

Do you have a *plan* for *growth* in 2011?

## MASTERING the ROCKEFELLER HABITS

Four Decisions™ Executive Workshop

Thursday, January 13, 2011

Multnomah Athletic Club  
1849 SW Salmon Street, Portland, OR

### For CEOs and their Leadership Teams

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

### Spend a day with us and you will GAIN:

1. A 2011 One-Page Strategic Plan to create a focused company with a clear outline for growth and a quarterly guide for the next year.
2. A Rockefeller Habits Checklist to apply the 10 best practices of successful growth companies.
3. An aligned, accountable and enthusiastic leadership team.
4. More hours each week by implementing your Plan and Checklist.

"This is my third company using the (Rockefeller) habits and we're doing the best job of it by far. I think it's for two reasons, this team is more aligned around core values and they're wiki folks who think collaboratively by nature. Folks external to the company (like my new VC and their advisors) consistently compliment us on our operational disciplines — and I smile to you every time..."

Ray King, CEO  
AboutUs.org, Portland, OR

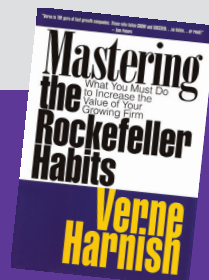
"Because of Mastering the Rockefeller Habits Workshop, we identified the key factors to increase our net income and, by assigning ownership at every level, we have been successful. The One-Page Plan allows us to stay focused on the numbers."

Brandy Marsh, CEO  
Area Floors, Portland, OR

"Keith is amazing! Always positive and upbeat, he has helped us form a cohesive management group from all departments. Direct communication with all employees has improved greatly. Posting and involving all employees in our One-Page Plan has really empowered people to come together as a team."

Nancy Bjerkman  
Corwin Beverage Co., Ridgefield, WA

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



Presented by



# Plan a *successful* 2011 in *one* day!

## You will Learn the 10 Areas You Must Focus on for Growth:

1. **CASH MODEL** Increase operational cash flow that you did not know was there
2. **PEOPLE** Hire and retain "A" players
3. **BRAND PROMISE** Develop your unique, targeted, measurable differentiator
4. **ORGANIZATIONAL CLARITY** Ensure everyone is clear on who is accountable for what
5. **CORE IDEOLOGY** Enliven your core values and energize your employees
6. **QUARTERLY FOCUS** Make your most critical short-term decisions to your 13-week race
7. **PRIORITIES AND ALIGNMENT** Use daily, weekly and quarterly meetings to drive focus
8. **LEADING AND LAGGING INDICATORS** Select metrics to drive your business on a daily and weekly basis
9. **COMMUNICATION RHYTHMS** Develop regular meeting rhythms with specific agendas to keep meetings short and effective
10. **THEMES** Enliven your plan, make your priorities memorable, and add energy to your organization

## 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



### KEITH CUPP

As President and Head Coach of Gazelles International, Keith Cupp is a leader of 85 executive coaches worldwide. An Affiliate Partner with Executive Mentors and Trainers ([www.emtconsulting.com](http://www.emtconsulting.com)), a premiere Pacific Northwest coaching and consulting group, Keith brings 20+ years "in the trenches" experience as a business executive to CEOs and their teams, focusing on company growth.

A talented communicator, Keith shows business leaders how to optimize the balance between people, performance and profit.

As a business executive, Keith has led companies in the high technology, real estate, aerospace and transportation industries. He understands the pressures that business leaders face daily and long term, and shares practical, strategic lessons in his dynamic presentations and coaching work.



### KEITH UPKES

Keith Upkes is President of The Upkes Group where, as a Contract CFO, Executive Coach and Business Consultant, he applies his more than 25 years of experience in financial and business management. In 2003, Keith left his position in corporate America to start his company, which provides financial dashboards and scorecards for businesses, management coaching, financial officer services and support, and custom financial reporting. Prior to starting The Upkes Group, Keith was the Controller for a Vancouver, Washington paper converter for 6 years and the corporate Controller for 18 years for a Portland, Oregon manufacturer of heavy trailers.

A certified Gazelles International Coach, Keith has significant experience in all aspects of business management with an emphasis in financial management, business strategy, accounting systems and accounting department management.

## REGISTER AT

<http://gazellesworkshopsportland.eventbrite.com>

## YOUR INVESTMENT

**\$595 per person**

*Ea. if 1 or 2 from a single company*

**\$495 per person**

*Ea. if 3 or more from a single company*

**\$395 per person**

*YPO and EO Members in teams of 3 or more*

## YOUR TIME

Doors open at 7:30 a.m. Workshop begins at 8:00 a.m. sharp and finishes at 5:00 p.m.  
*Breakfast and lunch provided*

For details, contact Jean Carpenter at [jean@gazelles.com](mailto:jean@gazelles.com) or 360.798.9471

For other dates: Visit [www.Gazelles.com](http://www.Gazelles.com)