

# TO LEADERS AT EVERY LEVEL OF THE ENTERPRISE.

The responsibility for a great workplace culture rests in your hands...

**Jerry Haney** has invested most of the last thirty years in a number of key leadership positions in two business cultures that during their zenith have been recognized as outstanding examples of effective enterprise cultures, Xerox Corporation and Marion Laboratories.



During the years Jerry was at Xerox, the company grew from a small company of 3,500 employees to one with \$16 billion in sales and 97,000 employees. It not only had a great organizational culture but was the "Cinderella of Wall Street" as well.

Marion was recognized for its outstanding stock performance during the 80's and for generating the highest sales and earnings per associate in the pharmaceutical industry. The company was recognized as one of the very best companies to work for in America.

In addition to the experiences listed above, Jerry has been involved in a number of entrepreneurial and civic leadership responsibilities.

In 1998 Jerry left corporate life to pursue a number of long time ambitions:

- Finalize his book on building and rebuilding effective enterprise cultures and sub-cultures. Making Culture Pay - Solving the Puzzle of Organizational Effectiveness (pictured below)
- Becoming a public speaker on cultural leadership.
- Conducting seminars with leadership teams who want to develop and implement a cultural renewal process within their enterprises.
- Consulting with business leaders who want to better understand culture, assess the present level of cultural effectiveness within their organization, and do something about it.

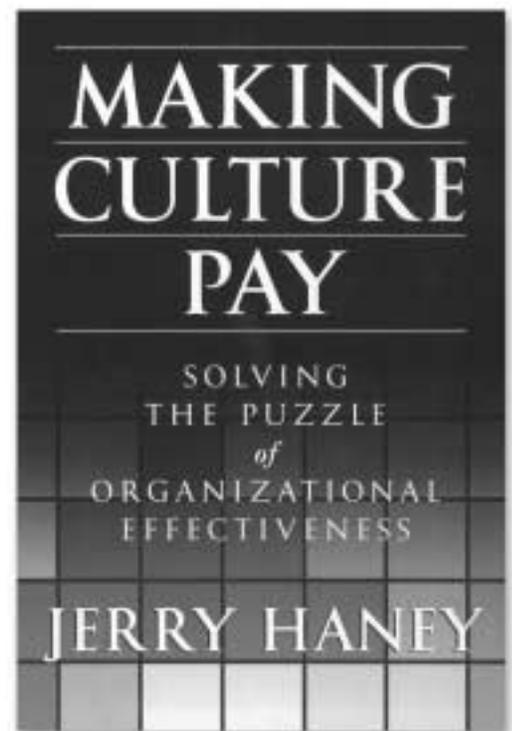
His presentations, "Making Culture Pay" and "Cultural Renewal Facilitation" are offered as a keynote, half-day workshop, full-day seminar, or day to day consulting.

Jerry hopes his efforts on your behalf will help the leaders of your organization gain a better appreciation for the opportunity every enterprise leader has to make his or her Culture Pay...

VISIONOMICS



JERRY HANEY presents "Making Culture Pay"



# Put Jerry's years of experience to work for you.

Here's what Jerry's dramatic and engaging presentation delivers:

1. An understanding of the responsibility every leader has for cultural leadership
2. A clear understanding of the critical elements of organizational culture
3. Insight into the strengths and weaknesses of your present cultural environment
4. A clear pathway for each participant to build his or her own high-performance organization

Jerry has spent more than 35 years as a corporate leader – at every executive level, and in operational areas as diverse as marketing and manufacturing – building and reworking cultures for top performance.

Jerry has developed a unique model to effectively clarify the cultural elements that enable leaders to:

1. Produce dramatically improved bottom-line results
2. Attract, motivate and retain top talent
3. Facilitate adaptation to changing circumstances

This model applies not only to the enterprise-wide culture, but also to every divisional or departmental subculture within an organization. Leaders in these areas learn that "I can't fix my culture until my boss fixes his" is not a valid excuse. Jerry provides leaders at every level with the knowledge and confidence to understand that they can make dramatic cultural improvements within their own areas, using their own resources.

## What people are saying about Jerry Haney...

"A strong, adaptive culture is at the foundation of building sustainable shareholder value. These cultures are built by holding leaders at every level of the organization accountable for cultural leadership. Jerry's book offers a proven model and process that can be effectively used by leaders at every level as they assume their inherent responsibility for cultural excellence." - Lloyd Hill - Chairman, CEO - Applebee's International

"Jerry's years of experience building cultures combined with the Visionomics model gave us immediate insight in to establishing a base line for understanding our culture and most importantly how to work on the right components. Jerry understands how to build great cultures while maximizing a company's strategic imperatives."  
- Jim Drake - President Ensemble Company (Subsidiary of Hallmark Cards)

"Not only has Jerry had many years of successful experience building and rebuilding high performance organizations, he has developed a very compelling model that will enable its followers to dramatically improve any workplace culture - at any level of the organization." - Rich Bendis - President & CEO - Kansas Technology Enterprise Corporation

"Jerry Haney brings the same wisdom and passion to the consulting arena that made him one corporate America's most enlightened and effective leaders. This man is an encouraging model and gifted communicator who helps us unlock the mystery of cultural transformation." - Joe Calhoun - Nationally recognized speaker and communicator

Of course, the best cultures develop when top-level executives insist upon cultural leadership from every leader at every level of the organization. Jerry's presentation provides a springboard for the process, and puts every participant in a position to contribute immediately.

His presentations, "Making Culture Pay" and "Cultural Renewal Facilitation" are offered as a keynote, half-day workshop, full-day seminar, or day to day consulting. To receive additional information on Jerry Haney and his Visionomics program, please contact:



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