



PEOPLE FIRST®

Transforming Cultures by Unleashing the Power of People



Welcome to People First®

Transforming cultures by unleashing the power of people

Join us on an amazing, life-changing People First Journey. Take a look inside and learn how to create a fully engaged, fully integrated People First Culture, where profitability soars along with the human spirit!!

Join us in understanding how everyone in your organization can experience the People First Effect. We guarantee that learning about our systemic approach to creating a People First Culture and developing People First leaders will change your life and the lives of all those around you.

We invite you to sit back, read through this brochure, and learn about the People First cultural movement. You will begin to discover the keys for creating a culture where the total person wants to show up—bringing their love for family, their passions, their unique strengths, powerful gifts and talents, insightful knowledge, valuable experiences, and amazing creativity. You'll also learn the answers to these key questions:

- *What is a People First Culture?*
- *Why should my organization become People First Certified?*
- *How do we become People First Certified?*

Learn the answers to these questions; more importantly, learn from your peers who have taken the plunge and have dedicated their lives to becoming People First Leaders and passing on a legacy of truth, wisdom, and excellence.

What is a People First Culture?

It is a ground-breaking philosophy introducing the new Era of Human Energy Economics. It is a culture where everyone realizes their fullest potential to grow mentally, physically, spiritually, socially, financially, and emotionally.

People First is not a mere “program,” it is a way of life!

Leaders often think of businesses as inanimate objects that revolve around concrete concepts like P&L statements, capital assets, and inventory. But the reality is altogether different. Your business is dynamic, alive with activity, and fueled by the human spirit. The single most important asset in your business is people; they are the driving force, the starting point for professional success. Your coworkers—we prefer to call them Purpose Partners®—are not just a factor, they are THE factor. Creating a People First Culture honors that human factor and makes deposits into your Purpose Partners' human spirit.

The best way to transform your business into a world-class organization that's a TOTAL success is to put PEOPLE first, and our People First Certification process and powerful assessment tools are specifically designed to do just that.

CONTACT US TODAY!

800.314.7605

www.thinkpeoplefirst.com

“We have seen some amazing results. Our employee retention rates have improved, our earnings have grown and our stock price has more than doubled!”

Jack ... Republic is a stronger company because of you and your team.”

Will Flower

*Vice President, Communications
Republic Services, Inc.*



What Are the Benefits of ...

People First Certification?

As a leader, you may be asking—Why should my organization become People First Certified?

There are many reasons to consider learning more about the People First Effect and reaping the myriad benefits of building a People First Culture.

- ◆ Employee engagement is not optional; it is an essential requirement for achieving long-term, sustainable success.
- ◆ Employee engagement goes hand-in-hand with higher job satisfaction, better productivity, and lower turnover.
- ◆ Engaged employees outperform their disengaged counterparts by 20 to 28 percentage points.



Rayc Southern

PEOPLE
FIRST®



"As you can tell,
I am quite
jazzed up by
People First."

My message to my Senior Team is that this has the potential to have the most transform encounter, and will create a culture gap between MiTek and our nearest competitor that is near to us culturally."

*Thomas J. Manenti
Chairman and CEO*

Direct Report to Warren Buffet

MiTek, Inc. – A Berkshire Hathaway Company



Thomas J. Manenti
Chairman and
Chief Executive Officer

MiTek Industries, Inc.
14515 North Outer Forty Drive
Suite 300
Chesterfield, MO 63017-5746
Telephone 314/434-1200
Fax 314/434-6826

Mr. Jack Lannom
People First International

Dear Jack,

On behalf of ALL Purpose Partners® at MiTek, words alone cannot adequately express our deep gratitude for the incredible leadership training that has placed our company, now a People First® Certified company, on a path to achieve whatever goals we decide to set for ourselves, both personally and professionally. When we first discussed doing this two years ago, I knew my desire was for MiTek to be a values-based company with a clear, unified mission and vision. I just didn't know how to get there.

Then Dick Marriott, president of our largest business unit, MiTek USA, Inc., invited you for a session at his annual sales symposium. Your offer to take our company through the People First Certification process was nothing short of amazing. We weren't very deep into it before it became obvious that People First was to be the framework for our new culture at MiTek.

The book, the process, Dan Philips and the incredible People First leadership manual has provided us with a new "language" with which we now EFFECTIVELY communicate with each other at MiTek. The journey has begun...

We realize there is work yet to be done. We are up to the task. Our path is set and we are excited about advancing toward the peak, our vision... "To live and work in celebration... for MiTek to be in every structure worldwide."

This program (I hate to even call it that) provides us a distinct competitive advantage. I could not more highly recommend People First to any organization seeking truth, excellence and wisdom in all areas of their business.

Thank you, Jack, and my very best wishes to the entire Lannom Worldwide team!

Sincerely,



Tom
Manenti
and Jack
Lannom



People First Master
Coach Dan Philips with
MiTek Chairman and
CEO Tom Manenti



ational impact on our lives and our company that we will ever
so wide, it will be inconceivable to imagine them ever coming



Jack Lannom
People First International

RE: People First Strategic Leadership Training

Dear Jack:

MiTek USA, Inc.
14515 North Outer Forty Drive
Suite 300
Chesterfield, MO 63017-5746
Telephone 314/434-1200
Fax 314/434-6826

I would like to take this opportunity to thank you and your team at People First International for all of your hard work, attention to detail, fabulous training and exceptional support! Words can hardly describe the tremendous relationships that we have formed with each other and with your team. The training is deeply personal, highly engaging, uniquely relevant, and exceptionally delivered. The Wheel of Trust, Pyramid of People Power and the development of personal core values, personal mission and personal vision are some of the most powerful tools that I have ever encountered in my career ... and best of all, I learned it at MiTek!

The most impactful aspect of this training is that it is deeply personal..." You can't impart what you do not possess!"

From a personal perspective, Passing on a Legacy was perhaps the single most important contemplative moment that I had during the past several weeks. Considering the imprint that one's life will leave on this world is a very difficult question that most never dare to ask. I learned that it is about setting the course through values-based living. Life is all about relationships. The foundation of relationships is trust. It took me several weeks to develop my personal mission statement because the question of legacy is serious business!

Thank you for being a part of my personal growth and our professional development here at MiTek! Class is over, but the real work of transforming ourselves and our organization has just begun! It is a process and a lifelong journey. We are not only People First Certified; we are now the "blue" tile on the grey wall!

I Am Proud of You!
I Believe in You!
I Need You!
Thank You!
YES!

Make it a People First Day!

Bonnie Daniels
Bonnie Daniels
Vice President, Human Resources



Bonnie Daniels
Vice President,
Human Resources



Jack Lannom celebrates
MiTek's certification
with Tom Manenti and
Dick Marriott,
President of MiTek USA



How Much Money Are You Wasting ...

on the Wrong Motivational Tools?

How employees feel about leadership lies at the heart of their level of engagement. Therefore, it is essential to understand how employees feel about how they are treated. Do they respect their leaders? Can they trust leadership to do the right thing?

Engagement is LOW in far too many organizations!

- Only 29% of employees report they are engaged
- 52% are unengaged – just putting in time
- 19% are actively disengaged – unhappy and spreading discontent

"Who you are speaks so loudly
I cannot hear what you say!"

— **Ralph Waldo Emerson**

- 62% of leaders report leadership quality in their organization is low
- Only 28% of employees believe CEOs are a credible source of information
- 32% of North American workers—nearly one in three—are unhappy with their current employer and want to leave



We Are Offering A Solution!

Trust is the new currency for creating healthy and profitable work environments. With this new currency you can purchase commitment, engagement, laser focus, productivity, fast results, and fulfillment ... all key essentials for creating a People First Culture, and a healthy top and bottom line!

Trust



Outrageously Engaged Fans



"Your program strengthened management's communication tools, strategic planning knowledge, team building, and helped us to believe in our ability to achieve lofty goals. We accomplished a great deal and we had fun doing so. Thank you for helping me create an environment where the pursuit of excellence is part of the culture."

Michael Tiernam

President and C.E.O., The Mark Group

"I want to thank you for leading our company to the next level of productivity and high customer satisfaction. This is the only leadership training that I've attended where the participants were actually able to start applying concepts and strategies right after the very first class. It is truly transforming WCI and its Purpose Partners!"

Don Lozowski

*Corporate Services and IT Assets Manager
WCI Communities, Inc.*

"How can one say thank you when the gift received is beyond words? The last three-plus months you have provided insight, tools, bonding opportunities, challenges, reinforcement of beliefs, laughter, and yes, tears. What a journey! What a ride! Thank you for your passion and open heart. We will remember you because of this."

Connie Boyd

*Vice President, Communication and Public Relations
WCI Communities, Inc.*

"Jack commands a crowd like I've never seen before. He has an instant rapport with people. The minute the guy hits the floor, you can feel the energy ... I was tremendously impressed."

David Reduzzi, *President of the JMA group
a division of the JM Family Enterprises*

"Jack was the keynote speaker for our annual customer event ... Our group had already experienced a wide variety of speakers in both the general sessions and break-outs, our people were tired and not very excited to hear one more speaker. That changed the moment Jack hit the stage! He immediately engaged everyone in the audience, captured their attention and kept them on the edge of their seats! He did an outstanding job with both his presentation and getting people involved. I highly recommend Jack."

Diane Kaufman, *Director of Intermediary
Sales Strategy, Marriott International*

"People First gives your heart and mind a path to make change easier and leadership natural. Jack Lannom artfully combined his unique expertise as a business consultant, martial arts master, and accelerated learning facilitator into an engaging story that can benefit literally anyone who works with people."

Paul R. Schelle

*co-founder of Learning Strategies Corporation
author of PhotoReading, and Natural Brilliance*

"The benefit has been seen in our external and internal business interactions."

WCI®

The Experience Is Everything®

David Fry and Jack Lannom with the WCI team



WCI®
WCI COMMUNITIES, INC.

The Experience Is Everything®

Mr. Jack Lannom

Dear Jack,

On behalf of everyone at WCI Communities, I would like to express our deep appreciation for the positive impact that the People First® philosophy has had. The benefit has been seen in our external and internal business interactions, which certainly was a goal, but I have also heard many comments regarding the effect on family and personal relationships as well.

The class exercises were extremely valuable in determining what our Associates valued in their personal and professional lives and we understand that "the personal drives the professional." We used the information shared during our classes and gleaned from across the company as a springboard to define and refine the WCI Communities Vision, Mission and Values and are very happy with the result. And as you say, the foundation for a People First leadership is a unified philosophy.

At WCI, we know that our Associates are the company's most valuable asset. To reach and sustain our Vision of being "Florida's premier lifestyle developer, builder and services provider" we know we must attract, retain, develop and engage the very best people in every position. We also agree with the philosophy that whatever we want our customers to feel, our staff must feel it first. We believe that we invested wisely in our Associates by bringing the People First book and Leadership Training to WCI.

We appreciate the energy, dedication and sincerity with which both you and our course instructor & mentor, Dan Philips, infused the many insightful messages of People First. We will always be grateful for the experience and will continue to live out the WCI People First Culture: Making People Feel Important!

Best regards,

David L. Fry
President and Chief Executive Officer

24301 Walden Center Drive
Bonita Springs, FL 34134
239-498-8200

Southwest Florida
Hampton Park at Gateway
Manchester Square
Pelican Preserve
The Colony Golf & Bay Club
Tiburon

Southeast Florida
Heron Bay

West Central Florida
Tidewater Preserve
Venetian Golf & River Club
Westshore Yacht Club

Northwest Florida
Lost Key Golf & Beach Club
Lost Key Marina & Yacht Club



Establishing the People First culture with WCI Communities

Executive Chef Michael Fallacara of WCI Communities presents the world's first Pyramid of People Power cookie



Rei Mesa
handing out
certification
certificates



Rei L. Mesa, CRS, CRB
President, C.E.O.



Putting People First (Really!)

(Excerpt from Florida Realtor, August 2012)

Sure, you think you put people first, but do you have a program that formalizes it like this one?

"One of our offices has a very aggressive goal for selecting and developing—we don't call it "recruiting and retention"—sales associates, and this particular manager was struggling to get things done," says Rei L. Mesa, President and CEO of Prudential Florida Realty, headquartered in Sunrise, Fla. "We said, 'Let's apply the People First® Culture as a support team.' Office appointments with productive sales professionals that we were trying to get [were] lined up immediately. It turned things around."

Change home and office

To formally codify the idea in his company's culture, Mesa turned to Jack Lannom's People First program and earned its certification in May. A people-oriented business culture must tie to people's homes and personal lives, says Mesa, "If things at home are not doing well, that's going to impact your professional life—and vice versa. So the whole process involves [creating a balance in both] your professional life and your home life."

Use power phrases

Lannom's People First program helps to get everyone on the same page by providing thought structures called The Pyramid of People Power. Mesa says using these words and reinforcing their meaning to a People First Culture makes all the difference. From top to bottom of the pyramid, the words are:



Everyone in the organization is encouraged to use the power phrases in sincere and timely ways. Balance comes, says Mesa, when the same words and sentiments are used at home. "My daughter, who just finished her freshman year exams, keeps telling me, 'Dad, I can't tell you how many times I thought about your words "I believe in you" when I was going through exams.'"

To reorient thinking, Mesa's organization uses replacement words for older business terms. For example, "Purpose Partners" describes anyone tied to the company mission, from employees to vendors to allied service providers. Job titles get revised too, such as "desk manager" for receptionist and "leadership team leader" for branch manager.

Train everyone

Mesa accompanied all 110 employees (including those in the company's subsidiaries) through Lannom's People First training program. "It's a team effort with everyone included," says Mesa ... Mesa toured his 50 offices explaining Lannom's People First program and his vision for a people-focused company. He explained ways associates can immediately use the Pyramid of People Power concept to improve their professional and home lives and invited them to sign up for People First training webinars.

"I got hundreds of emails from our sales professionals about how they have applied some of the things I've talked about in their personal lives," says Mesa. "In our world we have two customers—internal customers (our sales professionals) and external customers (the buyers, sellers, tenants, landlords and everybody we do business with). This culture and philosophy brings everything together." In the end, says Mesa, "every company has a culture—some, like ours, are by design; others by default. I'd rather do it by design."

Mesa says putting people above profits creates a more productive and, subsequently, a more profitable company. "That doesn't mean that we don't have a business plan, budgets and strategic meetings on the financial side. But we realize we need the people to execute those plans and those goals, and that's the People First philosophy, or culture. It generates an attitude that binds our customers and prospects with our company."



People First
training at
Prudential
Florida Realty



"Balance comes when the same words and sentiments are used at home."

You Can't Manage What You Don't Measure and You Can't Measure What You Don't Know!

The heads of high performing organizations understand the importance of getting employees (Purpose Partners) energized and engaged. They know that their Purpose Partners don't just affect their bottom lines—they **are** the bottom line! In your quest for organizational excellence, Purpose Partners emerge as **the number one** sustainable competitive advantage.

People First International has developed a powerful diagnostic tool: The People First Cultural Health Assessment—a validated, Internet-based cultural survey, which defines and measures the health drivers of an organization's culture.

Does that sound like a complicated procedure? It's really as simple as **A-B-C**. Our Cultural Health Assessment focuses on three key areas:

Alignment between human systems and business performance

Balance requirements between Purpose Partners and those of the organization

Clarity of purpose

The People First Cultural Health Assessment – Integrating the Best Business Systems with the Best Human Systems

Forget about frills and fluff ... the People First Cultural Health Assessment was engineered to measure what matters. Our assessment solicits the opinions of your Purpose Partners regarding the critical cultural elements which are the key drivers for meeting your strategic business goals.

People First International developed this survey to provide a validated, robust, and penetrating Internet-based survey, as well as a comprehensive and systematic process for assessing, analyzing, and transforming organizational cultures!



The People First Cultural Health Assessment Aids You in Your Quest to:

- ◆ Discover the overall health of your organizational culture by identifying the barriers and drivers that affect productivity, attraction, retention, and engagement levels of your staff, as well as customer satisfaction.
- ◆ Predict your organization's capacity for success and achieving a competitive advantage.
- ◆ Create practical solutions and action plans that will support your movement from the Assessment Phase to the Action Phase. We don't just identify problems; we solve them by translating the results of the Cultural Health Assessment into meaningful, customized **strategies that work!**

Noteworthy Features of the People First Cultural Health Assessment Include:

- ◆ Measure responses to 87 Statements, 20 Cultural Descriptors, and 5 Open-Ended Questions
- ◆ A penetrating approach that measures levels of trust, fear, and bureaucracy throughout your organization (an MRI versus an X-ray)
- ◆ Provides clear insight about both the constructive and destructive behaviors existing within your organization
- ◆ Spotlights specific results that make immediate impact and foster immediate "buy-in"
- ◆ A one-of-a-kind tool that employs specific measurements, offers a tailor-made diagnosis, and presents a prescription that doesn't just treat symptoms but offers a real cure

Even Better, Though, Are the REWARDS Your Leadership Team Will Collect!

- ◆ Increased managerial teamwork and collaboration
- ◆ Improved communication
- ◆ Magnified commitment to a shared vision
- ◆ Expanded decision-making capabilities
- ◆ Amplified competitive advantages
- ◆ Enhanced operational efficiencies

**CONTACT US
FOR MORE INFORMATION!**

800.314.7605

www.thinkpeoplefirst.com

Have You Ever Wondered ...



How Engaged Your Employees Are?

Do you measure engagement levels within your organization?

Traditional Employee Opinion Surveys do not get at real business issues. To know if employees are “satisfied” or “dissatisfied” is simply not enough information! Leaders want to know – Why? Why are my employees satisfied or dissatisfied? Why are my indicators high or low, healthy or unhealthy? Measuring satisfaction levels is not enough and measuring morale is shortsighted. Morale is not a thing; it cannot be measured. Why morale is high or low is an outcome of how your business is structured and how it operates (culture); these factors are measured and assessed in the People First Cultural Health Assessment.

We Go Beyond Symptoms to focus on the root cause. Our People First Cultural Health Assessment helps you to examine and go beyond the symptoms and identify the root cause of elements within your business that requires improvement.

We Have Spent More Than 25 Years studying organizational cultures. The People First Cultural Health Assessment is predicated on a series of theories present in the fields of Organizational Psychology, Social-Cultural Anthropology, Clinical Psychology, and Business Systems Development. Through our professional experiences and exhaustive study of research and empirical data, we have concluded that there are certain key homogenous elements that create a healthy culture. These factors are cross-cultural—no matter what continent a business operates in, the size of the workforce, or the language they speak. When these key cultural drivers are unhealthy or nonexistent, the impact on any organization is significant and severely affects a leader’s ability to elicit discretionary effort and high productivity.

“You can’t impart what you don’t possess!”

— Jack Lannom



"I had no idea about the passion, the depth, the meaningfulness, or the impact."

Dear Jack,

I was fortunate to have gotten a preview of People First nearly two years ago, when you and I spoke. Jack... I HAD NO IDEA! I had no idea about the passion, the depth, the meaningfulness, or the impact. It has been my honor and delight to learn from you and to watch People First come alive within Iron Mountain. I watched participants demonstrate basic People First precepts, and I can see People First-like transformation in our paths will cross again.

Fondly,

Karen Newman, *Human Resources*, Iron Mountain



TESTIMONIAL FOR PEOPLE FIRST LEADERSHIP

Jack, words cannot adequately convey the tremendous impact that you and the People First program have made to us at Iron Mountain. Your strategies and success model is making a positive and life-changing impact for the entire leadership team, resulting in a more empowered organization. All levels are quickly adopting the People First Culture, resulting in stronger morale and productivity in our workforce.

Jack, on a personal level, you have become the single greatest mentor in my career. My team is fired up and united with a laser focus on achieving our daily mission and vision goals. You have taught me to become a CCO (Chief Celebration Officer) and how to become a powerful role-model in both my personal and professional lives.

The People First program should be implemented in every organization in the country. The return on investment will be exponential in terms of leadership development, employee morale, and workforce productivity. In addition, every individual should read Jack's book, 'People First – Building Lives And Passing On a Legacy.' Unquestionably, it is one of the greatest leadership books every written.

Jack, you are a world-class leader, teacher, and friend.

*I am proud of you!
I Believe In You
I Need You
Thank You
YES!!!!*

Steve Bazin

New England Territory Manager of Business Support
Iron Mountain



175 Bearfoot Road • Northboro, MA 01532



by phone. Back then, I was impressed and excited by what I heard, but
 act that People First would bring to those who took its journey. It has
 tain. I have been in meetings where People First language is used, I have
 mations occurring in pockets of the organization. I am simply awed.
 at I am confident. I look forward to the time when

Iron Mountain-New Jersey celebrates
 the "Lannomization" of their organization



Jack Lannom with Ray Aschenbach,
 Senior Vice President of
 North American Operations
 for Iron Mountain



Purpose Partners at Iron Mountain-
 Boston display their Pyramid of
 People Power T-shirts



Iron Mountain
 is People First
 Certified

Iron Mountain-
 Moonachie
 welcomes Jack
 Lannom
 to a day of
 leadership
 training



We Work With You ...

to create a vibrant People First Culture that rests on the twin pillars of trust and respect ... a culture that fairly crackles with discretionary effort!

A **Florida State University study** concluded that “Engaged employees work harder, are more creative and more committed, and they represent an important predictor of company productivity.”

Engaged employees work harder!

- 50%** higher rate of job satisfaction
- 45%** higher rate of job performance
- 40%** higher rate of life satisfaction
- 33%** lower rate of turnover intention
- 30%** higher rate of commitment to their employer



*“Breaking off the engagement: Study shows even loyal employees become jaded if not treated well,”
Florida State University College of Business*



You too, can pass on a legacy of wealth!

One that is measured, not only on a balance sheet, but by the legacy of truth, wisdom, and excellence you pass on to everyone around you. The leader with the courage, tenacity, and vision to build a People First culture will become a living example that this is not “a way” to live and to do business, but “the way!”

“I invite you to take the first bold steps today and become the leader of a People First Culture. The whole world is crying out for humble, trustworthy, virtuous leaders who will lead the way toward truth, wisdom, and excellence in all things.” — *Jack Lannom*



People First – Achieving Balance In An Unbalanced World®



Jack Lannom

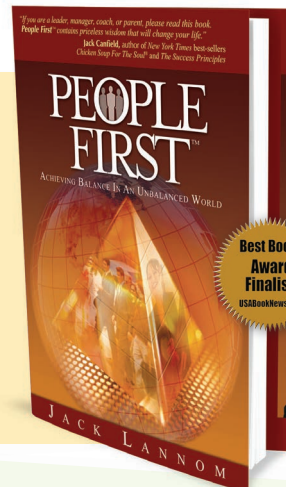


Catherine Gonell
Senior Property Manager
Castle Group



"If you are a leader, manager, coach and parent, please read this book. People First contains priceless wisdom that will change your life."

Jack Canfield, Author
New York Times Best-Sellers
Chicken Soup For The Soul®
and *The Success Principles*



"People First is a simple yet very powerful book. A must read for CEOs, executives at all levels, their employees, parents, and kids. This is a great primer for high school students and college students. Read it now and apply this simple brilliance. Thank you Jack! Well done!"

Jeffrey Meshel
Author of One Phone Call Away: Secrets of a Master Networker
Chairman of Mercury Capital Corporation
Chairman and Founder of The Strategic Forum

"Readers will relate to the simple truths of People First. If you take Jack Lannom's message to heart, it will transform your professional and personal relationships in a significant way."

Ken Blanchard
Co-Author of The One Minute Manager®
and *The One Minute Entrepreneur™*



People First pens

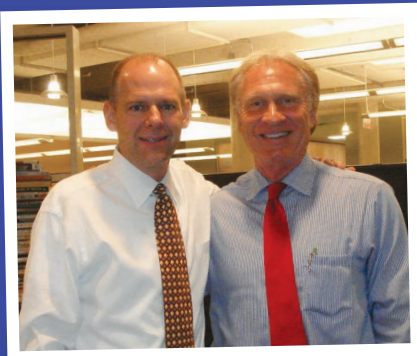


Jack Lannom with Mark McCleary, Founder and President of Community Engineering Services and Glenn Cribbett, Owner, Glory Homes

Meet Our Extended Family of



Jack Lannom with Bob Kramm



Jack Lannom with Mark Miller, Vice President of Training and Development, Chick-fil-A



Jack Lannom and his family with Billy the Marlin and the Florida Marlins marketing team



Jack Lannom with Jerry Wallace and the J.L. Wallace team on Graduation Day



Laying a People First foundation at Eagle Concrete Systems, Inc.



Art Plumbing & Air Conditioning ... Purpose Partners wear their hearts on their sleeves



Art Plumbing & Air Conditioning on Certification Day



Celebrating the human spirit at PepsiCo

Outrageously Engaged Clients



Dr. Abraham Fischler, Chairman Emeritus of Nova Southeastern University and Jack Lannom



Ron Beal, Julie Mannies, Richard Thorne, PJ Bouchard and Jack Lannom

Jack Lannom with Mark McCleary, President of Community Engineering Services, and his CES Purpose Partners



Hernan Bermudez, Jack Lannom and Olaf Halvorsen



People First Pride at Aetna Construction, Inc.



Jack Lannom and Karen Hooper, HR Manager at Ritz Carlton

Jack Lannom with David C. Novak, Chariman and CEO, Yum! Brands



Jack Lannom with Lindy Ryan, President of General Works, LLC and People First Master Coach Dennis Price



Jack Lannom celebrating with the Arvida team

"We found the entire program to be valuable, both in the workplace and at home.

People First reminds us to genuinely value each person as an individual and to put things that we find easy to say to our children but often find difficult to say in the workplace. I am proud of you.

*David St. Hilaire
Director of Customer Management
Kimberly-Clark Professional*



Mr. Jack Lannom

Subject: KCP People First Testimonial

Dear Jack,

I wanted to personally thank you for the introduction of People First to Kimberly-Clark Professional. Your enthusiastic approach to leadership development and the awakening of the human spirit is contagious. We found the entire program to be valuable, both in the workplace and at home.

We all search for heightened business results, but when within your search you can truly impact and make a difference in the lives of your employees, you have accomplished far more than can be reflected on a P&L statement.

Since our certification, we have launched People First within our Customer Service Organization, our Partnership Products division, our Marketing Services group, and in April to our Administrative Assistant team. We are capitalizing on our momentum, and seizing the opportunity to reinforce People First principles every day.

I thank you for your time, your talent, and for PJ Bouchard. PJ was instrumental in setting the high energy tone each and every week. She connected with our team, and through her sincerity and strong conviction to People First, was able to pique the interest and lay the foundation for commitment in our leadership team. The two of you make quite a dynamic team – and a team that KCP will always celebrate our connection to.

Sincerely,

A handwritten signature in black ink that reads 'Richard'.

Richard Thorne
Vice President
KCP North America



Jack Lannom with
Richard Thorne
and Ron Beal of
Kimberly-Clark
Professional

Kimberly-Clark Professional
A Division of Kimberly-Clark Corporation

*Kimberly-Clark
Professional
celebration*



people first—ahead of everything else. That means saying
workplace. Things like: Yes. Thank you. I need you. I believe in



People First Master Coach PJ Bouchard, Richard Thorne, Vice President
- North America Sales, Julie Mannies, Sales Force Effectiveness,
Ron Beal, Sales Operations - North America Sales and Jack Lannom

the **FINAL** word

by **David St. Hilaire**
| Director of Customer Management | Kimberly-Clark Professional

Top priority: People

What would corporate life be like if people came first, diversity was celebrated, and everyone felt their work and ideas were appreciated? Would profits evaporate? Or would business performance actually improve?

The radical idea of "people before profits" actually results in healthier companies that perform better, according to **People First**® from Lannom Worldwide. This is definitely not just another motivational program. As our Kimberly-Clark Professional sales and marketing group found during the certification process, People First involves approaching business from a different perspective.

We often get so caught up in brands, processes, and profit projections that we lose sight of the fact that our people are our company. They're also the "face" of our company to customers, prospects, and everyone else in the world.

People First reminds us to genuinely value each person as an individual and to put people first—ahead of everything else. That means saying things that we find easy to say to our children but often find difficult to say in the workplace. Things like: Yes. Thank you. I need you. I believe in you. I'm proud of you.

As our group went through the 12-session certification, it was amazing to see people open up and respond to simple expressions of acknowledgment and appreciation. The key is that it has to be genuine. People First philosophy emphasizes truth, wisdom, and excellence in all things.

Starting with foundation values, we explored how to bring our values to life in our actions, empower employees to do the same, and create a legacy worth passing on.

Far from hurting profits, this philosophy creates an engaged, high-performance company culture that leverages the potential of every person, and makes it possible to attract and retain the best people. Improved profits are a natural result.

Even in a tough economy, these principles are strengthening our company as well as our business results. We now have energized teams of volunteers who focus on key program areas, and who are determined to make People First a continuing force at our company.

The reason is simple: It works. Today, our focus on people is a key element of our commitment to make Kimberly-Clark Professional a great place to do business—and a terrific place to work.

GIVE US YOUR FINAL WORD!

Share your valuable experiences with readers of "The Final Word." If you could give a new dealer just one piece of advice, what would it be? Can you describe your most challenging sales call and how you responded? Send your submission to:

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c/o United Stationers
One Parkway North Blvd.
Suite 100
Deerfield, IL 60015-2259
or via e-mail to:
officeline@ussco.com
subject line "The Final Word"



The Trust Pulse Inventory



How important is the level of trust within your organization to the overall success of your business?

Many business leaders assert that “cash is king.” In other words, they are affirming that a business owner better have lots of cash on hand to enable him or her to weather any economic storm. However, the most enduring currency—that is inflation and deflation-free and will sustain any organization in the most challenging of economic times—is the currency of trust.

We define trust as the specific beliefs that a person has with respect to another person’s credibility in the areas of character, competence, confidence, caring, communication, consistency and commitment. Sustainable, profitable organizations are built more on their “trust capital” than on their financial capital. Without a high level of trust (i.e., social capital) among all of your stakeholders, there is no foundation for creating long-term, sustainable profitability. Therefore, a critical component for a business—not only to survive tough times but also to thrive—is to understand that **trust capital** creates **trust currency**, which leads to ever-increasing instances of trust-based transactions between all internal and external customers.

Your organization may have lots of cash on hand. However, if your employees, customers, and stockholders do not trust your word, then a solvent bank balance cannot rescue you from an untrustworthy reputation.

Have you measured the levels of trust in your organization?

We have created diagnostic tools that will enable you to measure the levels of trust within your business with empirical, quantifiable accuracy. Our assessment tools are called the **Trust Pulse Inventory** and the **People First 360**.

These Tools Were Developed to Help You:

- ◆ Pinpoint where mistrust is occurring between employees and management
- ◆ Discover how to repair any erosion of trust
- ◆ Acquire a better understanding of how your customers measure the level of trust or mistrust they have for your products and services
- ◆ Discover the high-level TrustPoints in all of your stakeholders’ minds and how to maintain and improve on their TrustPoints
- ◆ Capitalize on the power of these tools to create strategies for fostering greater levels of trust and synergy among all team members
- ◆ Discover why employees and customers walk away from you and why they are unwilling to come onboard with you
- ◆ Attract and retain the best by creating a trust-based culture
- ◆ Achieve outrageously successful onboarding for new employees
- ◆ Determine more intelligently if a prospective hire is a great culture fit



The Personal Engagement Accelerator

We Have Cracked the Human Engagement Code!

How Do You Move People from Malicious Obedience to Discretionary Effort?

The noted physicist, Dr. David Bohm, rightly observed that “Only meaning arouses energy.” **How do you tap into the energy that lies in every human being?** By understanding who they are, not just what they do! You unleash untapped potential by engaging with people on a personal level ... by communicating that who they are and what they do has meaning and significance!

Sadly, too many business leaders tend to see human doings, rather than human beings. This mindset breeds close encounters of the impersonal kind. They see “Arnie from Accounting” or “Susie from Sales,” but they don’t really see the human being behind that job title—the human being who wants and needs to be recognized! Our Personal Engagement Accelerator (PEA) provides a fun, fascinating tool for starting conversations that will cement solid relationships.

Build Engagement by Building Relationships!

The Gallup organization’s employee engagement index yielded ominous results:

Gallup Management Group Results:

26% of employees reported they were engaged

55% were unengaged — just putting in their time

19% were actively disengaged — unhappy and spreading discontent

*“Majority of American Workers Not Engaged in Their Jobs”
Nikki Blacksmith and Jim Harter, October 28, 2011*



Our **Personal Engagement Accelerator** is the vehicle for helping you accelerate your engagement internally and externally—with your internal staff (Purpose Partners) and with your external customers. This easy and fun diagnostic tool is the tool through which you will create more meaningful, purposeful dialogue ... which will build solid, lasting, trust-based relationships. You’ll gain insight into why you react the way you do in certain situations and with certain people.

Top Benefits of the Personal Engagement Accelerator:

- ♦ Take the guesswork out of what motivates others
- ♦ Decrease tension and accelerate trust by learning specifically what engages and disengages others
- ♦ Develop strategies for initiating Shared Engagement Accountability
- ♦ Learn how to engage others according to their preferred engagement pattern
- ♦ Discover the engagement strategies to create instant rapport with all personalities
- ♦ Equip your Purpose Partners to build self-knowledge and capitalize on their strengths

"One of the keys to People First is learning the most important words in the world ... I am proud of you!"

Balfour Beatty Construction

*Balfour Beatty
Construction
celebration*



The Most Important Words in the World

Florida Division CEO Ray Southern addressed the Associated Builders and Contractors National Expo and took advantage of the opportunity to give visibility to Balfour Beatty Construction before this assembly of industry peers. Ray's long-standing relationship with the keynote speaker, Jack Lannom, led to the invitation for him to speak.

Ray recalled, "Three years ago we introduced Jack's People First program to the Florida Division; it's the most important thing we've ever done." People First is a powerfully practical vehicle for everyone who wants to make a difference in people's lives. It equips them with a philosophy for achieving balance in an unbalanced world.

"I had told Jack about all the changes we'd been going through as a business: our resetting strategy, the development of our vision and creed and brand promise. And as Jack described People First, I knew it was something I wanted to roll out to the whole company. It was so in line with our values and our vision.

"I took a page from Jack's book (*People First*) and assumed the title of Chief Encouragement Officer," Ray explains. "We set up a series of eight road shows to introduce People First to the entire division, all 400 of our employees, so they would understand the concepts and recognize what they were seeing when people began to change their behaviors."

The Florida Division selected 120 employees to receive 12 weeks of People First training. Ray attended every class. "That was one of the neatest things for me," says Ray. "That gave me an opportunity to interact with our folks more than ever before."

Did people in the Florida Division change as a result of the People First program? "Ask anyone in our company," Ray declares, "and they'll tell you that it's one of the greatest things we've ever done. Our employees have shared some amazing stories with me, examples of how it's helped with their families and friends, their relationships with other employees, our clients, and others.

"Not too many years ago, we set a vision of differentiating ourselves so greatly that we would change the industry. We would do that by offering our clients the best construction experience ever, by attracting and keeping the best talent, who would offer high levels of personal service, and by making the right choices. Our people have to feel good in order to give our clients that best experience. And People First has been transformational for us. I encourage everyone to read Jack's book; it's standard issue at our company for every new hire."

Jack Lannom introduced Ray as "the quintessential example of a leader who balances technical skills and people skills. He is a true Chief Encouragement Officer, one of the greatest examples of someone who builds people up."

Since completing the People First leadership certification training, Ray has introduced the program to several executives, including members of Kimberly-Clark Professional and Baker Concrete. Thanks in large measure to Ray's influence, these industry icons have become People First certified.

In addition, Ray sent copies of Jack Lannom's book, *People First: Achieving Balance in an Unbalanced World*, to "some of our subcontractors, and even competitors." Ray often attends Lannom's Florida presentations. "Every time I take away something new."

Ray Southern

Division CEO, Balfour Beatty Construction



*Ray and Evan
Southern*



*Jack Lannom presenting People First
trophy to Mike Wood, Executive VP &
Division COO, Louyse Poirier, VP of
Human Resources and Ray Southern,
Division CEO, of Balfour Beatty*





"The energy brought to the program and our company was infectious."



*Breaking through
barriers to excellence*



Unparalleled Property Services

*Catch people doing things
right and celebrate!*



Mr. Jack Lannom

RE: People First Training

Dear Jack:

The Castle Group is very proud to be the First People First Certified company in the property services industry. I would like to thank you on behalf of the entire leadership team here at Castle. The energy that you and Art Bailey brought to the program and our company was infectious.

We now have over 90 People First Certified leaders that are teaching the People First principles to our 700 employees. We already notice the improved relations with our internal and external customers.

Please feel free to use the Castle Group as a reference if anyone else would like to take advantage of this proven People First philosophy. We look forward to our continued relationship with your company and wish you the best of luck.

Sincerely,

James Donnelly
President
Castle Management, Inc.

Bonita Springs Office
8891 Brighton Lane, Suite 105
Bonita Springs, Florida 34135
Tel: (239) 390-3161
Fax: (239) 390-1920

Corporate Headquarters
12270 S.W. 3rd Street, Suite 200
Plantation, Florida 33325-2811
Tel: (954) 792-6000
Fax: (954) 792-9230
Toll Free: (800) 337-5850

Palm Beach Office
15200 Jog Road, Suite 205
Delray Beach, Florida 33446
Tel: (561) 276-4500
Fax: (561) 792-6264



*Jack Lannom and James Donnelly
with the Castle Management Group*



Completing the People First Certification Process

People First Strategic Leadership Training

To our knowledge, People First Leadership is the only systemic program available for Leadership Development. People First Leadership outlines a logical, unified, self-consistent system of thought. This program has a clearly defined beginning, a determinant order, and an end that is the necessary conclusion of its individual elements.

You do not need 10 books, 100 books, or 1,000 books on Leadership; People First Leadership moves through a logical progression of the attitudes and actions that are essential for world-class leadership. These individual aspects of the program are arranged in a harmonious, mutually supporting, hierarchical order.

We begin this training with a comprehensive definition of leadership before moving on to explain both the philosophy and the practices of the 10 Core Competencies that the men and women who will lead in this new millennium must master.

"I wholeheartedly endorse your philosophy of honoring, valuing, and celebrating the human spirit as the new economics of the 21st century ... People First is a clarion call to bring the world back to what truly makes every nation wealthy, which is building lives and passing on an enduring legacy of truth in all things, wisdom in all things, and excellence in all things. Jack, until we get your People First message, we are doomed to living impoverished lives, both morally and financially."

Olaf Leonard Halvorsen
Knight Commander — Norway; Founder, Director
and President of Authentix International



Putting People First To Work For You

The training is conducted one day each week—in the comfort and convenience of your office—for a span of 12 weeks. The break between each of the training sessions allows participants to put these skills to work in the proving ground of the workplace and return with their comments, questions, and success stories to subsequent sessions.

Ten Core Competencies of the People First Strategic Leadership Program

There's a great deal of common ground shared by those who possess exemplary, world-class leadership. At People First International, we've zeroed in on ten Core Competencies **every** organization can benefit from.

As these Competencies come to life within your business, the result is a logically developed blend of both beliefs and behaviors that equip leaders to transform ordinary people into extraordinary performers. These 10 leadership strategies are presented using our proprietary, applicable, and easy-to-use acronym:

L-E-A-D-E-R-S-H-I-P.

Logos: A unified, values-based philosophy provides clarity, prompts systems thinking, promotes empowerment, and raises morale.

Example: People First Leaders “walk the talk.” They are models of internal integrity and consistency.

Authority: True power transforms purpose into performance, creates organization-wide empowerment, and grants “permission to succeed” and “permission to fail.”

Destiny: When a group is united in its desire to achieve a worthy destiny, that group is marked by passion and a fire ignited in the human spirit.

Education: The People First Leader is a learning leader and an educator. Knowledge is power, and lifelong learning is of vital importance.

Relationships: One of the hallmarks of exemplary leadership is the ability to create and sustain strong, trust-based relationships within the organization.

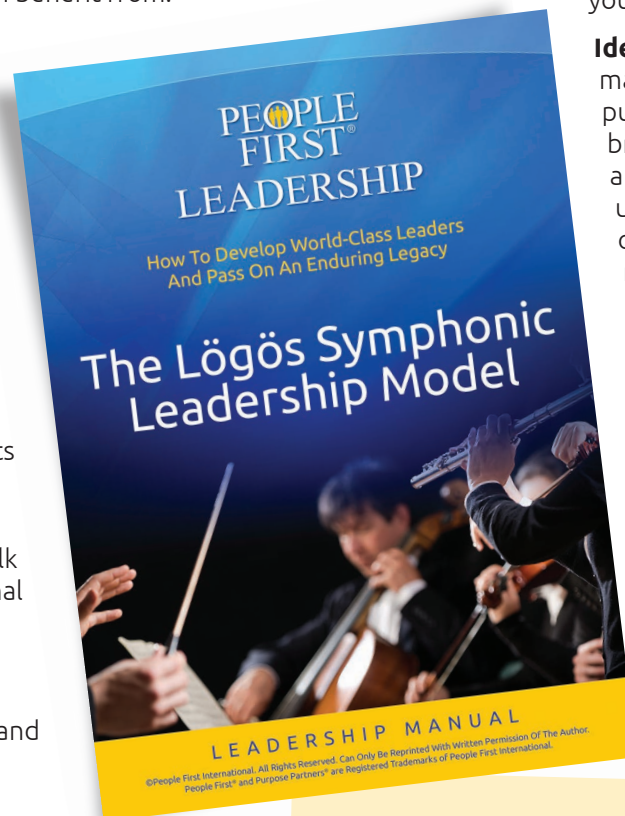
Systems: People First Leaders integrate the best business systems with the best human systems. W. Edwards Deming insisted that 85 percent of the problems that plague corporate America are systems problems and only 15 percent are people problems.

Happiness: Nations, companies, and families don't often crumble under the pressure of outside forces—they implode when there is no unifying culture to cement the members together. An organizational culture marked by happiness will remain solid and strong.

People First Leaders tell their Purpose Partners, “We can't promise you a job for life or a glittering golden parachute, but we will promise you that throughout your time with us, no one will treat you better or train you better than we do.”

Ideation: In a cohesive culture marked by passion and purpose, leaders can stimulate breakthroughs in ideation and innovation. The greatest untapped resource in any organization is every team member's creativity.

Passing on a Legacy: The long-term vitality of any organization is inextricably linked to its ability to clearly and consistently pass on the beliefs and behaviors of strategic leadership to successive generations of leaders.



“I highly recommend Jack’s programs to companies desiring to create a more productive workforce, a better forum for communication, and desire to develop a team that focuses on the goals of the employee while realizing the objective of the company.”

David L. Guy
Arvida Corporation

"The certification program is over, but People First lives on!"

Boston
Scientific

*Jack Lannom celebrates
with leaders from
Boston Scientific*



Boston
Scientific

9600 N.W. 41st Street
Miami, FL 33166-6202
305.597.4000

Jack Lannom

Subject: People First

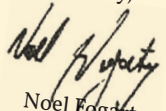
Dear Jack:

I want to thank you for the introduction of People First to the Boston Scientific Miami manufacturing site. We had been working hard at making operational improvements at our site, but heard clearly from our team that our efforts were focusing solely on the business side of things, without sufficient attention to the human side. We knew that we couldn't get to where we needed to go, strictly based on physical changes to our systems and process. We knew that in order to truly change how we operate, we needed to capture and engage the hearts and minds of all of our employees. And that's where People First came in.

When our Management Team met you in November and listened to what People First was about, and felt your passion and enthusiasm about People First, we knew that it could be a major component of our cultural change efforts. We are proud to be People First Certified and are now working to incorporate our learnings about People First into systems and processes and how we work each day. The certification program is over, but People First lives on in Miami!

We also would like to extend our heartfelt thanks to PJ Bouchard, who demonstrated a passion for People First equal to your own. She connected with the management team and kept the momentum going over the 12-week period. We are honored to have met and worked with both of you.

Sincerely,


Noel Fogarty
VP, Operations



*Jack Lannom and
Noel Fogarty*



"Our team members are displaying People First skills in their daily activities."



People First training at Republic Services



Will Flower
Vice President

Jack Lannom
Lannom Worldwide

Dear Jack –

I wanted to share with you how pleased we are that Republic Services engaged you to motivate and encourage our team. No question, you have helped us live as "A Company that Cares."

Since you presented your "People First" program to our company, we have seen some amazing results. Our employee retention rates have improved, our earnings have grown and our stock price has more than doubled! We find that recruitment is easier, as more and more people realize that Republic is the place to be. Now clearly, there are many factors at work, however, our people are the driving force behind our successes and I appreciate the support, guidance and motivation that you and your entire team have provided to Republic over the years.

The people who you trained still talk about your presentation. More importantly, I see our team members displaying "People First" skills in their day-to-day activities. Our new CustomerFirst initiative encompasses many of your guiding principles.

Jack, the bottom line is that Republic is a stronger company because of you and your team. I thank you for being a good friend and an inspiration for the people of Republic.

Sincerely,

Will Flower
Vice President – Communications
Republic Services, Inc.



Will Flower and Jack Lannom





“The personal drives the professional.”

— Jack Lannom

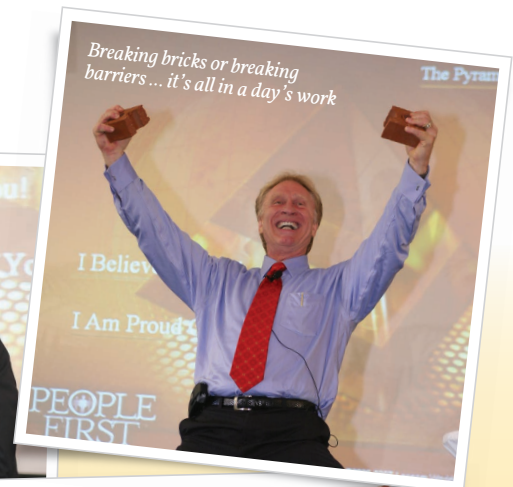
“I want to thank you again for arranging for Jack Lannom to speak to our National Sales Managers. For the second year in a row, Jack has captured their imagination and left them with innumerable take-aways to make them better managers and better people. I have heard all of the nationally known motivation/sales speakers and none compare to the real-world message and presentation that Jack delivers. Consider me a strong recommendation for Jack.”

— Richard H. Marriott, Jr., President, MiTek Industries, Inc.

“Jack, we received rave reviews from your keynote presentation at our recent franchise convention. You engaged and motivated the audience. Your lessons on focus and the importance of getting focused on people resonated with the audience.”

— Ben Butler, President, A&W Restaurants/Long John Silvers

“Whatever you want your customers to feel, your internal customers must feel first!”



“We found the program to be a growing experience that has improved both our professional and personal lives. We left with a newfound sense of excitement and enthusiasm which has had a profound impact on our organization. I would strongly recommend the course to any individual or group interested in gaining a competitive edge. I want to thank you again, and sincerely look forward to your continued success.”

— H. Wayne Huizenga, Chairman, Huizenga Holdings, Inc.

“Jack Lannom is a transformational leader whose commitment to excellence and achievement is remarkable. He embodies and exudes a passionate ‘will do’ spirit that can elevate an organization from the ordinary to the extraordinary. We are fortunate to have experienced his teaching and are forever changed because of it!”

— Pete Popovich, VP Beverage Development, KFC/LJS/A&W - PepsiCo Foodservice



Jack Lannom teaching a 5-hour seminar to H. Wayne Huizenga's family and business associates on a private flight to London. Mr. Huizenga's corporate startups include Blockbuster Video and AutoNation. He is a five-time recipient of Financial World magazine's "CEO of the Year" award.



Illustrating “Breakthrough and Beyond” concepts



Putting People First WORKS!



People First Leaders tell their Purpose Partners, "We can't promise you a job for life or a glittering golden parachute, but we will promise you that throughout your time with us, no one will treat you better or train you better than we do."

— Jack Lannom

"The People First Program is not the 'flavor of the month.' These are concepts we plan to embrace throughout this organization for years to come. This will become part of our culture. Many of these principles are already embedded in my DNA, but there are some that I will need to work on. You can rest assured that I will make this a priority, and if I fall out of line I will empower the associates around me to remind me as often as necessary."

David Fry

*President and Chief Executive Officer
WCI Communities, Inc.*



"Wow! How often do we learn things that improve every aspect of our lives? Sometimes, when things were going really well around us, we had to wonder why. Hard work? Good luck? Sure, that helps, but now we know that things around us go great when we truly put People First! It is a wonderful thing to know that our company now lives in celebration. Living in celebration is promoting every person's prestige and confidence in our organization. The more we live this, the more we see the magic and beauty that lives within human beings. Not only because we are learning to see it, but also because people are learning to show it!"

John Schmidt

*Plant Manager, USP Structural Connectors
Subsidiary of MiTek
(a Berkshire Hathaway company)*



"People ask me why I chose to implement the People First Certification Program. My reply is simple: I truly wanted to make a difference in the lives of our employees. Now that we have completed the program, the next question might be, 'Did it make a difference?' It absolutely did! I have never witnessed such a profound impact with these employees. Their testimonies reveal improved relationships with their spouses and their children, more effective communication skills with each other in the workplace, and healthy business relationships with our customers."

Ray Southern

Division CEO, Balfour Beatty Construction



"I just wanted to take this opportunity to thank you for what I consider one of the best training courses I have ever attended in my 20 years in business. I have been trained in Six Sigma and Lean Six Sigma, and they do not compare to what I believe is the true mechanism of a solid organization. People First was a great experience because it captures what organizations have a tendency to overlook, especially in hard economic times. Coming from an organization that I was with for over 19 years—which never put people first but found that the process was more important than the people—it was a breath of fresh air to work for a company that has clearly embraced the People First approach. As the weeks went on and I began to use the techniques, not only at work but at home, I could clearly see the difference. The program made clear what my role as a leader should be ... Thank you, Jack, for giving me the tools that will allow me to be a successful leader in my organization."

Andy Semmonella

Iron Mountain

People First

A philosophy fit to live by

A life fit to live with

and

A legacy fit to live for

—Jack Lannom





*"You can't impart what
you don't possess." – Jack Lannom*

HUMAN VALUE DECLARATION

The Impetus for Human Engagement And People-Based Leadership

10 Human Value Propositions

- (1) *All men, women, and children of all races and nationalities are created equal.*

I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal."

Martin Luther King, 1963

- (2) *Therefore, no one individual, race, or nationality is inherently superior to another. No one is "more human" than another.*
- (3) *Consequently, each one of us possesses the same exalted dignity and exalted worth.*
- (4) *Moreover, we possess unique gifts, talents, and strengths.*
- (5) *It follows, then, that our lives have profound meaning and purpose.*
All of our thoughts, choices, words, and actions are significant and influential.
- (6) *In addition, our lives are packed with untapped potential, and thus we are responsible for developing ourselves – mentally, physically, spiritually, socially, financially, and emotionally.*
- (7) *Furthermore, our growth as human beings is unalterably related to how well we listen to, honor, celebrate, serve, forgive, respect, and value other people and how well we help others to grow more meaningful, responsible, and virtuous lives. Our individual growth is also in proportion to how gracious we are towards others when they offend us.*
- (8) *Hence, one of the best ways to humbly manifest that we are not living a self-absorbed life is by esteeming others more highly than ourselves and by seeking, first, the well-being of others over our own.*
- (9) *By behaving in this disciplined manner, we will demonstrate to others that all men, women, and children possess the same human value proposition.*
- (10) *This consistent, People First® practice will encourage us all to maintain a more caring, sharing, honoring, trusting, respectful, loving, and humble world, in which we all live more productively, more joyfully, more peacefully, and contribute more effectively to each other's enduring legacy of truth, wisdom, and excellence in all things.*

I joyfully and wholeheartedly agree with the People First® Human Value Declaration and it will be my delight to uphold and honor it with all people at all times.

Signature

A fellow People First® Purpose Partner

WWW.THINKPEOPLEFIRST.COM

©People First International. All Rights Reserved.



"Let no one seek his own, but each one the other's well-being."

As long as people are prisoners of their own self-importance, they will never be good at engaging others. The People First philosophy of servant leadership takes you on a powerful, practical path to personal and professional excellence, corporate profitability, and long-term sustainability.

"I just want to let you know how much I enjoyed taking the People First training. I've learned so much about people, but more importantly, I learned a lot about myself. It's changed me and changed my life both at work and at home."

— **David Cattapan**, Vice President
Sales and Marketing, MiTek Canada, Inc.

At People First International, we're nothing short of **DRIVEN** to bring about total transformation in the workplace. We're passionate about building a better world ... one person, one family, one organization at a time.

And we want you to be next!

Our diagnostic tools, coupled with our leadership training and certification, provides you with everything you need to enrich the spirit and increase the effectiveness of everyone in your organization.

There are no shortcuts here ... just real, solid progress and true transformation.

As you embrace the People First philosophy, you'll watch as your entire culture is revolutionized, becoming a wildly successful breeding ground for inspiration, innovation, and enthusiasm! Suddenly, your competitors begin to seem irrelevant—not even on the same playing field!

"Your People First training has provided me with the extra edge in my day-to-day personal and business life. The results are amazing when you put that little bit of effort into making people feel important or special. I did that in the past, but now I find myself doing it all the time and it makes a huge difference! Thank you!"

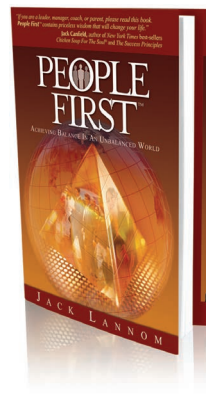
— **Thomas Fichter**, Vice President
of Construction, WCI Communities, Inc.

When you've completed your People First Certification, every person you and your Purpose Partners encounter will notice the difference and appreciate the change in attitude, in service, and in professionalism. People will want to know your secret. Tell them the secret is putting People First!

The **BEST** time to get People First Certified is **NOW, BEFORE your competition does.**

**CONTACT US TODAY
AND LET US GO TO WORK FOR YOU!**

800.314.7605



We Invite You to Join The Ranks of Our People First Certified Companies!



www.PeopleFirstInternational.com | www.ThinkPeopleFirst.com

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Jack Lannom

CEO of People First International, is the founder of the People First movement. Jack is an author, consultant, and international speaker who has been engaging and inspiring audiences for more than 38 years. He is a recognized expert on leadership, learning, memory, and personal development.

Jack has authored several books and training programs. His television series, Lannom's Memory Methods, aired nationally on PBS for 11 years and was the first and longest running series of its kind. His People First approach to leadership has been received with enthusiastic approval from groups as diverse as the San Diego Chargers and the United States Coast Guard. People First International specializes in helping individuals and organizations release their untapped potential and perform in excellence.



Mark Miller,

Vice President of Training for Chick-fil-A, recently asked a group, "Who are those men and women who had a profound impact on your life? Who helped shape you? Who marked you? I've asked myself those questions, and Jack Lannom is on my short list."





“Grow People to Grow Your Business!”

Only human beings can grow and develop. Only human beings can create energy.

First, you have to find out who your people are and then help them grow into the people that they can be.