



Becoming Uncommon:

A Consulting Brief

“The Days of Simple Selling are over. This is the most sophisticated marketplace the world has ever known...How will you win?”

The Michael York Company, Inc.
The Michael York Learning Center, Inc.

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Michael York



The 4 Questions of Consulting

“Before engaging in any consulting arrangement, organizations and individuals should ask these questions of the project or their existing situation.”

1. Do I need help in improving my (organization)?
2. Can I get that help from an outside, independent, third-party consultant?
3. Who is the best possible talent available to fill this role? (willing & able)
4. What would it be worth to me (*and my organization*) if it works?

“You can’t change people.

*But if you can change their minds, change the way they think...
Then people will change themselves.”*

--Michael York, *Becoming Uncommon*

“My” 4 Questions of Consulting

“These are questions that I ask (of me) before taking on any consulting role with any organization or project. It helps in establishing the value of the relationship for each party.”

1. Can I have an impact on this project (organization)?
2. Do I want to take on this project?
3. What is the potential reward for the client and what could it be worth to me if it works?
4. What will I be giving up to take on this project?

“All work should be project work...

*That means a beginning and an ending, with objectives and results.
Not just coming to work in the middle somewhere,
and never knowing where we are.”*

--Michael York, *Winning in Today's Economy*

March 26, 2003

Mr. Michael York
The Michael York Company, Inc.
4801 East Independence Blvd. Suite 1000
Charlotte, North Carolina 28212

Dear Michael:

How do we measure the effectiveness of a consultant?

I'm sure you've been asked that question before.

Beginning with January's National Sales Meeting, early 2003 has been rather busy. I do think it is important to share with you my thoughts on the progress our organization has made over the past 15 months or so.

When Colonial first began utilizing your services, we were both aware of the challenges of driving significant change within a sales organization stretching from Knoxville, Tennessee to Wilmington, North Carolina; encompassing 10 sales teams, 30 managers, and more than 200 sales agents.

It was also clear to me that without significant change on a number of levels, there was little hope for dramatic improvement in results. One of the key contributions you made early on, was to convince me that this degree of organizational turnaround was possible, but only if we utilized "uncommon" approaches. Beginning with the management meeting in January 2002 (jet balls & all) your conviction has proven correct.

A few results to highlight the extent of our progress:

1. **Total sales from our Agency grew 10.2% in 2002.**
Up from 3.6% in 2001. More importantly, all that growth came in the 3rd and 4th quarters of 2002 after your efforts had a chance to take hold and we had created that momentum we're always talking about.
Total 3rd and 4th quarter results were 25% better than the same period in 2001.
2. **New case sales increased a whopping 100%.**
Again, the majority of that increase occurred in the latter half of the year.

3. **New sales from new agents increased over 300%.** This is particularly significant because these numbers will continue to drive our future growth and is a clear sign that last year's results are not just sustainable, but will increase and accelerate.
4. **New account “Opener” specialists increased from only 2 in early 2002, to over 30 producing specialists by year’s end.** This is an amazing statistic since it created the “specialist” mentality that allowed us to not only attract a higher quality of agent to the organization, but improved the focus (and results) of some of our “jack-of-all-trades” agents.

Such significant improvement in our key operational results was, in my opinion, directly related to your work with my organization. Those results were only made possible by your intervention into our organization and our culture, and you deserve much of the credit for the turnaround.

Where do I start? Because your efforts included a multitude of actions that affected critical areas of my business. These efforts included the attraction and development of “*Top Talent,*” Management training & development, the introduction of a new way of thinking and the creation of a new “*Opener*” culture. And of course, your unique approach to training (learning) that you appropriately named ***Cool \$chool.***

Each of these initiatives significantly enhanced our ability to compete in a very challenging and competitive market and produced these dramatic results in spite of a soft economic environment. Taken together, they radically changed our approach to our business and set the stage for tremendous accomplishments.

When I think back to our initial meeting and my decision to engage your services, I believed that I was getting primarily a speaker who could help motivate/inspire our sales team. That has certainly been the case, and to great effect. Your workshops and keynotes at our regional and national meetings have created quite a buzz. However, the bonus for me has been the strategic consultation you have provided and a perspective on my business that is radical but realistic.

Thank you for all your hard work. My management team and I are convinced we could not have achieved so much in such a short time without your commitment to the dynamic improvement of our organization.

Without a doubt, one of my highlights as an MGA with Colonial has been working with you. I look forward to continuing our professional partnership to achieve “***radical & uncommon***” results for our organization.

Sincerely,

(*electronic signature*)
Louis Ascanio
Managing General Agent
Colonial NC/ETN

******footnote addition****** *As of January 2004, Lou’s territory has continued to show “radical” growth across the board, including 6 straight quarters of a 20% (or greater) increase in sales! Leaders Conference qualifiers (top performers nationally) went from 2 in 2001 to 15 in 2003.*



September 16, 2004

Mr. Michael York
The Michael York Company, Inc.
4801 E. Independence Blvd Suite 1000
Charlotte, North Carolina 28212

Michael,
Captivated by the simplicity yet power of the messages I took from your book *Becoming Uncommon...* I called you, introduced you to my leadership team, and charted a course with you toward the UNCOMMON.

Now six months in, I think you and your "COOL schools" are having an impact. Expectations have been raised, new conversations have started, the big game customer is being targeted, and most importantly the sales team is understanding that now more than ever there is nothing standing in the way of record performance other than their level of COMMITMENT. We are beginning to see increased sales momentum. I think as a result of your involvement and the higher levels of sales "energy" that you helped foster.

Your messages are well received, they in many ways reinforce our strategic imperatives, and your interactions with the sales team have spurred many of them to rethink, refocus, change, and in some cases begin delivering uncommon results. Our next level challenges with "Becoming Uncommon" are as follows:

- Reaching more of the team -- faster
- Developing a true openers team and related processes
- Engaging the general managers more directly in sculpting more uncommon activity at the local level (uncommon activity leads to uncommon results)
- Showing/communicating specific success stories as a means for developing the selling platform for longer term strategic, accelerated sales growth

In short- so far, so good, so much more to be accomplished.

Michael, you have shown yourself to be an important component in the continuing reinvention of JanPak that began nearly two years ago. Our goal of doubling our business by 2010 has a better chance of realization as a result of our UNCOMMON partnership. Thank you. *Thank you also in advance for where we are going together in 2005 and beyond.*

Last, I like you. You're a good person, a good friend, and a true professional. You have passed my test of being someone I can play 18 holes of golf with on a nice day. Myself and my team learn from your counsel as you do from us. The best relationships run two directions, not one way -- our partnership is most definitely a two-way street that invites many worthwhile stops along the way.

Highest Regards,
(*electronic signature*)

Tim Feeheley, CEO
JanPak, Inc. www.janpak.com
(tg/tf)

**JanPak remains a consulting client of the Michael York Company and working together with JanPak's leadership team of VP/GMs, the results continue to be described as "radical and remarkable."*

The Michael York Company, Inc.
Determination of Value, Fees, and Objectives

For any company or individual engaged in fee-based consulting or professional services, the fees they receive are:

1. Increasing
2. Decreasing
3. Remaining relatively flat

There's a variety of contributing factors, all of which are determined by the marketplace.

In our case at The Michael York Company, our fees are **INCREASING**.

Why?

1. Radical and documented success in past projects for clients who use our services over and over. Our commitment to long-term, big-picture results has brought about dynamic results that out-perform past relationships our clients experienced with other trainers, consultants, or professional service firms.
2. A "value-based" fee schedule allows the customer to identify (*and deliver*) what is needed to produce the desired end result. Instead of quoting a price based on budgets which gives little or no consideration to the ultimate value of how this project will impact current and future performance and revenues (*as a result of the success or failure of the project*). Our "past performance" has now produced a wider array of services offered. And by offering them to our clients in a "value-based" structure, it protects clients who otherwise might not take full advantage of all services were they offered in hourly rates or "one price does it all," where some of the value items available might not be needed by all clients.
3. Michael York is a "high impact" consultant and speaker with over 25 years of sales, marketing and management experience. As a Director of Sales for almost 10 years he became a student of high-performing organizations and what made them unique and successful. Now in his fourth year as the "student and CEO" of his own companies, Michael has amassed a list of consulting and speaking clients that produce a "repeat customer" rate of over 60%. He has developed training and learning systems for a variety of organizations through The Michael York Learning Center, Inc. Michael is a masterful presenter and a member of the National Speakers Association.
4. Michael York is a published author having recently released his new book, "*Becoming Uncommon: Developing Your Success at the Speed of Life,*" and has two new books soon to be published on winning in today's economy and top performance for individuals and organizations.

Our success in the marketplace translates into more demand for our services, which can mean higher fees. That's actually GOOD news for YOU our customers,
only if you're truly interested in RESULTS!

Wouldn't YOU like to command greater fees or prices for what YOU do?

Our consulting/speaking services are not an EXPENSE item but an INVESTMENT. Especially since most of our clients are “revenue-driven” organizations... Value-based services are typically provided in these four areas of a project or event:

1. Pre-Event (or pre-launch for a project)
2. Event or Project Launch
3. Post-Event
4. Ongoing Retainer

The list of services in the “*project clock*” might look something like this:

Pre-Event/Pre-Launch:

- Attending/conducting manager or strategy meetings
- Assigning pre-work before the event or launch
- Developing the delivery and content

Event/Project Launch:

- Custom and personalized content
- Individual binders of event/project material
- Books (Michael’s or other titles)
- Specific blocks of instruction/delivery to specific groups within the organization

Post-Event:

- Individual meetings/assistance
- On-site services/consulting
- Monthly conference calls,
- 24/7 consulting access by phone/email
- On-going inspiration and instruction on the web

**Additional services can be customized and provided as needed.*

These services are based on a “needs analysis” and on the client’s objectives in determining how the success of the event or project will be measured and what is the ultimate target in acquiring the services of The Michael York Company, Inc.

Fees are based on the delivery of value/results, not a price for performing a task.

There are countless hours that go into behind-the-scenes preparation for delivery at an event or actual “live time” with our clients. This philosophy is designed to position The Michael York Company, Inc. in the marketplace as affordable, professional, and committed to producing “radical results” for our clients.

Our objective is to create results for our clients with performance that establishes long-term relationships. We have chosen not to position our company or services based on the cheapest or lowest price in a market that will always pay poorly for poor results.

Common mistakes of organizations

1. Poor Performance Environment
2. Neglecting Things That are Easy To Do
3. Wanting or Wishing instead of Taking the Needed Actions for Change
4. Not Challenging Workers to Continuing Improvement
5. Leadership not focused on common outcomes/strategic plans
6. Thinking “Sales Training” instead of “Revenue Generation”

Poor Performance Environment

Expending major time/energy on minor things

Negative attitudes, gossip, grumbling or complaining

Bare walls that provide little or no inspiration/positive environment

What does your “office environment” say about your company?

Inside “reality” vs. outside “perspective...what do your CUSTOMERS think?”

Neglecting Things That are Easy To Do

Making the routine...AMAZING! (How do you answer the phone?)

Creating “action” teams that can address attitudes and provide more “suggestions” (ideas)

How do you “wow” your customers? Your workers? Interested spectators? (The game)

Wanting or Wishing instead of Taking the Needed Actions for Change

Change is uncomfortable...but necessary for achievement and improvement

The greatest obstacle to Top Performance is the “status quo”

If you KNOW something should/MUST BE DONE...do it (long vs. short term)

Not Challenging Workers to Continuing Improvement

How about offering a \$100 bonus for a book report on a “must read” best-seller

Creating “celebration and reward” for accomplishment and top performance (individual)

Create EXPECTATION

Offer incentives to attend seminars

CHANGE THE WAY YOUR PEOPLE THINK!

Leaders and Managers Not Focused on Common Outcomes/Strategic Plans

Very common!

Everyone has a different idea or a vague idea or NO IDEA how WE WIN!

Training is BORING, learning is controlled by the individual, and generating revenues should be understood/developed on a broader scale than just sales “training.”

Other services provided may include:

- focus groups, interviewing, similar sampling techniques
- how to “attract” top talent vs. recruiting like all the rest
- innovation, creativity and continuing improvement
- communication, feedback, and interpersonal relations
- strategy formulation and implementation
- performance evaluation and succession planning...Adding WOW!

1. What is a WOW Project?

In his book *Project 50*, Tom Peters wrote that a *Wow!Project* is...

"dynamic, stimulating, a major bond builder with co-workers, a source of buzz among end-users, and... it's inspiring, exhausting, hot, cool, sexy, where everyone wants to be."

A *Wow!Project* confronts and redefines an important issue or problem in such a way that participants will be remembered for it ten years later. An innovation halo hovers over participants.

A *Wow!Project*...

- moves at record speed!
- is considered a startling success even by early detractors!
- makes quick prototyping its mantra!
- and thumbs its nose at all things bureaucratic!

It's the place to be!

In a nutshell, the *Wow!Project*'s methodology transforms the project into a process: CREATE, SELL, EXECUTE, CELEBRATE.

Traditionally, organizations spend only 10 percent of their time creating and 90 percent executing the project. Tom's approach is to invest...

- 30 percent in the CREATE phase,
- 30 percent in the SELL phase,
- 30 percent in the EXECUTE phase and
- 10 percent in the CELEBRATE phase.

And there's so much more.

2. How's Your Brand/Branding?

"What if branding weren't limited to the products and services your company offers its customers?"

What if we moved the whole idea of branding inside your company to your employees, your organization, and your work?"

Consulting Values at C-Level

CEO. COO. CFO. CIO and E-I-E-I-O. Welcome to the farm. Welcome to C-world.
At the highest level powerful communication is required for Chiefs and their teams to...



MICHAEL YORK

Affect Change.
Create Value.
Communicate the vision.
Complete the project.
Come in on budget.
Inspire as well as instruct.
Grow the top line and protect the bottom line.

All of these can be reduced to the fundamentals and foundations that have been created by uncommon organizations in today's marketplace.

The clues of success in Cs as well as in the organization, remain largely undiscovered by the masses of companies. Not because the instruction and inspiration isn't available, but because for whatever reason they have chosen to ignore it.

Floating or flailing at the water can keep an individual from sinking, at least for a time. But moving through the waves with the stroke of an accomplished swimmer produces noticeable results faster. Efficient and effective. And these techniques can be employed by anyone willing to commit to discovering them and learning them.

The problem with most companies and organizations, and the C levels in them is that they're so busy floating or flailing, they don't take the time to look up and see how far behind they really are, until they're sinking or sunk.

It's difficult to improve the performance of an organization without first improving the development of the individuals within that organization. Succession planning is one way organizations identify and prepare talented individuals to move up in the corporate ranks.

Often due to any number of circumstances in the marketplace today, individuals move up or move over to positions, sometimes even leadership positions, without the full complement of skills and understanding to perform at a high level or deliver effective results in their new position.

It's a challenge that many find frustrating to the point of developing a "what's the use" attitude, or even leaving the organization altogether. In today's marketplace it's not about sales training...it's about radical improvement in revenue generation. It's about making adjustments on the way to a desired destination. Developing talent is more than technical instruction. That means it's more than training.

There must be a vision that pulls or attracts the individual and the organization. And the vision must be communicated...POWERFULLY!
To a place where everyone understands, and commits fully, to the vision.

History defines this type of vision, communication and talent development in organizations like Disney or Southwest Airlines.

How do YOU communicate the need for “*continuing improvement*” in your organization?
As a CEO, VP, Manager, Leader, Business-owner, or just as a top performer...
Here’s my formula.

As a consultant, or what the marketplace refers to as a “trainer”(not good enough) when I’m asked to “improve” an organization or team or group of individuals with sales training, or leadership training, or continuing improvement, there are certain steps to making the greatest impact in the time available. That time could be an hour, a day, or multiple days, but the formula remains the same.

1. Expose the need for improvement
2. Create awareness and understanding of the need
3. Inspire the desire and commitment to improve
4. Provide tools, assistance and coaching toward the improvement
5. Review, Evaluate, Implement and continue improving

My 2 key principles in creating high-achieving organizations are...

“Foundation Before Building” and “Awareness Before Improvement.”

The U.S. Military, for example, also subscribes to this philosophy even if they go about it with a methodology that is very much their own (*tear down to build up*).

There are a variety of techniques and tactics that may well get results, however...

Most people do not want a workplace that resembles basic military training.

Experience and Training are over-rated in today’s marketplace.

One is used as a crutch... “I’ve got 10 years experience, why am I here?”
and the other is like medicine...

you don’t want to take it and you’re pretty sure you won’t like it.

FACT: Most training is delivered to people who don’t think they need it.

And provides all the benefits of pouring water into a glass turned upside down. Experience must be invested into improvement and training must be delivered skillfully with a mix of instruction and inspiration.

Too many trainers talk to workers about better communication skills or talk to salespeople about how to improve your presentation, when they have no idea how boring they are as a trainer to those sitting in the room.

What do you want them to know?

How do you want them to feel?

What can be done to improve the process? The performance? The people themselves?

And then, how can the message be delivered for the greatest impact?

It’s more than just training, it’s creating “a learning experience.”

An over-all-improvement process or event with information that’s delivered in a way that you can understand and gain from. It should challenge you personally to be better!

To improve your skills, abilities, understanding, performance, efficiency, attitude, or
any combination of the above.

Different individuals need different “prompts” to create a need (*or awareness of that need*) to commit to “personal development” and continuing improvement.

And your “*10 years of experience*” is not a free pass that says you already know everything and this training stuff must be for someone else.

Commit to getting better, the marketplace will notice and will pay you well for it.

Want to really make a difference in your organization?

The 4 Factors of Improvement are...

1. People (*the individual*)
2. Performance (*the results*)
3. Process (*the how*)
4. Progress (*what are you doing about it?*)

For improvement to take place 2 things must happen...

1. Changing the mind of the individual
2. Changing the culture of the organization

In high-performing organizations these can be minor adjustments, but in most organizations they require a major overhaul of conventional thinking and the day-to-day expectation/performance.

What is the “*1 Thing*” that makes you/your organization REMARKABLE in the marketplace?

And NO...it’s not quality, or our service, or our people, or blah, blah, blah.

It has to be more tangible, more REMARKABLE than that. Everyone says that, so that means it’s common and ordinary. People hear about those things all the time.

But what do they say about YOU, or how you do it? Whatever your “it” is.

What do you/your organization want to be known for?

Who is your competition?

Your greatest competition is the status quo. Life is fluid and people will go with the flow.

The way your prospect or customer is doing things now. With you or without you. That is the greatest hurdle in improving the process or bringing the solution...to the marketplace or to your organization!

THINK...then act, differently.

“When opportunity arrives it is too late for preparation.”

--Michael York

How do uncommon organizations prepare for “the show?”

How do they communicate with every “cast member” the expectation of the organization?

Here’s how one uncommon organization does it...Disney!

Disney's "Guidelines for Guest Service"

1. Make eye contact and smile
2. Greet and Welcome Each and Every Guest
3. Seek Out Guest Contact
4. Provide Immediate Service Recovery
5. Display Appropriate Body Language at All Times
6. Preserve the "Magical" Guest Experience
7. Thank Each and Every Guest

Create The Magic...don't just wait for it!

Magical Moments and Take 5s!

MAGICAL MOMENTS!

Magical Moments are PLANNED events that happen on a REGULAR basis and create an EMOTIONAL take-away....

IDEAS:

Ask a child to assist in scanning their family's purchases while at the register.
Select a Chef of the Day and invite a child to decorate their own dessert and meet the chef.

TAKE 5s!

Take 5s are SPONTANEOUS and UNEXPECTED encounters with Guests.
A Cast Member creates a unique interaction with a Guest by going above and beyond "just because." Take 5s create memorable experiences for the Cast Member and Guest.

IDEAS:

- Find out a child's birthday and call the "Goofy Birthday Line" for them.
- Offer to take Guest's photos and recommend great photo opportunities.

Your purpose and your role:

There are hundreds of roles at the Walt Disney World Resort, but there is only ONE purpose for all of us and that is...to make sure that every Guest who comes to the Walt Disney World Resort **has the most fabulous time of his or her life.**

That's just one of the ways Disney makes the impossible look routine...daily.

How can that philosophy work for you?

And what makes you remarkable in the marketplace?

Healthy organizations know that growing is a by-product of health...

And growing radically doesn't mean an organization is perfect,
but is usually focused and healthy.

How can YOU do it?

Radical growth requires Focus. Try focusing on these 3 things...

1. Keep the Growth you've earned-

“Customers leaving is like a tax on growth...just as taxes cut the bottom line, customers leaving comes right off the top. If you/your company is growing at 20% annually, and you lose 15% of your existing customers each year...3/4 of your growth is doing nothing but replacing lost business.”

2. Provide Sticky Service-

“If you can entice customers into complex relationships they will be reluctant to go through the hassle of un-doing those relationships in order to leave...and you will have taken a giant step toward base retention.”

3. Show Up Where Growth is Going to Happen-

“If the hardest way to grow is by stealing market share from your competitors (and it is), the easiest way is to stake out a strong position in a part of your market that is growing and ascend with the rising tide.

In other words...shift your market mix toward the fastest growing segment.”

--Michael Treacy, Double Digit Growth

“Radical Growth is happening everyday...”

The Economy, while important, is only 1 element in the success equation of any 1 organization.

The Competition, seemingly endless, is usually boring and ordinary.

The Customer, responds to brands and products and organizations that bring value to their lives.”

--Michael York, *Winning in Today's Economy*

Here's two quotes that say it all. This is one of our “*stakes in the ground*” when building foundations in live sessions and when consulting with organizations...

“The SURPLUS SOCIETY has a surplus of similar companies, employing similar people, with similar educational backgrounds, coming up with similar ideas, producing similar things, with similar prices and similar quality.”

- Nordstrom and Ridderstrale, *Funky Business*

The Law of the Marketplace makes no secret of the fact, that *when faced with a surplus of anything...something must give, and someone must go!*

That's the response *to a surplus!* There has yet to be a surplus of uncommon companies (doing things uniquely and remarkably well in providing or servicing the customer) in any economy. That's why these companies will always be considered the "leading edge" in the marketplace and will always thrive in any economy. History confirms it.

"If the customer doesn't get something REMARKABLE from your organization (product, service, buying experience, etc.) then it's EVERYBODY 's fault!"

--Michael York, *Winning in Today's Economy*

Training alone is not enough to improve a process or your performance.

Commit to whatever it takes to getting better.
The marketplace will notice and pay you well for it.

*"...Most of you can cook a hamburger better than McDonalds.
(the reason McDonald's makes more money than you is)
McDonald's is excellent at business systems.*

The reason so many talented people (and organizations) are poor is because they focus on building a better hamburger and know little to nothing about business systems." -Robert Kiyosaki, *Rich Dad, Poor Dad*

How do we deliver the message?

COOL-LY!



Michael York

COOL \$chool Learning Blocks (Sessions) 45-75 minute segments

1. The Uncommon Individual (Personal Development/Sales)
 - Becoming Uncommon
 - Motivation & Inspiration
 - The 10 Commitments
 - Foundation & Fundamentals: Doing what's easy to do
 - The building blocks of success
 - Welcome to "The Show"
2. Powerful Communication
 - Writing, speaking, and asking
 - E-mail, V-mail, & P-mail
 - How to say what you want & mean it
3. Sales & Selling (can be single or multiple sessions)
 - The Uncommon Selling Professional's COOL TOOLS!
 - Creating "peer-level" entry
 - Learning vs. Training
 - Custom selling situations
4. Goals & Targets (selling sessions)
 - Recognizing Top Achievement
 - Changing the game
 - Goals vs. Plans (Purpose, Performance, Plan, & Passion)
5. The ANTI-Time Management
 - Time Maximum
 - Investing for the greatest return
 - The "not-to-do" list
6. The Uncommon Organization is "revenue-generation" focused
 - Are You Good or Great? (Boring vs. Remarkable)
7. Creating Radical Results (for individuals or organizations)
 - Setting the expectation/Raising the bar
 - What's really *impossible*?
 - Momentum changes everything
 - Tangible (measurable) vs. Intangible (perceived)
8. Uncommon Leadership (Leaders & Managers)
 - Strategic Planning/Leadership sessions
9. Pricing, Positioning, & Branding in Today's Marketplace
 - Positioning beats Pricing or at the very least works to protect it
10. Powerful Presenting & Presentations
11. Customer Coaching (special custom session for YOUR customers)

COOL Tools: Books and Tapes for Continuing Improvement!

Reinforce the effectiveness of your project or event by “continuing” the message...

Becoming Uncommon: Developing Your Success at the Speed of Life!

The New Book by Michael York on personal and professional development.

A 270 page classic hardbound, first edition (Brown Books) \$24.95 each

“The Uncommon Selling Professional!”

A Tele-Seminar with Michael York recorded on CD \$39 each

“Winning in Today’s Economy”

Michael York Tele-seminar recorded on location CD \$39 each

“Fast Forward” with Michael York!

A Double CD or Cassette Album
on personal and professional development. \$39 each

Earl Nightingale’s “The Strangest Secret”

Original 1955 recording digitally re-mastered on CD,
one of the great personal development additions
to any student’s library. Limited number in stock. \$30 each.

Michael York Personal Journals

Hardbound linen cover with ruled pages and
signed by Michael. 5”x 8.5” aprox. 200 pages \$12 each

Coming Soon... Michael’s new CD, “Becoming Uncommon!”

****group discounts available on books and tapes.*

Michael York Chief Learning Officer

Here's What Your Organization Could Be Saying About **Michael York**

“Your message is very fresh and unique...”

-Mike Schaefer, Regional VP Nashville, TN

“Not another boring sales seminar. The inspirational content and delivery of the material was remarkable. Michael reminds me of the crocodile hunter-- EXCITED!” --Bruce Wylie, Maintenance Coordinator

“Michael is entertaining, interesting and personable...”

this seminar gives me drive and direction.” -Mary LoCiecero, RN/Wellness Coordinator

“Michael was terrific...his energy, attention to detail, the overall presentation, and his abounding professionalism...” -Missy Weld, The Speakers' Network

“It is I who should be thanking YOU for your fantastic presentation of the “Please Go/Please Stay” material. Other offices were also singing your praises this morning on the regional GM conference call.” -Suzanne Carpenito Regional VP, Roanoke, VA

“I've seen and heard lots of speakers. Michael York has this unique way of not just getting the most from himself, but challenging his audience to get the most from THEMSELVES!”

-Jim Edwards, Executive Director CIADA

“I loved the passion in his presentation and his ability to convey it with so much conviction...it's infectious!” -Angela Dalton, SunRise Senior Living

“Michael is a remarkable teacher.”

-Edee Long, Director of Community Relations

“...He speaks with enthusiasm and humor, keeping his audience rapt with attention while he urges them on to bigger and better things. Our audience responded by lining up to buy his new book. Since his program, reviews of his book have been nothing but excellent.”

--Randy Brewer, Chamber of Commerce President

“I wanted to drop you a note to let you know how overwhelmingly incredible your book was to me (& I don't say that lightly)! I have been through it 3 times from start to finish and each time I read it becomes better than the next. I have added it to my "HIGHLY RECOMMENDED" reading list for my new salespeople. I can happily share with you that your book has changed my entire outlook and perspective on life in an UNCOMMON way!”

-Tracy Myers, Myers Automotive Group

“Dynamic and creative...He really personalized his presentation (to us) and used great stories to illustrate his points.” --Gayle Snyder, Executive Charlotte, NC

*“He really made me think, and think differently about what’s possible...
-Senior Manager, Maryland DOT*

*“Michael York has a refreshing style of speaking...an excellent sense of humor
mixed with an outstanding teaching style...and a real management sense which allows
him to focus on real needs for organizations.” --Douglas Hatch, C.O.O. Summit Group*

*“You truly have a gift- it is beyond talent...to stir within individuals the desire to strive,
to create, and to be better at what they do...Your powerful words, dynamic presentation,
and entertaining stories keep people engaged and leave them inspired!” --Mary B. Young, Regional Director*

*“Awesome and Inspiring...your book is great. If one were thinking of having a ‘pity party’
you certainly help them get back on track. Thanks for an UNCOMMON presentation.”
--Sue Riddle, BB&T*

*Powerful ...Truly Inspirational, that describes my experience at COOL School this week.
So many great ideas, and I’ve already started working on ME. I’m excited
about the changes that lie ahead.” --Bill Hollingsworth, Principal Palmetto Benefits Group*

*“I called a referral for my printing business the week after your seminar...I told the prospect
I PROMISED my referral I would call him (one of the techniques you taught us),
I got the business! Your stuff works!” --Frank Michael, Owner Five Star Printing*

*“I wanted you to know that several of the guys here have started keeping journals, including me.
Before you came I didn’t think I could ever have any leadership qualities,
but now I see some starting in me. I thought I would always be a follower,
but you showed me that I don’t have to be...thank you.” --Joshua, a prison inmate*

*“Sitting on my desk is the JET BALL you tossed me when I yelled ‘take a risk.’ It will be a constant
reminder to me to step out, take risks, and go beyond the expected. Thank you for reminding
me what I already knew but had let slip by...and not to go through this year backing up.”
--Michael Woodliff, Insurance Broker*

*“Winning in Today’s Economy, WOW!...you have already inspired me to send an e-mail to my
president about training entitled "Elevating Our Game." The subject? Focusing on training our 21
team members in 2004 on everything - from how we answer the phones, how our stock traders can be better
at their job, how our sales team can improve, etc. I like the positive message and tons of usable info
that you give your customers. Thanks for the tips, your (session) has already paid for itself.”
--Greg Leftwich, VP Globalt Capital Mgmt.*

*“Michael, you are terrific as a speaker, an inspirational entity,
and an overall great man... I appreciate what you have done for us.”
-Sanalli Phelps, Director of Diversity Programs, The Charlotte Chamber of Commerce*



MEMORANDUM

Mary Sullivan
Society of Information Management
Re: National Conference

*“The business owner is often blind to process improvement,
while the CIO may be too focused on technology...(and his IT tools).
You almost need to have somebody who brings a different view.”*

--Roland Meinzer, CFO
Siemens Information and Communication Networks

Mary,

We're taking a high-level approach here in Charlotte and are focusing this Chapter's efforts on "*Leadership*" as opposed to the bits and bytes of technology tracts.

Our best value is not in being another source for the same information, but a source for joining with peers in higher-level concerns regarding the importance of being a leader in our organization, industry, community and in this day and age, our country.

It takes a different line of thinking to get past the daily fire drills that effect most IT leaders and focus on what's really important, whether it's the top line revenue, impeccable customer service, people building or finding time to spend with your family. It all matters.

Michael York spoke at our June 2003 conference in Charlotte. I've worked with Michael now over the last 6 months and his perspective on leadership is unique.

His presentation, message and style is something that I find sorely needed by most executives in our industry. I would highly recommend him as an original thinker, results-based consultant, and a master presenter.


Regards,

(electronic signature)

Peter Mojica

Executive Director,

Charlotte Area Chapter, Society for Information Management (SIM)



A Sampling of Michael's Client/Customer List

Breakfast Club America www.breakfastclubamerica.com
(Keynote speaker)

Colonial Insurance www.coloniallife.com
(Consulting Client)

National Independent
Auto Dealers Association www.niada.com
(Consulting Client/National Events)

Lee Hecht Harrison www.LHH.com
(multiple events)

Farm Bureau www.arfb.com
(State Leadership Event)

BB&T www.bbandt.com
(State Insurance Leadership Event)

Sunrise Senior Living www.sunriseseniorliving.com

DyStar www.dystar.com
(global event)

Tryon Distributing www.tryondist.com

JanPak, Inc. www.janpak.com
(consulting client/event speaker)

Society of Information Mgmt www.simnet.org
(state chapters)

Association Executives of NC www.aencnet.org

SC Association of Realtors www.screaltors.com
(Leadership Event)

Maryland Dept of Transportation www.sha.state.md.us
(multiple events)

Tennessee Industrial Development Council www.tidc-ecdev.org

*COOL \$chools www.michaelyork.com/cool
(virtual and on-location training events)

*International Engagements in Africa, Bahamas, Jamaica, and more

*Numerous Chamber/Economic Development Sessions

*Numerous Public Seminars

Michael has delivered over 300 presentations in the past 4 years!

In the end...

Organizations can only become “Uncommon” by the individuals inside the organization *becoming uncommon themselves*.

That is the challenge, and the reward, of personal and professional development.

The commitment to learning and improving.
Individual and Organization. One cannot win without the other.

*“Most people won’t do what it takes to be great,
even if they know what it is.
There is no lack of opportunity for greatness...only a lack of resolve.”*
--Michael York, *Becoming Uncommon*



Michael York

“Training is BORING, Learning is COOL!”