

Culture...

Corporate Culture is a harmony of people coming together for a common purpose – their communication with each other, how they manage their time and energy, the way they organize their work, and the way they are led. It's what people do when no one is looking.

Leaders communicate values – the things that really matter to us, ideas and beliefs we hold special so that we may gain clarity and focus for consistent decision making.

Values shape decisions – mutual trust and respect, integrity, empowerment, strong work ethic, enjoyment, open process improvement, transparency.

If the **Values** of an organization are not consistently defined, articulated and continually reinforced by its **Leaders**, a **Culture** of cynicism and mistrust evolves. The results of this are decreased productivity, lack of accountability, limited engagement, deficient work ownership, and a reduction in the bottom line.

If you are not sure if your company has this problem, ask yourself this question:

Is your revenue what you'd like it to be? Are your people producing in the same way as if they owned the business? People make or break organizations. And they can create productive cultures based on integrity, teamwork, and results that breed customer loyalty. Or they can function under the radar screen fostering a culture of underperformance. Is your company where it could be? How much is that costing you?

Where Mary Lee is featured:

Mary Lee Gannon is a national speaker and has been featured on Wnb Radio Network Mind Your BIZness with Danielle Hampson. The interview may be heard on Mary Lee's Web site at www.StartingOverNow.com. She has also been featured on msn.com, Forbes.com, eFinancialcareers.com and in a number of other publications. Mary Lee teaches a college non-credit course on Starting Over at Community College of Allegheny County and has presented for New Choices/New Options Career Development Service, Dress for Success, Workquest, One Vision One Life, Pennsylvania Professional Employment Network, Urban League of Pittsburgh and various business groups, colleges, universities and non-profit organizations.

Contact Mary Lee Gannon to speak to your corporation:

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View excerpts from Mary Lee's book *Starting Over - 25 Rules When You've Bottomed Out*, listen to her interview, sign up for her free e-newsletter, and get free advice and worksheets at www.StartingOverNow.com. Start now!

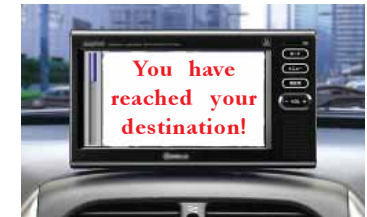
Does your company have

A GPS to

Increase the Bottom Line

by

**Transforming
Corporate Culture**

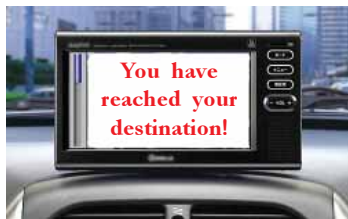


- ✓ Leadership that Translates to \$
- ✓ Increased Productivity
- ✓ Cultural Turnaround
- ✓ Better Time Management
- ✓ A Culture of Accountability
- ✓ Healthy Work/Life Balance
- ✓ Better Bottom Line



From Welfare to CEO

Mary Lee Gannon is a personal turnaround, leadership and productivity expert who went from welfare to President and CEO with specific hands-on strategies.



Mary Lee Gannon is a cultural turnaround, productivity and leadership expert who is living proof that leading from a perspective of well defined values and strategies can turn a company or one's personal life around no matter what the odds. Her book "Starting Over – 25 Rules When You've Bottomed Out," her presentations, her published articles and her Web site at www.StartingOverNow.com are full of specific hands-on tactics that help companies develop leaders as well as help people make ultimate use of their time, be a problem solver, be more persuasive, uncover hidden opportunities, and share compassion all while keeping a healthy life balance.

At the age of 35 Mary Lee was a stay-at-home mother with four children under seven-years-old living in an unpalatable marriage behind the facade of a country club life. She filed for divorce as a leap of faith and a few months later she realized an overwhelming avalanche of litigation and anger that resulted in her and the children going from a lovely residential suburb to being homeless, carless, hungry and on welfare.

She understood then that she was going to be the one to provide for her and her four children and had to figure out a way to do that. Public assistance was not the way she wanted to live her life. She had done the big cry and a lot of asking, "Why me?" but that got her nothing but more paralyzed with fear. She had an allied health degree at which she was making \$27,000 a year when she left the workforce to raise her children and knew that would not be enough for them to live on so she created a life plan around the things she loved and in which she excelled.

She identified her strengths and weaknesses. She developed her transferable skills. And she developed her sales skills to go on to become the

executive director of a trade association where she also pursued and earned the designation of Certified Association Executive. From there she went on to be a self employed public relations consultant, journalist and business writer, all work she did from home while her children were young. When she needed adequate benefits for herself and the children after the divorce, she decided to enter the corporate world. She taught herself how to network, fundraise and negotiate and ultimately went on to be the President and CEO of a large hospital foundation and national speaker – a far cry from welfare.

What the audience will learn - **The Modules:**

How to:

- ✓ Establish boundaries to reduce interruptions and elevate productivity.
- ✓ Hold meetings that are focused and productive.
- ✓ Lead by not hitting people over the head.
- ✓ Transform the work experience from struggle and fire-fighting to one of independent responsibility and strategy.
- ✓ Create a culture that respects people's time and attention.
- ✓ Get your foot in the door even when you can't find the door.
- ✓ Have a healthy work/life balance.
- ✓ Name a company's pain.
- ✓ Say things the right way instead of just saying the right things.
- ✓ Start everyday like the last day before vacation.
- ✓ Create a culture of accountability.
- ✓ Negotiate so that everyone wins.
- ✓ Be the "Go-To" problem solver.
- ✓ Create checks and balances that produce measurable results.
- ✓ Build a sphere of influence.
- ✓ Inventories can be managed but people must be led.
- ✓ See farther than others by standing on the shoulder of giants.

Featured Presentations:

- ✓ Create the Culture that Produces Great Teams, Delivers Measurable Results and Breeds Customer Loyalty
- ✓ Leading to Make the Change You Need
- ✓ How to Uncover Opportunities in a Closed Door Economy
- ✓ Starting Over Without Starting at the Bottom
- ✓ Make Your Wheel of Fortune Spin on Balance
- ✓ Build Your Sphere of Influence
- ✓ Get Twice as Much Done in Half the Time
- ✓ Expect Everything – Nothing is Gravy

Handouts that are keepers!

All presentations have extensive handouts with resources and hands-on exercises. Additional topics available on request.

