



"What we've received from our relationship with Joe Calhoon is nothing short of phenomenal! Our business has grown 40% annually for the past two years. Working with Joe taught us to rethink both our business and our personal lives."
– Robert Meyers, President and CEO, COBRAGuard

Growing Your Business is Our Business

A Proven System to Grow Your Business

You know that improving your business is more than just growing the bottom line. You need to get your team on the same page, develop leaders and produce measurable results for Customers, Employees and Owners.

All that is simpler than you might think. Our PriorityAdvantage™ system gives you the tools to develop a clear and compelling business growth plan, achieve your most important priorities, produce positive results and develop leadership throughout your organization.

A Proven System to Develop Your Leaders

Strong leaders grow strong businesses. And the world's most respected organizations--with high-trust, high-performing cultures--know it all begins with effective leadership.

Our LeadershipAdvantage™ system imparts proven principles and practices by utilizing experiential learning, spaced repetition and positive reinforcement.

LeadershipAdvantage™ strengthens leaders in the areas of personal leadership, high-trust relationships, effective management, efficient systems, organizational leadership and marketplace impact.

Keynote Speeches to Inspire, Educate and Entertain

If you're looking for a speaker to really hit the mark, you don't want a "canned" presentation. We customize even our Signature Presentations to meet your needs.

Your satisfaction is guaranteed.



PriorityAdvantage™ **A Proven System to Grow Your Business**

You are leading a **remarkable business**. In other words, people **remark** about your business--your products, your services, your people.

The question is--what are they saying? If what they're saying is different from the vision you have for the business, you have the power to change it.

We can help. Our business is growing your business; it's all about taking your business from what it is to what it could be. For the past 15 years, we've provided businesses with a proven growth system that produces measureable and meaningful results.

Hundreds of small and mid-sized companies have used PriorityAdvantage™ to accelerate their business growth. Consider these clients' results:

- Miedema Asset Management Group has nearly tripled their revenues in 10 years
- Jack Stack Barbecue doubled their EBITDA in 5 years
- Central Packaging achieved record customer satisfaction, employee engagement, revenue and profits in year four
- COBRAGuard has grown 40% year-over-year for the past 2 years
- Cornerstone Painting & Coatings doubled the size of their company in one year

PriorityAdvantage™ is simplified business planning, coupled with continuous progress and leadership development. It's a system that provides you with the structure to:

- Lead your business
- Engage your employees
- Organize the work required
- Respond to changing conditions
- Make wise decisions
- Provide better customer service
- Enhance your productivity and profitability

When you apply the PriorityAdvantage™ practices, you'll save time, money and frustration. **Your business will create greater company value and provide you and your employees with a more promising future.**

Your satisfaction is guaranteed.



Joe Calhoon, CSP

Keynote Speeches to Inspire, Educate and Entertain

Joe Calhoon is an acclaimed keynote speaker, author and business growth consultant with a 30-year track record.

Joe's keynotes aren't theoretical—he's owned and managed three different businesses. And, Joe has worked successfully with more than 100 business owners to improve people, productivity and profitability. Joe's presentations provide content that's immediately applicable in the *real world*.

Since 1987, Joe Calhoon has:

- Delivered presentations to hundreds of audiences on four continents
- Received the National Speakers Association designation as a *Certified Speaking Professional – one of only 660 in the world
- Gained the reputation as the highest-rated and most-requested speaker with the Covey Leadership Center in the 1990s
- Authored ***Prioritize!, On The Same Page*** and ***The 1 Hour Plan for Growth***

Co-creator of the PriorityAdvantage™ business growth system, Joe has partnered with a broad range of businesses and associations, teaching business growth strategies, leadership effectiveness and organizational performance.

Joe's Signature Presentations include:

- Are You On The Same Page? How to Engage Employees & Accelerate Growth
- Leading Through Adversity
- Grow a Remarkable Business. Live an Extraordinary Life.

Talk with Joe, and he will design a presentation to meet your specific needs. His presentations condense decades of knowledge and experience. Joe puts the cookies on the lowest shelf!

More than an event, **Joe Calhoon delivers a memorable and high-impact experience.**

Your satisfaction is guaranteed!

*Designated by the National Speakers Association



LeadershipAdvantage™ **A Proven System to Develop Your Leaders**

Developing more effective leaders requires three things:

- A desire to learn
- A belief that leaders are made, not just born
- A proven system to drive meaningful change

Here's the brutal reality. Failing organizations have one thing in common: the leaders aren't teachable.

In contrast, successful organizations continuously improve the character, competence and chemistry of their leadership team. **A team like that can move mountains!**

LeadershipAdvantage™ teaches proven principles and practices based on timeless wisdom. Participants discover truths, dialogue with others about those truths, and develop an action plan to apply those truths.

Leadership development is not an event—it requires adult learning, spaced repetition and positive reinforcement.

Gone are the days of sending your leaders off to a full-day workshop that dumps data into their brains. They gather data, then, inevitably, do a "data dump" when they leave the room. In today's competitive environment, organizations require development that's laser-focused, produces action and, ultimately, improves results. Our system relies upon our proven, proprietary curriculum, delivered through master facilitation, supported by scheduled development workshops and positive reinforcement.

LeadershipAdvantage™ is a proven way to take your leaders to their highest levels of capacity and contribution.

LeadershipAdvantage™ offers a range of more than 20 leadership development topics—designed to build the strengths of your leaders and make habits out of time-proven principles.

If your organization has a more specific leadership development challenge, customized workshops and presentations are our specialty. With more than 60 years of combined leadership development expertise, we're ready to help you meet your challenges. You'll see the results, from the top of your organization, to your bottom line.

Your satisfaction is guaranteed.



PriorityTools™

For Business Growth and Leadership Development

"In God We Trust—all others, bring data!" This quote from a trusted colleague illustrates the immense value of assessment tools. With data, you can quickly and cost-effectively:

- Measure your organizational health
- Assess each leader's effectiveness
- Identify individuals' strengths
- Measure your customer satisfaction

Organizational Health Assessments (OHA) - We developed a proprietary, survey-based Organizational Health Assessment for clients who need to dig deep and create lasting improvement. The survey gathers and reports data related to the six capacities of high-performing organizations. We design, administer, compile, analyze, debrief the results and provide strategic recommendations.

Leadership Assessments - Our Leadership Assessments identify the issues facing your leaders to help them improve their leadership effectiveness. The survey gathers and reports specific data related to the six capacities of high-performing individuals. Personal coaching is recommended and available.

Strengths Assessments - Strengths Assessments reveal how the members of your team get their best results—and how to work with each other more effectively. The results from the Assessment don't concentrate on *weaknesses to overcome*, instead, strengths that can be understood, maximized and celebrated.

The 3-Question Customer Satisfaction Survey - In less than three minutes, your customers can give the most valuable feedback for your business, and you get a written report with verbatim customer comments.

1Hour2Plan.com™ - In addition to these four online assessment tools, you and your team are able to collaboratively plan online with guidance from experienced consultants.

Many businesses have used 1Hour2Plan.com with *The 1 Hour Plan For Growth* (published in 2012 by Wiley and Sons) to develop a clear and compelling business plan. We use 1Hour2Plan.com as pre-work for our PriorityAdvantage™ business growth projects.

Your satisfaction is guaranteed.



Agriculture

Mosiac,
ArrMaz Custom Chemicals
Barrett Farm Supply
Agspring

Associations

National Auctioneers Association
American Business Women's
Association
Minnesota Health & Housing
Alliance
Mississippi Forestry Association
Missouri Community College
Association

Auctioneers

Miedema Asset Management
Group
Thompson Carr Auctions
Wilson Real Estate Auctioneers

Automotive

Randy Reed Automotive
Missouri Auto Dealers Association

Banking

UMB Bank
Country Club Bank
Missouri Bankers Association

Chambers of Commerce

Austin Chamber of Commerce
Fargo Chamber of Commerce
Kansas City Area Chamber of
Commerce

Conglomerate

GE
Kimball International
3M

Construction/Services

Cornerstone Painting & Coatings
Strickland Construction Company

Education

Young Presidents' Organization
Young Entrepreneurs
Organization
Helzberg Entrepreneurial
Mentoring Program
Continuing Education at Sea
Convene
Cornell University

Energy

Alabama Power
Helmerich & Payne

Engineering

National Society of Professional
Engineers
Burns McDonnell
O'Brien & Gere

Financial Services

Frank Russell Trust Company
Northwestern Mutual Life
IPFS

Franchises

Cruise Holidays International
Expedia CruiseShip Centers
Home Cleaning Centers of
America

Golf

Club Managers Association of
New York
New Albany Country Club
Tiffany Greens

Government

Federal Reserve Bank of KC
US Coast Guard
US Department of Agriculture

Healthcare

American Osteopathic
Association
COBRAGuard
Pro Partners MD
Marion Labs

HVAC

A.B. May
Air Assurance
LBA Air Conditioning, Heating &
Plumbing
United Heating and Cooling
Fahnestock Plumbing, HVAC &
Electric

Hospitality

American Hotel and Lodging
Association
Broughton Hospitality
Host Hotels & Resorts
Ritz-Carlton Hotel Company
Sandestin Golf and Beach Resort
The Sagamore

Insurance

Lockton Companies
Allied National
General Agents and Managers
Association

Manufacturing

Senninger Irrigation
Regal Boats
Taylor Forge Engineered Systems

Non-Profits

Greater KC Community
Foundation
Fellowship of Christian Athletes
Kanakuk Camps
Called to Greatness

Real Estate

Kansas Association of Realtors
RE/MAX
Sperry Van Ness

Restaurants

Applebee's
Chick-fil-A
Jack Stack Barbecue
PB&J Restaurants

Retail

Best One Tire
bijin salon & spa
Bass Pro Shops
Best Buy
Central Packaging
Hallmark Cards

Service

KC Lawn & Landscaping
LEADER Worldwide Chauffer
Service

Tech

Fishnet Security
Apple Computer
Microsoft

Travel

Carnival Cruise Lines
Holland American Line
Princess Cruise Lines

Wholesale

NORSK
Sysco