



KEVIN BURNS

CORPORATE ATTITUDE & CULTURE STRATEGIST



The Resilience Attitude™

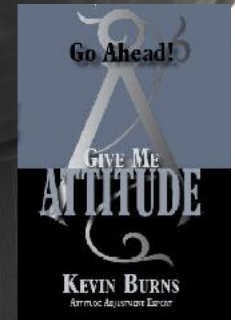
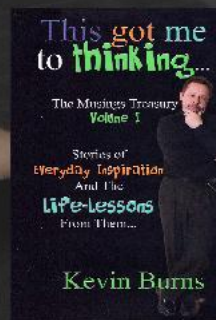
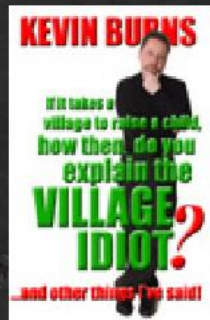
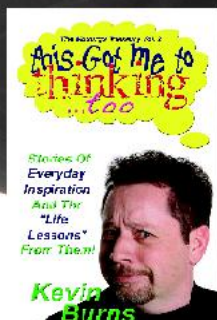
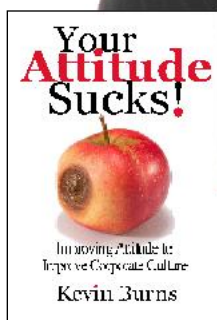
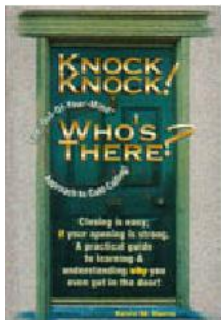
How To Out-perform, Out-manage, Out-lead, Out-service and Out-smart Your Competitors

The Greatness Strategy™

How To Become A Market Leader, Make More Money and Force Your Competitors To Pack Up And Go Home!

Founder and Facilitator of:
The 90-Day System to a Culture of Greatness™

**Eight-time Author
Keynote Speaker
Culture Strategist
Attitude Expert
Consultant
Facilitator**



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90-Day System to Culture of Greatness™



Let's face it, we have been hit hard by the recession over these past two years. Some businesses have gone under, some have barely remained above-water, some have re-birthed themselves and some have actually grown. Why is there such a vast difference between the results of all of these organizations? The answer, in a word, is Culture!

Recent survey results show that 60% of North American workers will be actively looking for a new job in 2010. And, an additional 21% of North American workers are actively networking to see what's out there. That means that **81% of North American workers will actively be looking for someplace other than your place to work in 2010.** Workers have felt abandoned by their employers over this past year and are now actively seeking employment elsewhere. It's payback.

In another recent survey, 88% of senior executives believe that **corporate culture has become as important as strategy** to business success in 2010. If you don't have the right culture, you won't attract the right people doing the right things.

The **90-Day System** to Culture of Greatness™ addresses exactly that.

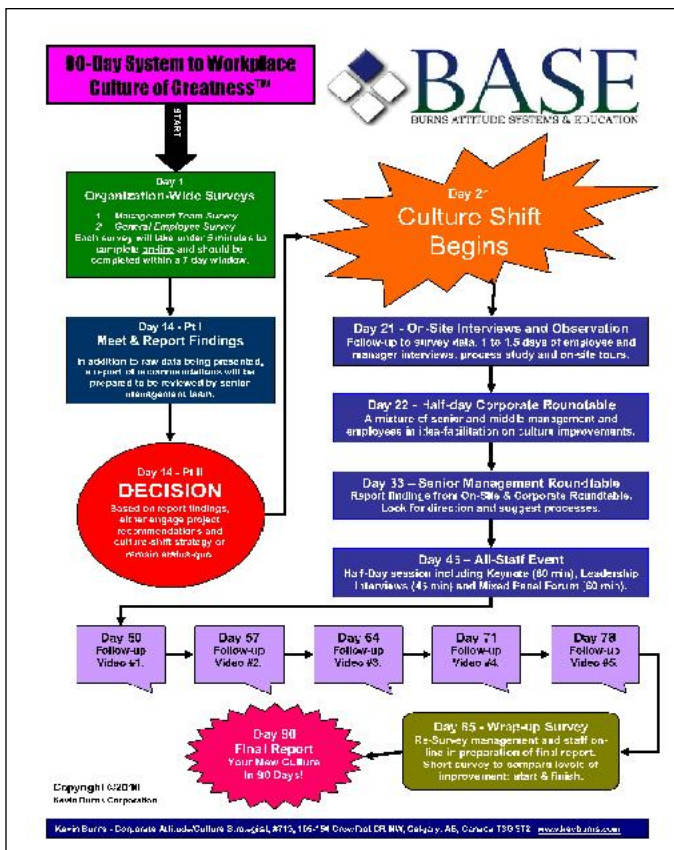
But here is an offer you won't find anywhere else: **there is no investment or commitment required for the first 14 days of the system.**

Day #1 - we roll out two on-line (completely anonymous) surveys for your people - one for your employees and a separate survey for your managers/supervisors. These short surveys take no more than 5-10 minutes to complete.

Day #5 - surveys completed and closed and raw data is assembled and we study for trends, troublespots and inconsistencies between the management and employee surveys.

Day #14 - we meet either in-person or via phone or video conference and we show you what we found - including the raw data to ensure the numbers have not been skewed. If everything is good, nothing more needs to happen and we shake hands and go our separate ways. However, if there are some things you would like to address, we ask for your commitment to roll out the rest of the system for the next 76 days.

We would be pleased to send you a copy of the flowchart pictured here so that you might better understand the process. And remember, the first 14 days of the program require no fees. You get good information to **make your next decision.**



The 90-Day System to Culture of Greatness™ is a multi-faceted program using a combination of workplace surveys, on-site questionnaires, staff conferences, management symposiums and on-line video.

“Corporate Culture is a collection of the prevailing attitudes within your organization. The most dominant attitudes will overpower all others. No culture program will ever be successful without addressing the attitudes that have contributed to the current culture. A ‘lousy’ place to work will always be a lousy place to work until the attitudes that prevail and infect others change.”

- KEVIN BURNS

The Resilience Attitude™

General Session / Keynote

How To Out-perform, Out-manage, Out-lead, Out-service and Out-smart Your Competitors

This is Kevin's "Trust The Process" signature keynote which is tailored to your group specifically.

Resilience refers to a person's capacity to handle difficulties, demands, and high pressure without becoming stressed. Resilient people don't get worked up over little things. They maintain their good cheer despite the frustrations and hassles that are part of everyday work life.

Resilient people handle pressure well. They don't become testy or sharp-tongued in difficult situations. They don't come unglued when confronted by high pressure. Resilient people are the ones you can count on to come through when the stakes are high.

Resilient people respond resourcefully to change. Rather than fight change and hang on to old, outdated ways, they respond to change with confidence and flexibility.

The more resilient a person is, the more quickly they're able to recover from a setback, make the best of the new situation, and become a "new and improved" version of themselves because of it. Resilient individuals don't dwell on failures, requests denied, or dark chapters in their employer's past. They move on.

What Difference Does A Resilient Workforce Make?

A resilient workforce is productive, healthy, energetic, durable, and enthusiastic. Do you want a competitive advantage in your workplace? The more resilient a workforce, the more they can handle heavy workloads, pressures, and major change without becoming stressed out.

The connection between employee stress and customer service is pretty obvious: stressed out employees don't give great service.

The most important organizational quality in today's world of accelerating change is the ability to respond quickly to change. Stressed out workers are more likely to fear the new and to cling to old, no longer viable ways.

For companies with stressed out workers, stress makes people dumber. Decades of research on stress and intellectual functioning support what you've probably observed: when people are stressed, they're not as creative, they're not as logical, they're not as capable of noticing alternatives and opportunities.

Time Management: when we're feeling stressed, the source of our stress dominates our thoughts. Time spent worrying and obsessing is time not spent focusing on one's job.

Your ability to attract and retain talent obviously depends on your reputation as an employer. If your workplace is known as a high-stress, human-unfriendly workplace, don't expect to be a Talent Magnet. Employee stress plays a significant role in this critical source of competitive advantage.

Productivity Per Employee – stressed out workers eventually burn out, costing you in terms of increased turnover, mistakes, workers comp claims, and health insurance premiums.

If you want a productive, "fast, friendly, flexible, and focused" workforce, if you want employees who can help you achieve your goals, you need to know how to create a work experience and a work environment that fosters resilience.

Kevin Burns, Corporate Attitude/Culture Strategist is an internationally acclaimed business speaker who teaches your people that the difference between those who seem to struggle through life and those who are successful is simply the Attitude of Resilience.

Attitude can't be taught - **but it can be learned**. Resilience **CAN** be taught. Change your Perspective. Change your Attitude. Change your Results. Then you can change your Culture to one of resilience - **the ability to respond and bounce back while everyone else is losing their heads**.

"There's a huge difference between falling down and staying down. Those who choose to blame the economy, their work, their boss or their circumstances are choosing to stay down. Victims stay down. I've never met a person overjoyed at doing business with a victim. Resilience is about expecting more and being better than that."

- KEVIN BURNS -

The Greatness Strategy™

How To Become A Market Leader, Make More Money and Force Your Competitors To Pack Up And Go Home!

General Session / Keynote

This is Kevin's follow-up keynote which is also tailored to your needs and your audience.

Attitude! It's the key driver between organizational mediocrity and organizational greatness. But in order to get to greatness, **you want to affect your people's drive, their performance, their push to success and their "greatness" quotient.**

The workable attitudes required are the attitudes that define your organization: its culture, its recruitment and retention success and its prominence as either a market leader or market follower. **Think, for a second, how attitude impacts the different departments of your organization.** Think of how an attitude of apathy or "good enough" would affect the financial performance of sales, customer service or management.

Where else does Attitude affect your bottom-line? In leadership, change management, problem solving, teamwork, CSR, quality, productivity, relationships, critical thinking, safety, health, resilience, communication, absenteeism, employee engagement, commitment, loyalty, marketing and more.

If you don't actively address the collective attitudes in your organization, then you, by default, allow the collective attitudes to define your organization. And to achieve greatness, you, as an organization, must lead the culture change towards it.

Attitude is the foundation upon which a house is built - your house - **your corporate culture.** No culture program or staff-training is solid without attitude included in the mix. You can train in time management, team building, communication or leadership but you're wasting your time and money until you address the underlying attitudes of your people first. No organization ever achieved **greatness** by tweaking Time Management. Poor Time Management is a symptom of mediocrity.

Lay the foundation for how your people learn, how they talk to each other, how they work with customers and how they perform. **Attitude is the one thing that is found in every single department and every single employee and it's the one thing that you have complete control over.** So stop wasting your time and money on useless training that won't stick because you failed to address the foundation upon which that training is built - Attitude.

You can't strengthen an organization and expect it to last for any amount of time if you don't strengthen the individuals within the organization. **That's like painting a car and hoping the new paint will stop the engine from burning oil.**

To become great requires a commitment to Greatness.

Every single challenge successfully overcome by anyone today can be boiled down to at least one of seven attitudes:

- **The Attitude of Money, Safety and Security™**
- **The Attitude of Resilience™**
- **The Attitude of Service™**
- **The Instigational® Attitude™**
- **The Attitude of Leadership™**
- **The Attitude of Gratitude™**
- **The Attitude of Connection™**

Kevin discusses each one of these in detail and takes questions from your attendees to help them get clear on each Attitude. **In the Attitude of Leadership™ portion, Kevin will invite one or more members of senior management on-stage to discuss the Leadership component – an opportunity for senior management to shine in front of their own people.** (All questions will be supplied to management in advance).

The Greatness Strategy is about fine-tuning what's working in your organization and changing your attitude on what's not working.

Kevin figures that the best way to shift Attitudes about having meaningful meetings is to stop the "spew-and-mop" model most speakers use (they spew thoughts – you mop up tidbits). Instead, **Kevin has developed something new, something exciting and something incredibly engaging.** It's no longer a presentation – it's an event that includes:

- Questions by text message throughout the event
- Interviews/panel discussions with senior management during the event
- Multi-way communication, connection and conversation
- All in a one or two-part keynote about developing your own **Greatness Strategy.**

"Tiger Woods is the standard to whom other golfers get measured. Everyone else is just a golfer. If you're not the standard against which your competitors are measured, then you're not Greatness. You only think yourself great. And that is dangerous because you're apparently the only one who thinks that."
- KEVIN BURNS



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Three months after the presentation, our Regional Managers are still using his ideas. In an hour, he made our jobs so much easier. Our retailers get it too. We're having more fun and more success. **Petro-Canada**

Kevin absolutely 'hit the mark.' For the two days preceding Kevin's keynote, the delegates shared a lot of information on recruitment and retention. Kevin was able to pull the information together and put the ownership back on the participants. His message clearly showed us that we each have a responsibility for our own actions. Also Kevin's stories and sense of humour were exceptional. His presentation made people actually think (vs. only being entertained) and made them look inward to really think if they wanted to be part of the 'problem' or the solution. **Canadian Court Administrators**

Kevin's message of responsibility and dealing with adversity hit the mark. I was very impressed in particular by his use of several timely examples from our business - commissions and re-inspections. I even had the fellow beside me lean over and say, "He sure knows our business." He was the only speaker over two days to get a standing ovation. **Co-operators Insurance**

Words can not express the impact Kevin has had on our company. His presentation was straight to the point. Would our people have been ready for Kevin a few years ago? No way. But today he was exactly what they needed to hear. He is definitely the Attitude Adjuster! We recommend that everyone attend Kevin's session. He is worth it!! **ARC Energy Resources**

I was amazed how well Kevin did his homework and was able to take his presentation and make it fit around our customer group. His words of wisdom helped them better perform in their own businesses. He got our message across without sounding like he worked for the company. In about an hour, he made such a huge impact on these business people that they have been calling us to have Kevin come and speak to their people. It was a message of great value and he changed their attitudes of blame (fluctuating commodity prices, tight labour markets, etc..) into one of accountable performance in their respective businesses. **Dow Agro-Sciences**

Kevin Burns said what needed to be said, in a way we could have never said it and far better than we could have ever thought about saying it. **Prairie Valley School Division**

RBC Financial Group (x3)
TD Canada Trust (x2)
Canada Mortgage and Housing Corp.(x3)
Farm Credit Corporation (x3)
Co-operators Insurance (x2)
Petro-Canada (x3)
Encana Oil & Gas (x4)
NOVA Chemicals (x2)
Manitoba Hydro (x5)

Certified Management Accountants (x4)
Petroleum Industry Association of Canada
Petroleum Services Association of Canada
Canadian Public Relations Society
Economic Developers Association (x2)
Canadian Federation of Independent Grocers
Funeral Services Association of Canada
International Association of Internal Auditors (x5)

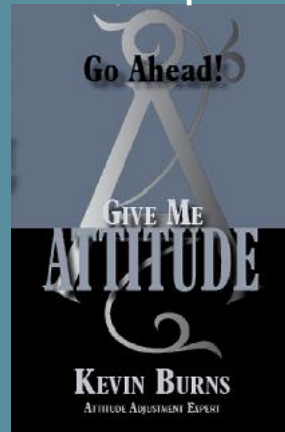
Government of Canada (x14)
Government of Alberta (x32)
Canada Customs and Revenue Agency (x2)
Western Economic Diversification
Ontario Works In Peel (x2)
City of Edmonton (x4)
City of Calgary (x3)
.... and so many more!

Take Advantage of Pre-Conference Book Special

Pre-purchase 100 or more copies of Kevin's latest book, "Go Ahead. Give Me Attitude!" and save 50% off of the retail price. A great idea to make sure the learning goes home with your meeting attendees.

Hardcover Bulk Price \$7.50/unit
Paperback Bulk Price \$5.00/unit

Kevin would be pleased to arrange an autograph session for your attendees!



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