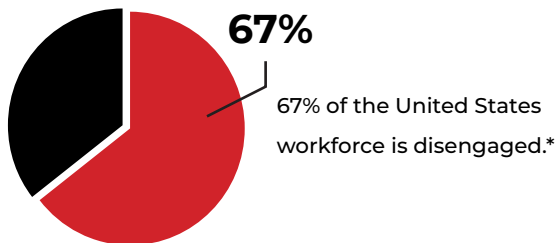


WHY LEAD WITH VISION?

When aligning your people's personal **passion** with your **vision**, you'll achieve the following outcomes:

- > Maximized productivity that increases the bottom line.
- > Employees become your best salespeople.
- > A passion-driven culture versus a task-driven culture.
- > Greater retention and happier employees.
- > Attraction of top talent and high performers.
- > Increase of trust among employees and management.



The impact of disengagement in productivity in the United States economy in one year alone is a \$416 Billion loss.*

“ Building a visionary company requires 1% vision and 99% alignment. Creating alignment may be your most important work. But the first step will always be to recast your vision or mission into an effective context for building a visionary company. ”

Building Strengths Accelerates Company Engagement Everywhere by Kelly Aylward
Gallup Business Journal, Sept 2012

“ Aligning employees with your brand's identity is essential to a company's success. But too many employees don't know what you stand for. ”

Your Employees Don't "Get" Your Brand by John H. Fleming and Dan Witters
Gallup Business Journal, July 2012

“ When leaders tap into the career purpose and passion of others, they ignite a spirit within that translates into great performance. ”

Deliberate Success: Turning Purpose & Passion Into Performance Results by Eric Allenbaugh