



# TRUST



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## What People First Is ...

*If you want a harvest in a year, grow a crop ...*

*If you want a harvest in ten years, grow a tree ...*

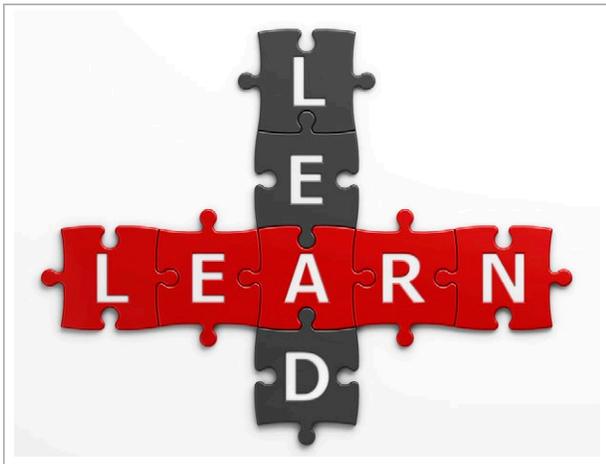
*If you want a harvest that will last for a lifetime, grow people.*

– Chinese Proverb

### **People First** is ...

- A philosophy rooted in belief in the exalted dignity, exalted worth, and exalted potential of the human spirit.
- A strategic, people-based, leadership development program for creating a sustainable competitive advantage that will make your competition irrelevant.
- A new lens for seeing all people as incredible “human beings”—with families, friends and feelings—not as mere “human “doings,” devoid of a multidimensional personal life outside of the workplace.
- An integrated, people-centric, system of thought that transcends every traditional organizational training and developmental initiative. The primary emphasis is not on growing, changing, or transforming the organization. Why? Because, simply put, *organizations* don’t grow, change, or transform; only *people* grow, change, and transform! The very essence of People First is providing business leaders with the proper mind-set and skill-sets that will help the members of their organization become better human beings, both personally and professionally.
- A simple belief that asserts that every organization is primarily in the people business. Leaders who “get it” are reaping unprecedented profitability for their organizations. These leaders’ definition of profitability contains a richness of meaning that far exceeds financial success. For them, ultimate profitability is defined in terms of the total well-being of every person in their organization. If an organization is financially profitable at the expense of the well-being of the people who work there, is it truly profitable? Not if you believe in the People First philosophy!

- An exemplary business model that transforms disengaged “employees” into passionate “Purpose Partners” who willingly serve others in excellence and enthusiastically collaborate to solve problems.
- A treasure chest of hundreds of practical, real-world people skills that equip people to more effectively resolve relationship conflicts by becoming more gracious, more patient, more kind, more encouraging, and more forgiving.
- A breath of fresh air to all employees; the *People First Strategic Leadership System* is the way people want to be led!



- A humanization initiative that will move the world back to embracing a more loving, caring, and respectful way to treat one another. After all, we are all in this together!
  - A clarion call to all business leaders that your organizations will be so much more effective when you develop all of your people. You will grow your business when you grow your people!
  - A definitive roadmap for making the connection between people and profits.
  - A fad-proof and recession-proof success system for eliminating silos and unifying all departments around common goals and business results.
  - A positive change agent that produces lasting transformation by helping people understand that nothing changes until people willingly change how they think about their thinking.
  - A human betterment program that every employee will want to share with their family and friends. When all of your employees highly recommend your organization to everyone they know, you have created a great place to work!
  - A code of conduct for treating all people with the upmost dignity, respect and honor.
  - A proven system for humanizing any organization so that everyone creates more caring connections and collaborative conversations.
  - A comprehensive education in how to shift away from a cold culture of high-command and high-control to an intensity personal culture of commitment and mutual respect.
  - All about learning how to blend people excellence mastery with process excellence mastery—that is, you will learn to integrate the best human systems with the best business systems.
  - A method for eliminating the two greatest obstacles every business leader faces: low engagement and poor execution.
  - A breakthrough for all customer service specialists that will enable them to outperform their competitors. Nothing compares to the People First skill-building system when it comes to creating the very best experience for every customer.
- A powerful human engagement tool. This human spirit ideology honors both the head and the hearts of all human beings. The heart can't rejoice in what the head doesn't understand!
  - A reminder to all business leaders that happy people are more productive people.
  - A complement and fortifier to any organization. It moves business leaders beyond offering lip service to “Our people are our greatest asset” to actually leading their organizations with a people-first philosophy and a people-centric strategy.
  - A timeless, self-attesting truth that all people are better off, both socially and economically, if they place seeking the well-being of others first in importance.



PEOPLE FIRST®

- A joyful way of life that focuses first and foremost on personal transformation as the gateway to professional transformation.
- Grounded in a deep understanding and appreciation for what it means to be human.
- A systemic, structured process for connecting all behavior to achieving the key business imperatives.
- A specific set of shared behaviors that sets all employees free to be their best and do their best.
- A leadership discipline that provides the necessary mind-set and skill-sets for achieving leadership mastery.
- A transformational culture of shared responsibility and shared accountability.
- A dynamic approach to adding more value to an organization by constantly emphasizing the importance of developing and maintaining strong, trust-based relationships.
- A breakthrough approach for enhanced innovation, collaborative creativity, and generative conversations.
- A practical approach for eliminating arrogance and developing genuine humility in the workplace.
- A means to turn the workplace into a fun place that is filled with laughter, spontaneous celebrations, and genuine respect for one another's talents and contributions.
- A platform for eliminating malicious obedience in a dignified and gracious manner, while simultaneously fostering discretionary effort as the new norm.
- An organizational developmental initiative that virtually guarantees The Triple Bottom Line: happy employees, happy customers and high profits!



## Become a People First Certified Company

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!

“My message to my Senior Team is that this has the potential to have the most transformational impact on our lives and our company that we will ever encounter, and will create a culture gap between MiTek and our nearest competitor that is so wide, it will be inconceivable to imagine them ever coming near to us culturally.”

**Thomas J. Manenti**  
Chairman and CEO

*MiTek Industries – A Berkshire Hathaway Company  
A People First Certified Company*

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.



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



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

800.314.7605



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