

Catalyst for Lifelong Direction

Brought to you by The Direction Company



OVERVIEW

Are you a business leader who struggles or lacks a plan to attract, develop and retain great people?

Do you have employees with great potential who are strivers and learners, but haven't developed the mindset and skill set to become great leaders?

Are you looking to help your people learn and implement practical knowledge and habits that they can take with them through their career and life to be even more successful?

In 1928, Napoleon Hill published a book called *The Law of Success* where he distilled best practices from industry leaders of his time into 16 principles for success. Over 90 years later, we're still using these teachings and believe these principles are more crucial than ever.

In this podclass style course, we interview peak performers of our time who share their stories and raw insights about how they've used these principles to gain success. This course provides real life examples and tools that have helped both leaders and their teams shift their mindset and develop their skill set to reach new heights.

Website: TheDirectionCompany.com

Contact: team@elevation180.com

COURSE OBJECTIVES

LEARNING

Throughout the course we will share 16 key principles brought to life by people who live and embody them. Not only will you hear their stories and learn critical habits they believe helped them achieve success, but you will also get an inside look at the mistakes they made, hard lessons they had to learn and methods they used to get back on track.

REFLECTION

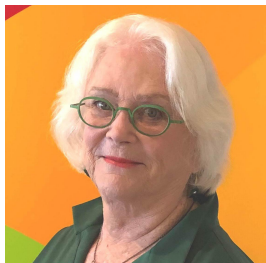
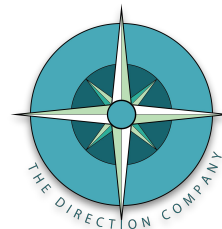
Once you have the knowledge of how others have practically applied each principle, it's time to look in the mirror and evaluate how you have or have not been applying them in your own life. We like to call this thinking about your thinking. It's a way to reflect upon your own actions, benchmark where you are and think about where you want to go.

LIFELONG DIRECTION

The learnings you'll discover are meant to extend well past the duration of the course or the year. Think of them as a set of tools in your toolbox that you will continually refer to throughout your career and life. When you get lost, pull out your compass to help you find your direction and create your own unique path to success.

Peak Performers

Catalyst for Lifelong Direction



Self Confidence: Kathy Kolbe, Founder, Kolbe Corp

- Time Magazine's Man of the Year
- Bestselling author of multiple books including *Conative Connection*
- Consultant & Advisor to Fortune 500 CEOs, University Presidents and Four-Star Generals including Microsoft, NASA, Intel, Stanford and ASU



Saving: John Buffett, CEO, B&H Company & Buffett's Candies

- Entrepreneur since he was 8, CEO of a 3rd generation family business
- 35 years as a corporate leader growing the company from a single concession stand into eight distribution centers and manufacturing facilities that services the greater central and southwest regions



Initiative & Leadership: Dale Petroskey, President & CEO, Dallas Regional Chamber

- Former Assistant Press Secretary to President Ronald Reagan
- Former President of National Baseball Hall of Fame and Museum
- Former Senior Vice President for Mission Programs at National Geographic



Imagination: Bo Eason, Founder, The Bo Eason Experience

- Top Pick Houston Oilers, 5 year NFL All-Pro Career
- Playwright, Producer & Actor of Broadway Play, *Runt of the Litter*
- National Best Selling Author, *No Plan B for Your A Game*
- Speaker and Leadership Coach to Clients such as Morgan Stanley, Mass Mutual and Merrill Lynch



Enthusiasm: Shelly Olesen, Vice President of Sales & Marketing, C. Cretors and Company

- Starting as a sales representative, she climbed the ranks in her 30 year career to become the first female executive in C. Cretors history
 - Author and educator with a passion to travel, she has traveled to over 80 countries and all 7 continents bringing a unique perspective on how to achieve success in the face of adversity
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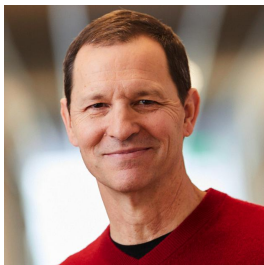
Self Control: Gino Wickman, Creator, Entrepreneurial Leap

- Founder of EOS Worldwide (EOS - Entrepreneurial Operating System)
- Led an international team of over 650 professionals with over 200,000 companies using the EOS tools
- Author of multiple books including award winning, best-selling book *Traction: Get a Grip on Your Business* with over two million copies sold



Pleasing Personality: Brian Green, Head Coach, Wichita State University Baseball

- Top 40 recruiting class for seven years in a row
- Awarded NMSU Athletic Community Service Award four years in a row
- Produced the top baseball draft pick in New Mexico State History for five consecutive years



Accurate Thought: David Martin, President, David Martin & Company

- International #1 Best Selling Author, *Free the Genius*
- Advisor and Consultant to thousands of executives for two decades across the globe for clients such as Capital One
- Creator of Mind2Win Program



Concentration: Notah Begay III, Founder, NB3 Foundation

- 12-year PGA career including four tour wins and a spot on the 2000 Presidents Cup
- 10 year career on NBC-Golf Channel Broadcast Team
- Named Top 100 Sports Educators in the World
- Inducted into the Stanford Athletic Hall of Fame in 2014

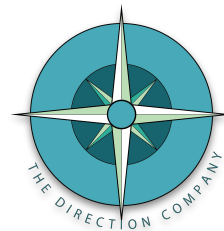


Cooperation: Ret. Lt. Col. Scott Mann, Founder, Rooftop Leadership

- 23 year military career with an 18 year duration as a Green Beret specializing in high impact missions all over the world
 - Contributor on CNN, Bloomberg, Fox Business News and Wall Street Journal Radio
 - Writer, Producer and Actor of *Last Out*, a play that has honored over 75 gold star families
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Peak Performers

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Profiting by Failure: Ara Suppiah MD, Founder, Functional Sports Medicine Institute

- Personal Physician for athletes on the PGA, LPGA, ATP and WTA Tours and Ryder Cup Team Physician
- Chief Medical Analyst on NBC Sports Golf Channel
- Practicing ER Physician



Tolerance: Richard Parsons, Former CEO, Warner Media

- Served as legal counsel for former NY Governor Nelson Rockefeller and White House aide during the Gerald Ford Administration
- Former President, CEO and Chairman of the Board of Time Warner
- Former Chairman of the Board for CBS, Citigroup and Estee Lauder
- Member of the economic advisory team for President Barack Obama



Tolerance: Greg Parsons, CEO, CAVU

- Leads and manages \$2B+ in assets at Semper Capital
- Founder and CEO of True North
- Former Associate Principal at McKinsey & Company
- Served as Captain and Infantry Officer in the US Marine Corps



Golden Rule: Edward Lujan, Chairman Emeritus of the Board, National Hispanic Cultural Center & Foundation

- Chairman and CEO of Manuel Lujan Insurance Agency
 - Former Chairman of the State Economic Development Commission
 - UNM & NMSU Foundation Board
 - Honorary Doctorate Degree from New Mexico State University
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