



Creating Organizational Alignment with Pull Thinking® Experiential Seminar

March 19 – 20 – 21, 2012 Atlanta, GA

What it does:

Pull Thinking® creates organizational alignment - a solid foundation to enhance and sustain any business strategy, initiative and process. It aligns employees quickly to organization and departmental needs, while creating a culture of empowerment, clarity of purpose, greater accountability and high-performance.

Why it works:

When Pulling together you are working smarter, and can succinctly pinpoint gaps in thinking, planning, execution and communication—problems that are holding your business back - some you may never have realized existed. Pull Thinking® enables you quickly move to a solution that gets everyone working smarter.

The goal is to achieve lasting shifts in how people work—an *alignment* that promotes customer focus, integrity, improved service levels and optimal performance. The result is a *customer-centric*, highly effective workforce—the *Ultimate Service Environment*—one that can dramatically grow your business.

Seminar objectives:

- An understanding of how to apply Pull Thinking® to improve your organization
- Immediate benefit and value working with your actual work situations in class
- Positive motivation and support to achieve better, self-sustaining results
- An overall Vision for your business or team, and clear-cut instructions on how to build a plan and the measures to support your Vision

Learn how to:

- More effectively execute your strategy
- Define alignment with four questions
- Quickly identify misalignment
- Measure your organization's alignment -- objectively
- Pull instead of Push your strategy, initiatives and projects
- Create a culture of high-performance
- Clarify expectations and accountabilities
- Understand the "real" purpose of money
- Pull service throughout the entire organization



Ideal for:

- Executives
- Functional Managers
- Strategic Planners
- Team Leaders
- Continuous Improvement / Six Sigma & Lean practitioners
- Project Managers
- Consultants (internal and external)
- Organization Development practitioners
- Facilitators
- Coaches
- Training and HR Professionals
- Sales Professionals

Needing to:

- Create measurable organizational alignment
- Get everyone on the “same page”
- Improve quality of service / better align to the needs of customers
- Create a high-performance culture
- Create / execute strategic plans successfully
- Implement performance management systems
- Eliminate silos
- Empower associates; clarify accountabilities
- Launch new products, services, or businesses
- Become certified to provide Pull Thinking® services for training, coaching and consulting

Investment: **\$1495** includes the Pull Thinking® reference book on CD, a one-year subscription to the Pull Thinking® e-book course, the seminar workbook, and two post-seminar individual coaching sessions.

To register: **contact Jeff Lebow 404.502.0386 jeff@pullthinking.com**

What past participants say:

The Pull Thinking® tools aligned my team and enabled us to add **\$6 million** in new revenue in just 4 months! - **Division VP**

Since working with you, my sales staff has become a true team for the first-time ever. They are empowered and now proudly report their results – we’re on pace to have the biggest quarter in our company’s 18 year history! – **Sales Director, Training and Consulting Firm**

Our Senior Leadership Team has been very impressed with the strategic business plan we developed using Pull Thinking® – **Institute of Nuclear Power Operations - Principal Program Manager**

Thinking in terms of Pull is a powerfully helpful way... to get improved clarity and alignment in performing service to internal and external customers. – **Rob Johnson, COO, Atlanta Community Food Bank**

Before doing this work, I was really worried about our project – now I know it’s a winnable battle. – **CDC Leadership and Management Institute Participant – (after just 2 hours)**

I found the process easy to use... everything clicked into place; it was very simple, intuitive, and powerful. – **Independent business consultant & facilitator**

I see this as a real tool for creating clarity... I can go to an AMA class and ‘learn it’ or instead, apply Pull Thinking® and achieve our business results. – **CDC Division Deputy Director**