

ALIGN your team for
profitable GROWTH in 2012!

MASTERING the ROCKEFELLER HABITS

Four Decisions™ Executive Workshop

Wednesday, November 2

Terminal City Club
837 West Hastings Street, Vancouver, BC

REGISTER AT:
<http://mrhworkshopvancouver.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.

"Kevin has helped us transform how we look at and manage our business — with practical and simple steps that has enthusiastically involved more people in the business than ever. He has demonstrated his natural ability to work and engage all levels of employees and has held us accountable to ourselves and each other."

*Angela Santiago, President
The Little Potato Company, Edmonton, Alberta*

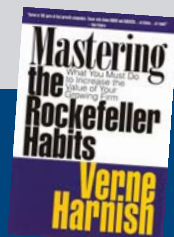
"I hired Kevin to help take my personal and professional strategic coaching to a higher level. Kevin was able to "peel the onion" to expose the core issues we were dealing with at the time. Kevin was able to first assist me to put balance back in my life between personal and business. Then Kevin was able to assist our professional business team to take our business to another level."

*Nigel Bennett, Co-Founder
Aquaguard Spill Response Systems, N. Vancouver, BC*

"I think one of the more astute decisions that we made internally with regards to our strategic planning for growth was the hiring of Kevin Lawrence. Through his guidance we streamlined the line of communications and made the system transparent. This was a key element of our success as the internal peer pressure is what has really kept us on track with our Strategic Plan."

*Grant Maxwell, President
Westcan Industries, Port Coquitlam, BC*

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 Presenter



KEVIN LAWRENCE

Kevin Lawrence is a strategic advisor and coach to CEOs and executive teams across North America, the Middle East as well as India. Driven by a relentless passion to help business leaders get what they really want, in business and life, Kevin has coached clients across a wide range of industries, including consumer packaged goods, manufacturing, luxury retail, media, automotive and professional services. He deeply believes that CEOs and entrepreneurs can have tremendous business success along with an enriching, adventurous and fulfilling lifestyle, taking their professional and personal accomplishments to an entirely new level.

For more than a decade, Kevin has helped clients overcome major obstacles, deal with tough decisions and capitalize on new opportunities to generate breakthrough results. Clients often turn to Kevin when they are faced with a frustrating and challenging issue, which causes them to seriously look at making a big change, quickly. His methods, style and savvy approach have helped his clients expand into new markets, build high performance leadership teams, attract profitable clients, improve productivity, and increase revenue and profitability. Also, with Kevin as their advisor, clients reduce their stress and hours worked so they have more time and energy to live their personal version of an outrageous quality of life.

Kevin is regularly sought out to facilitate strategic planning sessions for CEOs and their leadership teams. Using acclaimed methodologies from Mastering the Rockefeller Habits coupled with his own techniques, Kevin helps clients clearly determine their strategic goals, develop a results-driven plan to achieve their goals, and implement processes to ensure performance accountability. Kevin also helps clients stay focused, on target and accountable through quarterly, and sometimes monthly, planning sessions to ensure they achieve lasting results.

A distinguished speaker, Kevin's keynote presentations and workshops inspire and rejuvenate executive teams and employees, and encourage positive and lasting organizational and personal change. His keynote presentations include: The Magic of Action — How to Overcome Procrastination, Mastering Communication with Different Personality Styles, Creating and Living an Outrageous Life, and Mastering the Rockefeller Habits.

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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 Janice Watkins at
Janice@CoachKevin.com or 604.313.2229 ext.1

For other dates: Visit www.Gazelles.com