



KEVIN BURNS

CORPORATE ATTITUDE & CULTURE STRATEGIST



The Resilience Attitude™

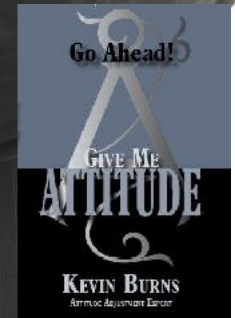
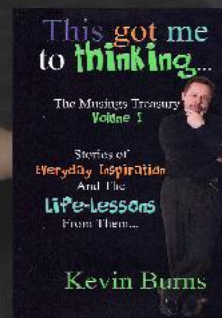
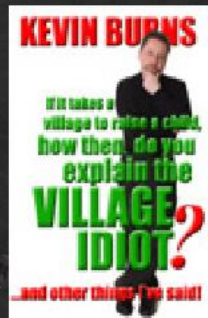
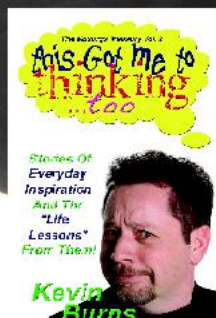
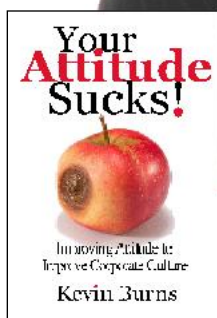
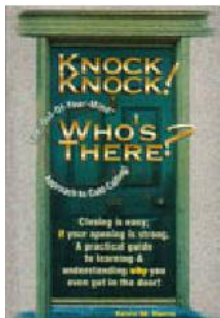
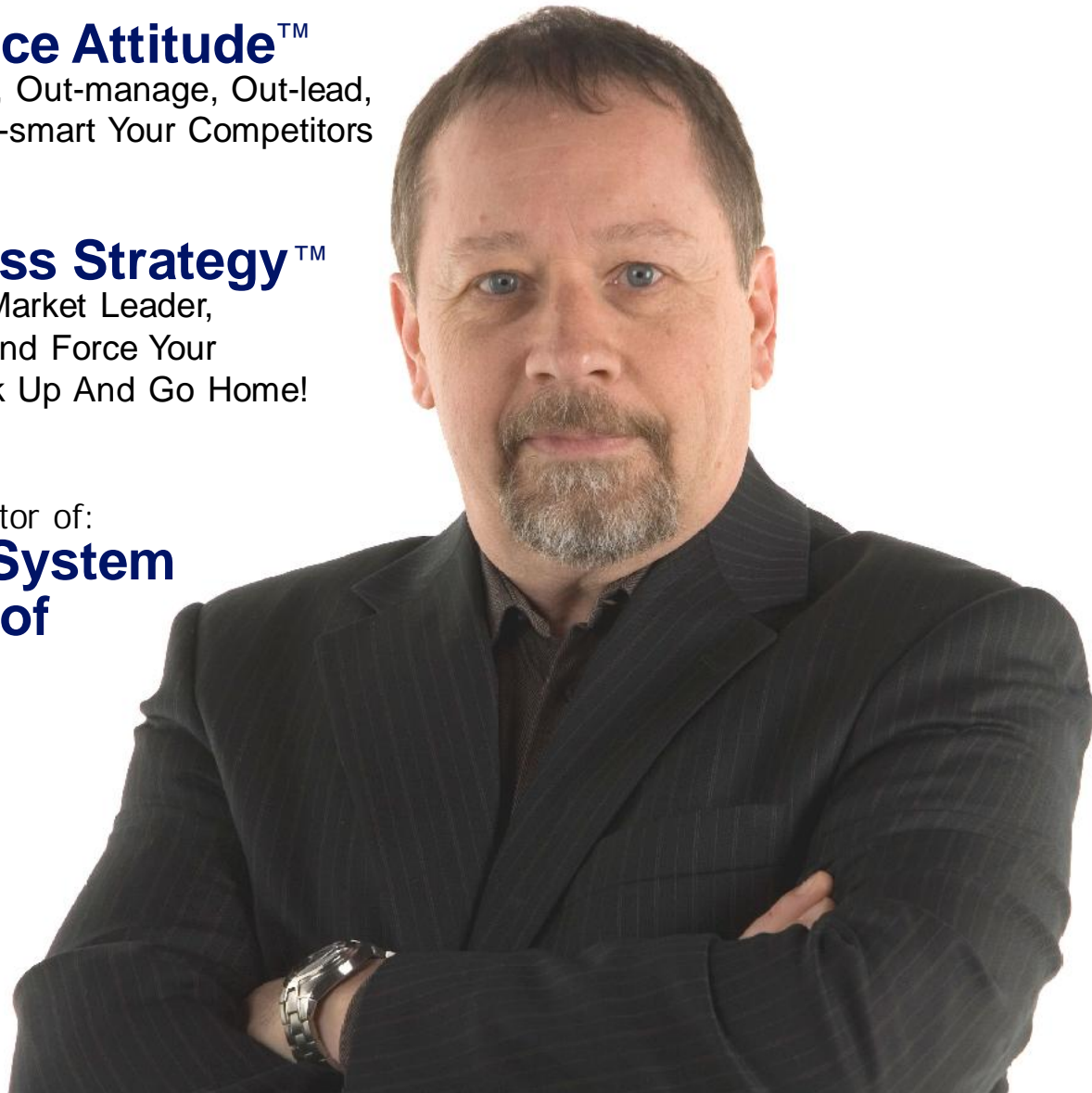
How To Out-perform, Out-manage, Out-lead, Out-service and Out-smart Your Competitors

The Greatness Strategy™

How To Become A Market Leader, Make More Money and Force Your Competitors To Pack Up And Go Home!

Founder and Facilitator of:
The 90-Day System to a Culture of Greatness™

**Eight-time Author
Keynote Speaker
Culture Strategist
Attitude Expert
Consultant
Facilitator**



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90-Day System to Culture of Greatness™



Let's face it, we have been hit hard by the recession over these past two years. Some businesses have gone under, some have barely remained above-water, some have re-birthed themselves and some have actually grown. Why is there such a vast difference between the results of all of these organizations? The answer, in a word, is Culture!

Recent survey results show that 60% of North American workers will be actively looking for a new job in 2010. And, an additional 21% of North American workers are actively networking to see what's out there. That means that **81% of North American workers will actively be looking for someplace other than your place to work in 2010.** Workers have felt abandoned by their employers over this past year and are now actively seeking employment elsewhere. It's payback.

In another recent survey, 88% of senior executives believe that **corporate culture has become as important as strategy** to business success in 2010. If you don't have the right culture, you won't attract the right people doing the right things.

The **90-Day System** to Culture of Greatness™ addresses exactly that.

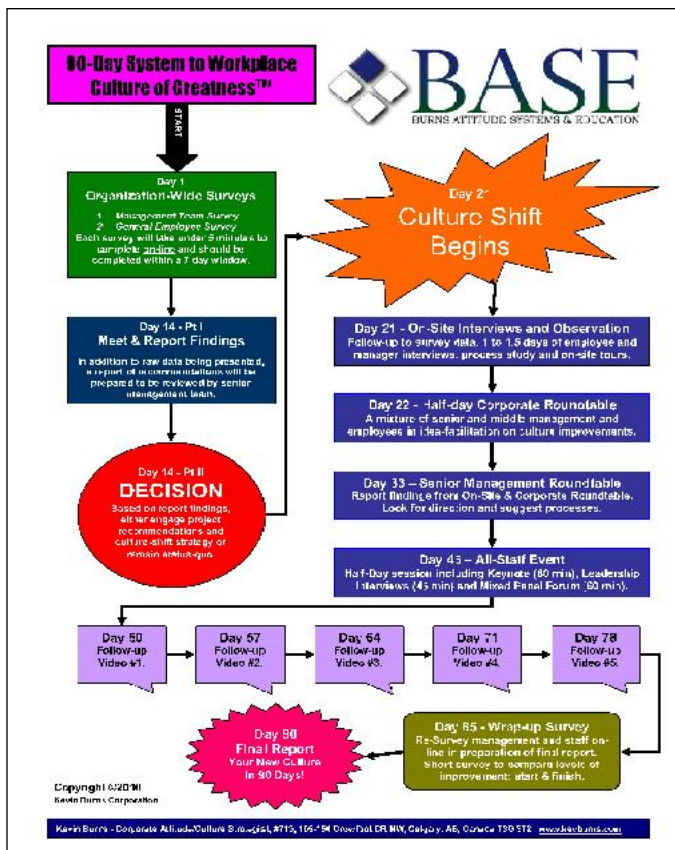
But here is an offer you won't find anywhere else: **there is no investment or commitment required for the first 14 days of the system.**

Day #1 - we roll out two on-line (completely anonymous) surveys for your people - one for your employees and a separate survey for your managers/supervisors. These short surveys take no more than 5-10 minutes to complete.

Day #5 - surveys completed and closed and raw data is assembled and we study for trends, troublespots and inconsistencies between the management and employee surveys.

Day #14 - we meet either in-person or via phone or video conference and we show you what we found - including the raw data to ensure the numbers have not been skewed. If everything is good, nothing more needs to happen and we shake hands and go our separate ways. However, if there are some things you would like to address, we ask for your commitment to roll out the rest of the system for the next 76 days.

We would be pleased to send you a copy of the flowchart pictured here so that you might better understand the process. And remember, the first 14 days of the program require no fees. You get good information to **make your next decision.**



The 90-Day System to Culture of Greatness™ is a multi-faceted program using a combination of workplace surveys, on-site questionnaires, staff conferences, management symposiums and on-line video.

“Corporate Culture is a collection of the prevailing attitudes within your organization. The most dominant attitudes will overpower all others. No culture program will ever be successful without addressing the attitudes that have contributed to the current culture. A ‘lousy’ place to work will always be a lousy place to work until the attitudes that prevail and infect others change.”

- KEVIN BURNS



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Three months after the presentation, our Regional Managers are still using his ideas. In an hour, he made our jobs so much easier. Our retailers get it too. We're having more fun and more success. **Petro-Canada**

Kevin absolutely 'hit the mark.' For the two days preceding Kevin's keynote, the delegates shared a lot of information on recruitment and retention. Kevin was able to pull the information together and put the ownership back on the participants. His message clearly showed us that we each have a responsibility for our own actions. Also Kevin's stories and sense of humour were exceptional. His presentation made people actually think (vs. only being entertained) and made them look inward to really think if they wanted to be part of the 'problem' or the solution. **Canadian Court Administrators**

Kevin's message of responsibility and dealing with adversity hit the mark. I was very impressed in particular by his use of several timely examples from our business - commissions and re-inspections. I even had the fellow beside me lean over and say, "He sure knows our business." He was the only speaker over two days to get a standing ovation. **Co-operators Insurance**

Words can not express the impact Kevin has had on our company. His presentation was straight to the point. Would our people have been ready for Kevin a few years ago? No way. But today he was exactly what they needed to hear. He is definitely the Attitude Adjuster! We recommend that everyone attend Kevin's session. He is worth it!! **ARC Energy Resources**

I was amazed how well Kevin did his homework and was able to take his presentation and make it fit around our customer group. His words of wisdom helped them better perform in their own businesses. He got our message across without sounding like he worked for the company. In about an hour, he made such a huge impact on these business people that they have been calling us to have Kevin come and speak to their people. It was a message of great value and he changed their attitudes of blame (fluctuating commodity prices, tight labour markets, etc..) into one of accountable performance in their respective businesses. **Dow Agro-Sciences**

Kevin Burns said what needed to be said, in a way we could have never said it and far better than we could have ever thought about saying it. **Prairie Valley School Division**

RBC Financial Group (x3)
TD Canada Trust (x2)
Canada Mortgage and Housing Corp.(x3)
Farm Credit Corporation (x3)
Co-operators Insurance (x2)
Petro-Canada (x3)
Encana Oil & Gas (x4)
NOVA Chemicals (x2)
Manitoba Hydro (x5)

Certified Management Accountants (x4)
Petroleum Industry Association of Canada
Petroleum Services Association of Canada
Canadian Public Relations Society
Economic Developers Association (x2)
Canadian Federation of Independent Grocers
Funeral Services Association of Canada
International Association of Internal Auditors (x5)

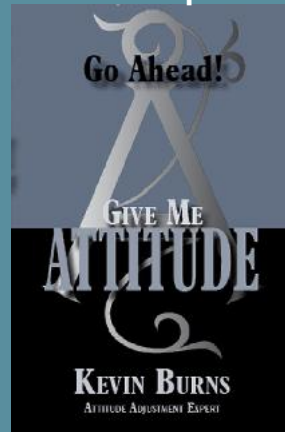
Government of Canada (x14)
Government of Alberta (x32)
Canada Customs and Revenue Agency (x2)
Western Economic Diversification
Ontario Works In Peel (x2)
City of Edmonton (x4)
City of Calgary (x3)
.... and so many more!

Take Advantage of Pre-Conference Book Special

Pre-purchase 100 or more copies of Kevin's latest book, "Go Ahead. Give Me Attitude!" and save 50% off of the retail price. A great idea to make sure the learning goes home with your meeting attendees.

Hardcover Bulk Price \$7.50/unit
Paperback Bulk Price \$5.00/unit

Kevin would be pleased to arrange an autograph session for your attendees!



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