

TO LEADERS AT EVERY LEVEL OF THE ENTERPRISE.

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

A message to the:

**CEO, President
or Chairman...**

A great culture in any organization doesn't just happen. It is built through knowledgeable, conscious decision-making. The best of such cultures are enterprise-wide, derived from strong leadership at the top.

But as important as your role is, responsibility doesn't stop there. Building a great culture demands not only your involvement, but also the involvement of leaders at every level of your organization.

A message to the:

**Subsidiary Heads, Division
Heads or Department Heads...**

What do you mean you can't fix your culture until your boss fixes his? Subcultural leaders are often anxious to improve performance within their areas, but feel they are stymied by a lack of cultural leadership from above. The job may be a little tougher when help isn't coming from the top, but it's far from impossible. Any leader at any level of an organization has innumerable opportunities and almost every resource to dramatically improve the culture in his or her area.

Jerry Haney can show you how it works.

He 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

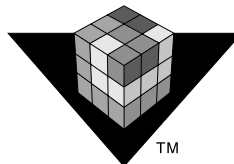
This model applies not only to the enterprise-wide culture, but also to every divisional or departmental subculture within an organization. Leaders in these areas learn that "I can't fix my culture until my boss fixes his" is not a valid excuse. Jerry provides leaders at every level with the knowledge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

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.

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

VISIONOMICS



JERRY HANEY presents "Making Culture Pay"



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.

Assignments at Xerox included:

- Sales Representative – Top 5% or better all four years
- Sales Trainer
- District Sales Manager – Top District in Region (80 Districts in region)
- Branch Sales Manager – Top Branch Nationally (80 Branches nationally)
- Product Manager – 1st Color Copier
- Group Product Manager – Color

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.

At Marion Laboratories he held a number of roles, including:

- President of two subsidiaries
- Vice President of Engineering
- Vice President of Manufacturing
- Vice President of Marketing
- Vice President of Sales
- Vice President of Sales and Marketing

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.

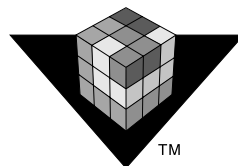
In addition to the experiences listed above, Jerry has been involved in a number of entrepreneurial and civic leadership responsibilities.

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)
- 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.

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...

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WHAT IS VISIONOMICS?

Visionomics is a consulting and training practice whose purpose is to enable enterprise leaders to maximize their work cultures in three critical areas:

- Bottom line performance
- Ability to attract, motivate and retain top talent
- To appropriately adjust to changing conditions

Visionomics is an outcome of Jerry's thirty-plus years of leadership in a number of highly effective organizations. While his experience was gained primarily in sales and marketing, Jerry also had very successful assignments leading both large and small organizations in disciplines as diverse as engineering, quality assurance and manufacturing, as well as general management.

Visionomics is based on several key points:

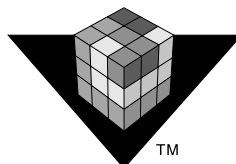
- Every organization has a culture. Cultures are a product of one of two things:
 1. Conscious decision making, or
 2. Unconscious neglect
- Leaders tend to rise in organizations based on their success in one or two areas of expertise and are seldom trained to understand and lead organizational cultures.
- While outstanding cultures are ideally led from the top of the organization, a "less than optimal" corporate culture should never be an excuse for any leader not to assume the responsibility for maximizing the effectiveness of his or her own sub-culture.
- Effective cultural leadership can be learned and applied through the development of understanding of an appropriate cultural model as it relates to the key elements of effective workplace cultures.
- Building high performance cultures is a definable process that can be successfully applied at any level of an organization.

Jerry has spent years developing, implementing and testing a unique cultural model that has enabled him (and those leaders who have reported to him) to attain outstanding bottom-line results over sustained periods of time while improving the ability to attract, motivate and retain top talent.

During his research while beginning Visionomics, Jerry discovered a cultural assessment tool that enables leaders to objectively assess the current potential of their enterprise culture and sub-cultures. The resulting assessment, coupled with appropriate training, planning, implementation and reinforcement can enable leaders at every level of the organization to steadily improve organizational performance when measured by:

- Profitability/ROA
- Sales and revenue growth
- Market share
- Product development and innovation
- Quality
- Employee satisfaction

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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)

"Jerry knows how to establish and nurture an innovative and entrepreneurial corporate culture where company associates are motivated to excel and achieve personal satisfaction in carrying out their responsibilities."

- Tom Olofson - Chairman, CEO - EPIQ Systems

"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

"I had the great pleasure of working in the business culture driven and nurtured by Jerry Haney at Marion Labs. He has taken his first hand experience and is now teaching others how to create an environment that results in higher productivity and retention. My marketing organization has been extremely excited and motivated by these sessions that Jerry and Visionomics have led and are looking forward to continuing to enhance our already strong culture."

- Diane Parks - Vice President Marketing - Genentech

"Having worked with Jerry Haney for many years, he is unparalleled with his communication skills that anchor his tremendous insight into culture development and general management... truly one of the "best of the best" in his field!"

- Dave Laconi - VP Sales Primary Care Division - Aventis Pharmaceuticals

"He assists organizations to understand, value, and develop culture in order to increase and expand the organization's power base. Jerry's knowledge and enthusiasm for organizational culture will energize you and your organization."

- Helen Connors, PhD. - Associate Dean Academic Affairs - Kansas University School of Nursing

"Jerry's ability to understand complex business issues combined with his knowledge of corporate cultures makes Making Culture Pay a must read for anyone wanting to make a bad company good or a good company great."

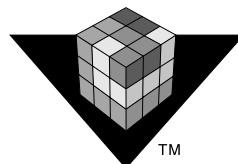
- Dave Duplay - Managing Director - Life Sciences Practice - AnswerThink Inc.

"Jerry Haney has an extraordinary ability to get front line supervisors to understand the impact that a dysfunctional corporate culture has on their day-to-day operations!" - Roger Crain - Senior Vice President - Health Midwest

"Jerry has a unique understanding of how business leaders can continuously improve the performance of their organizations. Through the use of his model Jerry is able to simplify the complex subject of cultural leadership while exciting managers at every level concerning their potential for dramatically improving the results of their own workplace cultures." - Bob Gourley - Chairman, CEO - Lawrence Photographic Inc.

"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 Calhoon - Nationally recognized speaker and communicator

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