

ALIGN your team for
profitable GROWTH in 2012!

MASTERING the ROCKEFELLER HABITS

Four Decisions™ Executive Workshop

Thursday, December 8

Doubletree Hotel Princeton
4355 US Highway 1 (at Ridge Road), Princeton, NJ

REGISTER AT:
<http://FourDecisionsPrinceton.Eventbrite.com>

For CEOs and their Leadership Teams

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

Spend a day with a senior certified coach and you will GAIN:

1. An overview of the Four Decisions™ (People, Strategy, Execution, Cash) you must get right to grow.
2. A considerable start on your 2012 One-Page Strategic Plan™, to focus and align your team.
3. The Rockefeller Habits checklist to strengthen your ability to execute and accelerate your growth.
4. An aligned, accountable and enthusiastic leadership team, ready to hit the ground running in 2012.

"We've been in business for over 20 years; we developed our own processes that were not keeping up with the growth of the company. This program has given us a structured methodology...[and] practical methods to run the business. I highly recommend the Rockefeller Habits to any CEO who wants to take charge of theirs!"

*Michael Andre, CEO
Gateway Ticketing Systems, Boyertown, PA*

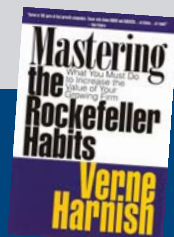
"I invited Mark to speak about the Rockefeller Habits, the 4 Decision Framework, and the 1-Page Strategic Plan at one of my monthly Executive Forums for CEOs and business owners. Not only did he do an outstanding job, but he scored a 9.7 out of a possible 10 on the participant ratings — which was the highest score ever received by a guest speaker. I wouldn't hesitate to bring Mark back or recommend him as a presenter."

*Brad Scheller, Managing Director
Renaissance Executive Forums, Wilton, CT*

"The Rockefeller Habits have completely changed the attitude and performance of my entire company. We enjoy working together even more and collaborate more effectively to pursue our goals. The ease of communication and speed at which things now happen in the business is amazing. If you want quick, decisive change for the better, begin implementing the Rockefeller Habits tomorrow."

*Kevin Sheridan, President
Rutgers Painting, Maplewood, NJ*

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



Presented by



Learn how to accelerate profitable growth using the Rockefeller Habits.

You will learn these principles for growth and build the following areas of your One-Page Strategic Plan™ for 2012:

1. CORE VALUES & PURPOSE

Enliven your identity and energize your employees

2. IDEAL CUSTOMER & BRAND PROMISE

Develop clarity on your "who" and on your unique, targeted and measurable differentiator

3. GROWTH TARGETS & ONE-YEAR PLAN

Set your strategic targets for the next 3-5 years and your measurable, one-year goals and priorities for 2012

4. PRIORITIES & METRICS

Make your most critical short-term decisions for your 13-week race by setting quarterly and personal priorities and metrics

5. COMMUNICATION RHYTHMS

Develop practical and efficient regular meeting rhythms to keep meetings short and effective

6. TOP TALENT

Learn to identify, hire and retain A performers who will accelerate your growth

7. CLARITY & ACCOUNTABILITY

Ensure everyone in your company is clear on accountabilities and has a roadmap for growth

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 Presenters



MARK E. GREEN

Since founding Performance Dynamics Group in 2003, Mark Green has coached and consulted with hundreds of business leaders to help them execute a proven, easy-to-implement framework to grow faster and more profitably, while expending less effort and less time. He specializes in helping businesses that are stuck in the "Growth Trap" — the CEO is driven, obsessed with growth and hungry to learn, but cannot generate the results they want quickly enough through their organization.

Mark is a Certified Coaching Partner with Gazelles International and the Rockefeller Habits™ Methodologies. He is also a nationally recognized speaker who has spoken to and worked with hundreds of businesses.

www.Performance-Dynamics.net



CHERYL BETH KUCHLER

Cheryl Beth Kuchler has over 25 years of experience providing business advisory services, leading strategic change initiatives, coaching executives and designing leadership development programs. She works with the CEOs and Presidents of small and mid-size businesses and their teams to develop and execute business strategies, which leverage their strengths and maximize their profits.

Her early career was spent working for the Fortune 100 including Procter & Gamble, GE and J&J. She has presented at the Wharton Small Business Development Center and serves on the Board of the Alliance for Women Entrepreneurs. She has earned an MS in Organization Development from American University and holds a BS in Chemical Engineering from Lehigh University.

www.ballantreeconsulting.com

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YOUR INVESTMENT

\$795 per person

Business Attendee

\$645 per person

Business Attendee (3 or more from a company)

YPO, EO or Qualified CEO Roundtable Group (1 or 2 from a company)

\$595 per person

YPO, EO or Qualified CEO Roundtable Group

(3 or more from a company)

\$495 per person

Social Sector, MRH Workshop Alumni CEO/President

YOUR TIME

Doors open at 8:00 a.m. Workshop begins at

8:30 a.m. sharp and finishes at 5:00 p.m.

Breakfast & Lunch Provided

For details, contact Mark Green at
Mark.Green@Performance-Dynamics.net or 732.537.0381

For other dates: Visit www.Gazelles.com

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Promoting Entrepreneurial and Small Business Excellence