



AFTERBURNER)NC

4 H E & L A W L E S S - O % D X E L C U T I O N

Plan ' BVS ^ZO\ abO`ba eWbV O DepPierSQBWSSZOab abS^ Wa \WVS 2
bVOb Wa QZSO` [SOac`OPZS O\R/TbCSVWSSOQVZ[SW@aRV]\ 4WUVbS` >
ac^^]\ba g]c` Q][^O\g,a]dS`OZZ ad\SSd g `O\YZSaa 2SP`WST 3
eWbV]cb TSO`]T `S^`W[O\R `SV

Brief ' G]c Q][[c\WQObS bVS ^ZOa]\ YSRWabVOb RWR \]b e]\`Y O\R eV
SaaS\bWOZ bVOb ^S]^ZS]\ bVS TU]]RZSWSSbaYQeR bVS POR SdS\ba
SfOQbZg eVOb Wa Sf^SQbSR]T bVSS bVcS WbOYaSS bVS YSg ZSaa]\a Z
WU\]\`S bVWa `]TbS\ Ob bVSW` ^S VSS ZSP`WST O\R O^^Zg bVS[b] b
2SP`WSS]a^SSRa c^ ZSO`\W\US 7b 2

Execute ' 3dS\ eWbV O a]ZWR ^ZOS OVS ^]QSaaSa bVOb S\ac`S
O U]]R P`WST O [WaaW]\ QO\ abWZZ TOWZ RcS
b] BOaY AObc`ObWQaY]dS`Z]OR EBOaY =c` U]OZ Wa b] eW\ Pg OZ
AObc`ObWQa bVS `SOZWbg]` ^S`SSO[bW]]c]R O RWaQW^ZW\SR aQ
VODW\U b]] [cQV b] R] eWbV]cbWbV]SRSSW]S OQVWSdS PcaW\Saa `
]` `Sa]c`QSa b] OQQ][^ZWaV Wb 3dS\ eWbV
bVS `Sa]c`QSa ^S]^ZS abWZZ VODS b] [O\OUS
Q]\AWQbW\U ^`W]\`WbWSa ES Y\]e bVOb Oa
BOaY AObc`ObWQa\SOaSa ^S`T]\[O\QS
RSQ`SOaSa) bVS`ST]\`S Ob /TbS`Pc`\S` eS
VSZ^ bSO[a Q][POb BOaY^A; AObc`ObW]\
Pg WRS\bWTgW\U `Sa]c`QSa O\R [O\OUW\U
^`W]\`WbWSa

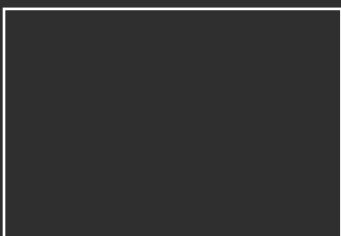
+ EYNOTE 0ROGRAMS



Flawless ExecutionSM Keynote A Fighter Pilot's Secret to Business Success

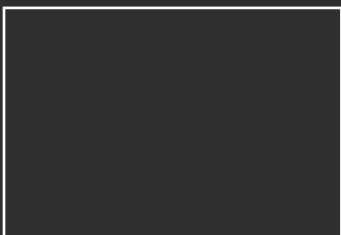
7\ bVWa aSaaW]\ g]c` U`]c^ eWZZ ZSO`\ V]eb 4SWV\ b`S`a`W]Z`b`W\O`B`p`O`Q`B`
Q][POb BVWa YSg\]bS W\QZcRSa P]bV O ;OW\ A^S`O`B`S` ^`O`V`E`]`O`E`V`R`W`U`
Qcab][WhSR b] [SSb bVS \SSRa]T g]c` OcRWS\QS

- ' >ZO\ :SO`\ V]e 4WUVbS` >WZ]ba ^ZO\ T]A Wf [AWbaSa`Va]b]c`W`T`S`Q`b`W`S`d`
1][POb ;WaaW]\ >ZO\\W\U`
- ' 0`WST 1][[c\WQObS bVS ^ZO\ b] [OfW[Wh`S`W`V`S`S`f`S`O`Z`W`W`g`]\T`T`]\b`
- ' 3fSQcbS 2WaQ]dS` V]e 4WUVbS`O`e`W`Z`b`a`3`S`S`O`W`S`W`]\S`W` [WaaW]\a`
Pg SZW[W\ObW\U ^S`T`][O\QS R`OW\W\U BOaY AObc`ObW]\
- ' 2SP`WST 7[^ZS[S\b \O[SZSaa `O\YZSaa T`S`S`R`P`O`Q`R`]`S`h`a`W`]\a`W\
UcO`O\bSS [OfW[c] ZSO`\W\U



Flawless Sales Execution with Mike Ledbetter

EVS\ bVS SQ] \] [g Wa U`SOB g]c QO\ b]ZS`OS`Z`S`a`O`Z`S`O`O`Z`S`a`a`b`V`C`O`b`e`O`O`b`V`O`
eVS\ bVS bOPZSa O`S bc`\SR O\R bVS SQ] \] [g W]a`c`Q`O`R`]\W`O`T`A`]\`B`S`P`V`O`
aOZSa bSO[a]^S`ObS Ob]\Zg O T`O`Q`b`W`]\`p`D`Z`S`S`W`S`O`]\`b`S`a`b`]\`e`O`E`V`R`W`U`
\]b % \]b & Pcb]T bVS bW[S 0cb V]e `S`O`Z`Z`g`Z`S`[a`h`S`S`]\a`V`S`W` ^S`
]dS`\WUVb- BVS O\aeS` ;O`W`S`1]`^a 4WU`b`S`R`P`S`Z`b`S` ;W`Y`S`\`u`;a`g`Q`S`Z`Z`O`e`
3fSQcbW]\ G]c` aOZSa bSO[a O`S QO^OPZg \]S`b`c`Q`Q`]\`S`a`b`]\`W`S`Q`]\`g`Q`S`Z`]\`W`B`V`S`
b] ZSOR g]c` aOZSa bSO[a b] dWQb]\`g` QO`Y`S`S`]\`b`]\`S`R`S`W`S`b`]\`O`b`a`W`]\`O`Z`S`a`



Leading Flawless ExecutionSM from the Top with Jim Murphy

/TbS`Pc`\S` ,a ZSORS`aVW^ YSg\]bS a^SOYS` b]W] P,c`a`W`g`S`W`O`Z`S`]\`S`S`R`b`
ab`ObSUG W\b] OQbW]\ 6Wab]\`W`Q`O`Z`Z`g` T`S`W`S`S`]\`V`O`Q`b`c`O`Z`Z`g`O`Z`S`b`W`O`W`Q`W`]\`O`
YSg\]bS eWZZ VSZ^ OZWU\ g]c` bSO[O`]c`R` g]a`b`O`a`R` O`S`f`S`U`Q`g`Z`Q`]\`R`e`V`c`O`B`S`
O\R V]e b] R] Wb BVWa \$ ' [W\cbS YSg\]bS W`a`g`P`a`O`]\`S`R`c`]\`R` B`V`S`]\`O`;\`W`U`
.4ZOeZSaa 3fSQcbW]\,

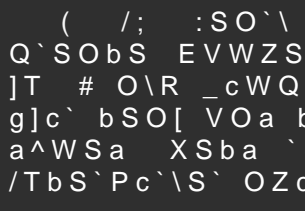
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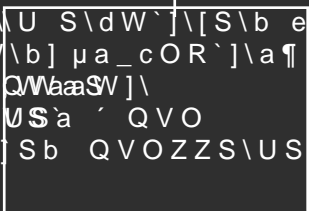
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b]]Za]T 4ZOeZSaa^3fSbVW]VWUV S\S`Ug SdS\b eWZZ \]b]\Zg []b
bSO[Pcb Wb eWZZ OZa] S[^]eS` g]c`]`UO\VOh B bVS]Q V\Wb_c SaV S] b]]
W\ g]c` `O^WRZg QVO\UW\U PcaW\Saa S\dW`]\]S\b



(/; 5Sb `SORg bVS 4WUVbS` >WZ]ba O`S Z]R0W\VOE]`
Xcab QVO\USR G]c O\ROg\$]c]`RSOSR b] bVS ;OW@]g[VeS\$`S g]c
S\bS` bV`]cUV O QO\$]d\$bbW\U bc\]SZ >O`OQVcbSa O`S VO\UW
[caWQ Wa PZO`W\U OgW\XSO@Qa\$ @ UWO\b aQ`SS\ BVWa Wa
[SSbW\U 7\ TOQb Wb,a]\Zg Xcab PSUW\W\U



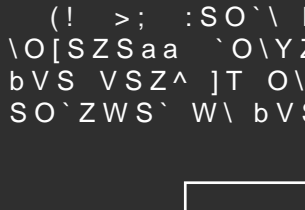
(/; :SO`\ b] e]Y Oa O bSO[W\ bVS []ab QVOZZS\OOW\U S\dW`]\]S\b e
Q`SObs EVWZS g]c O`S abWZZ aWASW\$R g]c b]SO[P`SOYa W\b] ma_cOR`]\a]
]T # O\R _cWQYZg []dSa b] P`SOY]cb `]] [a 2ZOW\W\bV3VS` QWaaSW]\
g]c` bSO[VOa b] e]Y b]USbVS` b]]dS`Q][S PWUWQV CeZSOB]US`a` QVO
a^WSa XSba `c\W\U]cb]T TcSZ O\R O a^S QWMOZ]Zg]S] Sb QVOZZS\US
/TbS`Pc`\S` OZc]\W



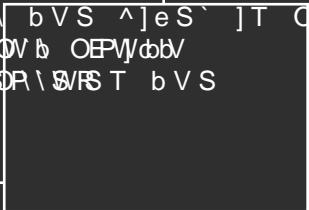
(! /; G]c O\R g]c` bSO[eWZZ VOdS Zc\QV eWbV bVS 4WUV



(# >; /TbS` Zc\QV g]c eWZZ `S^]`b POQY\B]`b]V Sb]OZS O R`
OP]cb bVS aWZS\b YWZZS` b] bSO[^S`T]A:[O6Q8\$ B]Qa Y ASO bE SO
bOaY aObc`ObSR- G]c_ZZ ZSO`\UeAbSb WbZ]ba [V]eO]S Wb O\R
QO\ b]]



(! >; :SO`\ bVS ^]eS`]T QSP4WSQZZg g]c eWZZ ZSO`\ bVS ^]eS`]T O
\O[SZSaa `O\YZSaa 2SP`WST 7\ TOQb g]dW@]\,]g]XcZB R\$OVb OEP\bb/
bVS VSZ^]T O\ /TbS`Pc`\S` 4WUVbS` >WZ;Wag]W]eW]Zc ^ZSP\]RST bVS
SO`ZWS` W\ bVS Rog



(! >; BVS /TbS`Pc`\S`e20ga c^ O\R g]c` bSO[eOZYa]cb e
bOYSOeOgaS`P/d`bS` Wa O []bWdObW]\OZ S[^Z]gSS bSO[PcW
BVOb,a O U]W88S`bVS ^]eS`]T]c` ^]U`O[a 2VZS@Z]Sa b]BSQcb
:]RSZ` G]c eWZZ Y\]e V]e b]]dS`Q][S bV`SObaSb W]POWZWO]g]cV
b] acQQSSR W\ g]c` c\QS`bOW\ Tcbc`SZB]Z]SaW a]f]SQS`bV]]T

Leaning Forward (Half Day Event, 3-4 hours, group sizes 12-1,000) 7T g]c R]\,b VOdS bW[S T]]`
TcZZ /TbS`Pc`\S`g\$Dg]bWZZ eO\b b] ZSOR g]c` U`]c^ bV`]cU]R0W\O eSSc]]S bSO
bVS\]c` VWUV S\S`Ug TOab ^OQSR :SO\W\U 4g]eOBRV W]a]US`OS\W@O]]bc`Sa b
SaaS\bWOZa]T bVS /TbS`Pc`\S`]20g]b T]] [Ob T]QcaW\U]\ ^ZQ\UW\U O\R RS

“Afterburner is a solid way to form and develop strategies and tactics. Afterburner is an outstanding program to help focus a diverse team around a common objective and drive towards a plan of attack that everyone agrees with. It helps your team focus on a specific goal, which is the hardest part in the planning process.”

“Having been involved with many team building type exercises before, I can honestly say yours was the most relevant, practical, entertaining and thought-stimulating program I have ever seen.”

“In twenty years of attending sales conferences, the Afterburner presentation was, by far, the very best I have ever seen.”

“The Afterburner team obviously spent an incredible amount of prep time getting to know our business and our competition. This enabled them to walk in speaking our language, which earned instant credibility with our senior leadership team. It opened the door to some great discussion around improving how we work together - the result of which has already made us a more effective team.”

“My colleagues and I were not only impressed with your creativity and professionalism during the speaker segments, but also how relevant and educational the breakout sessions proved to be. SPG learned a great deal from the Afterburner Seminars and we look forward to carrying this knowledge into our business at American Express.”

“The first month following our planning workshop, we had the largest sales month in our history, thanks to Afterburner.”

“Even four months later, people are still talking about Afterburner Seminars. Your portion of the meeting really had a big impact on our managers. Plan, Execute, and Debrief are terms we hear around the office now. I feel we have built a great working relationship and I look forward to our next project together.”