author of
The One-Minute Manager®
& *Leading at a Higher Level*

"If you're a small-business owner looking to get the best (not the most...) out of your team — you'd be NUTS not to read this book!"

*Dr.'s Kevin and Jackie Freiberg, The New York Times bestselling authors of
NUTS and Nanovation*

"This book is the cure for that crazy-busy, small-business owner who realizes they need a better system to get to that next level."

Steve Strauss, Senior Columnist
USA Today

"The Roadmap to Freedom is the most complete small to mid-sized business owner leadership book out there. This one is a must for any owner who is serious about world-class leadership. Get this book!"

Rick Wolfe, Event Chair
YPO Florida Chapter

"I've been in business for 32 years now, and **I haven't seen a roadmap this clear, concise, and just plain old helpful!** Great read! Thanks for getting this out there for business owners like me!"

Randy Sinclair, CEO
RanRoy Printing Company

"If it wasn't for our systematic approach to synergizing a bunch of dedicated individuals into a cohesive team, we wouldn't have won Gold in 2010. McIntyre's 'mantra' method shows you how to align your team with a message that will bring home the Gold in your business."

Steve Mesler, Gold Medalist
2010 Bobsled Team