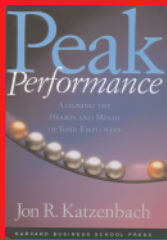


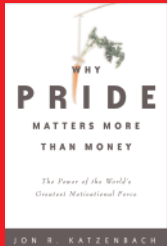


**Few have developed more wisdom about the inner workings of business than Jon R. Katzenbach. Widely regarded as one of the world's leading experts in worker motivation and performance, team effectiveness, and leadership, Mr. Katzenbach has helped companies get extraordinary results from their employees for nearly fifty years.**

Mr. Katzenbach's deep experience and groundbreaking research form the foundation of his numerous books. His latest is *Why Pride Matters More than Money: The Power of the World's Greatest Motivational Force*, subject of a full page review in *Time* and a cover story in *Fast Company*. This book builds on his earlier bestseller *Peak Performance: Aligning the Hearts & Minds of Your Employees* and *Real Change Leaders*. His pioneering work in team effectiveness led to the bestseller *The Wisdom of Teams*, and to *The Discipline of Teams*, *Teams at the Top*, and *The Work of Teams* (a Harvard Business Review compendium).



Mr. Katzenbach is a founder of Katzenbach Partners LLC, a firm specializing in organizational and team effectiveness, leadership, and workforce performance. He was formerly Director of McKinsey & Company's New York and Houston offices, where his activities included both client and firm leadership roles. Mr. Katzenbach has served executives of leading companies in consumer products, financial services, energy, electronics, industrial products and medical products. He has also consulted to many public institutions, including three New York City university hospital systems. He graduated with distinction from Stanford University and the Harvard University Graduate School of Business, where he was a Baker Scholar. During the Korean War he served as a Lieutenant (j.g.) with the U.S. Navy.



Mr. Katzenbach continues his high-impact work and independent research on new approaches to organizational performance. He presents perspectives on these topics to numerous corporations, executive leadership groups and conferences throughout the world.

#### THE LECTURES

#### **Committing the Hearts and Minds of Employees: Why Pride Matters More Than Money**

*"Why Pride Matters More Than Money* is both inspirational and practical. It inspires you to challenge yourself and the people around you and provides the practical means for getting practical results from these challenges"

Marshall Goldsmith, Coeditor of *The Leader of the Future* and *Coaching for Leadership*

"Seek out your pride builders—they are the key to employee, business, and profit growth. Mr. Katzenbach's book will certainly help you with your journey."

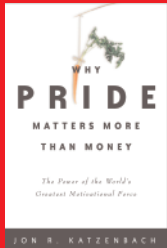
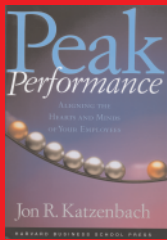
Troy A. Clarke, Group Vice President, Manufacturing & Labor Relations, General Motors Corporation.

Over the past several years, Jon Katzenbach has turned his attention to the perennial questions of leaders everywhere: How do I motivate my employees? Conventional wisdom often centers on money as the primary motivating force. But what Mr. Katzenbach has found in studying high-performance organizations like Southwest Airlines and Microsoft is that money is not enough. Money won't inspire

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the kind of commitment needed to build both the short and long-term sustainability of an organization. That comes when employees are emotionally engaged — heart and mind — in what they do. Indeed, the best motivating force is understood by few managers and implemented by fewer still: PRIDE.

Managers at every level are missing an essential lever if they are not using this powerful positive force to manage their employees. Pride Builders – managers who drive exceptional levels of productivity and emotional commitment by using pride to inspire their employees - can create extraordinary results in any company culture and under the most daunting conditions. Mr. Katzenbach's presentation draws on years of research and uses real-life examples of successes and turn-arounds. He includes discussion of effective management techniques and communication approaches to offer a practical understanding of the role of pride and its application in building your organization.

### **The Secrets of America's Greatest Companies:**

#### **Forging a "Peak Performance" Culture at Your Organization**

"Forget those cookie-cutter management advisers who have the same solution for every problem. Katzenbach helps you find the right approach to energize your organization. His strategy makes sense, and it works."

John Rowe, M.D., CEO, Aetna Inc.

Walk down the hall of any great company and you'll feel it – the energy that comes from a company whose employees pay little attention to the clock and who, when not on the job, are probably thinking about how to do the job better, faster, smarter. This is the feel of a great organization. Such organizations—like The Marine Corps, GE, Microsoft, Avon, and Marriott —weren't lucky. They've developed cultures where workers consistently exceed the expectations of their leaders and customers.

How do these companies focus all of their employees to consistently achieve industry-leading performance? To find out, Mr. Katzenbach conducted in-depth research— from the boardroom to the front-lines—at over 30 top companies. In this speech, Mr. Katzenbach explains how great organizations focus their people and drive results, drawing on this research and years of personal insights from consulting to some of the world's finest companies. Mr. Katzenbach shows how, to be great—even if you're not Microsoft—an organization must enlist one or several of five core "paths" that energize a workforce and drive consistently high performance.

### **Creating Teams That Soar:**

#### **Team Effectiveness throughout an Organization and "At the Top"**

"Jon Katzenbach stands as one of the most thoughtful and consistent contributors to the art, science, and practice of people working together to accomplish shared objectives."

Jim Collins, Co-author of *Built to Last* and *Good to Great: Why Some Companies Make the Leap... and Others Don't*

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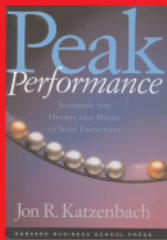
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Business is nothing more than teams working on a mission. Yet few companies really understand much about teamwork – what makes some teams thrive and others languish under the weight of apathy or dissension. When is a truly collaborative team effort preferable and when should a leader just delegate tasks to a working group? Jon Katzenbach is one of the world’s best recognized authorities on team dynamics, with distinct insights on both leadership team performance and team effectiveness throughout an organization.

His work on teams over the past decade has been called “essential”, “path breaking”, and “the best ever” by *Business Week*, *Harvard Business Review*, *The Wall Street Journal* and *The New York Times*. His book, *The Wisdom of Teams*, was a bestseller. Jon Katzenbach has seen the good and the bad; he will offer hard-nosed, practical ideas (nothing soft and fuzzy) about how to make teams winners and when to choose various types of team approaches. This talk draws on stories and insights from top companies in the U.S. and overseas.

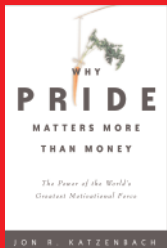


**Management Team and Executive Development Workshops**

In-depth, interactive and highly customized half and full day Management Team and Executive Development Workshops are also available. Information upon request.

“Forget those cookie-cutter management advisers who have the same solution for every problem. Katzenbach helps you find the right approach to energize your organization. His strategy makes sense, and it works.”

John Rowe, M.D., CEO, Aetna Inc.



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