

redline ADVISORS INC.
people strategy performance

Dear Executives, Managers and Change Leaders,

The Partners of Redline Advisors invite you to be our guest at a complimentary, provocative and entertaining management briefing on Thursday, June 23rd at The Edmonton Petroleum Club. The topic is, **EIGHT DIMENSIONS OF EXCELLENCE: Aligning Strategy & Measures with Public Priorities**. Buffet Breakfast starts at 07:00. Session runs 08:00 to 10:00. Space is limited and so are the free books, so please reserve your place today.

This presentation is for executives, managers and change leaders in government, healthcare and education. It will be of particular interest to those wanting to create strategic outcomes citizens and customers will notice, while energizing employees to pursue what they never thought possible. The speaker, best-selling author Robin Lawton, will engage, entertain and inspire you to rethink what excellence means to those we serve and how to deliver it for measurable results.

When was the last time you saw a government agency held up as a model for industry? We've got some award-winners you'd love to hear about. They achieved success by addressing key challenges like yours, including:

- Initiative proliferation: so much to do, employees often forget what the goal is
- Expectations to do more with less grow more intense every year
- Employees aren't clear who "the customer" is
- In our non-widgit world, what we do is difficult to measure
- Strategic plans can confuse activity with results: moving the ball is not the same as winning
- A lot gets measured, but not necessarily the right things
- Citizens and customers have competing expectations
- If words like service, expectations, customer and standard were unambiguous, management would be easy

Our presenter is best-selling author, **Robin Lawton**. Rob is regularly ranked "Best Speaker" at international and national conferences sponsored by the Federal Executive Board, Chamber of Commerce, American Society for Quality, Association for Manufacturing Excellence, International Standards Organization and others. Rob is an internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. His powerful but easy-to-understand principles and tools are outlined in his first book, ***Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed***. The first 25 registrants receive free, signed copies.

Please join us. Moving the ball is easily confused with scoring points. Learn a new, intuitive and highly practical way public agencies from Alberta to Florida have achieved a 10:1 return on their investment from their transformation initiatives.

To register or for more information please contact Dar or Peggy at the email addresses or numbers below.

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Thank you.

Murray Wade
President
Redline Advisors Inc.

P.S. Here are a few comments from past participants:

"Citizens are expecting more for their tax dollar than ever before. They have had their expectations raised by the customer satisfaction standards set by some private sector organizations. They are asking, 'Why can't our public services be more responsive?' This is the question that Lawton is helping [us] to answer." Bob Hawkesworth, Alderman, City of Calgary.

"I have never experienced a training session with a higher return on investment of time and money. This is also the most clear and direct method of quality improvement I have found." Quentin Wilson, Director, Missouri Department of Revenue

"This C3 (Customer-Centered Culture) model is one that can be effectively used by decision makers as well as every individual in the organization. It is the most effective model I have seen in my 15 years in management. It is a powerful change tool." David Leary, Director, Lawrence Livermore National Laboratory

"I want to be sure you heard from me what a critical piece of work we all did during your session last week. We are already beginning to incorporate the thinking in your model into our efforts in the Mental Health Service. Thanks so much for a superlative seminar." Rich Goepfert, East Region Chief, Mental Health Services, Group Health Cooperative of Puget Sound

"I can assure you I will think, act, work and do things differently as a result of this workshop! Your 'real life examples' were excellent. Rob's enthusiasm is very contagious. I actually got energized by his energy!! I found Rob's personal examples striking both intellectually as well as psychologically. Thanks!" Michael Fedock, Manager, Quality/Productivity Institute, University of St. Thomas