

SEMINAR NOTES

RANDY PENNINGTON

CREATING A CULTURE OF EXCELLENCE

Building a successful business goes far beyond providing good products and services. Great companies create cultures that attract the right employees and create buy-in to the bigger vision. In this dynamic program loaded with powerful stories and examples, expert speaker Randy Pennington guides you through the fundamentals that lead to long-term growth and bottom-line results. You'll learn how to differentiate your business from the competition, guide people through change, build greater trust, strengthen employee and customer relationships, and create true accountability in your organization. In a world where competition is constantly trying to steal away your customers, your best defense is creating a culture of excellence.

Randy Pennington is a business performance veteran, bestselling author, and an expert in helping organizations build a culture focused on results. As a speaker and consultant, Randy Pennington is called on by many of the country's best-known companies including Marriott, Texas A&M, Sprint PCS, Brinks Home Security, State Farm Insurance, and dozens of others. In addition, Randy was inducted into the National Speaker Hall of Fame and is a frequent media personality, having appeared on CNN, Fox News and the BBC, as well as having been featured in the New York Times and Entrepreneur Magazine. Discover why organizations and individuals turn to Randy Pennington when they're looking for long-term positive results.

**How to Partner
with Customers,
Engage Your Team,
and Realize Your Vision**



Randy Pennington

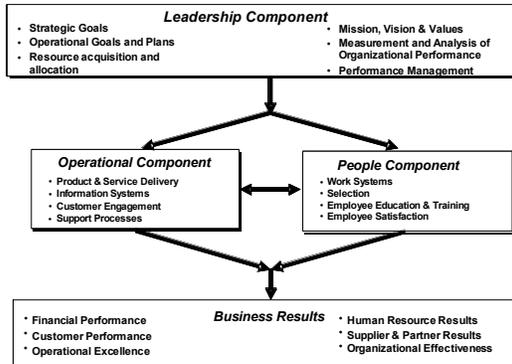


PURSUE THE BEST OVER THE EASIEST

“The most important decision we ever made was the decision to be the best.”

—Carl Sewell
Sewell Automotive

The Results Rule!® Enterprise



Fundamentals are the minimum, being distinctive is the difference ... if it adds value.

FOCUS THE ENERGY TO MAKE THE MAIN THINGS THE MAIN THING

- Three questions to determine the main things in your operation:
 - What results must we deliver to create a valuable connection with our customer?
 - What behaviors must we exhibit to build partnerships externally and internally?
 - What must we learn to be better tomorrow than today?

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LEVERAGE THE POWER OF PARTNERSHIPS

- People see no particular need to be your partner unless you give them one.
- Here is the question: How much do they love you? Do your customers love you so much that they sell for you? Do your employees love you so much that they can't wait to help you succeed?
- The process for building partnerships is always the same. Great transactions and open, honest interactions lead to relationships. And, relationships, over time become partnerships.
- Three ways to know someone is a partner:
 1. You look for opportunities to make each other successful.
 2. You each consider the impact on the other when making goals, plans, and decisions.
 3. You both are in it for the long-term. There is a trust-based relationship that stands the test of time.

CONTINUOUSLY LEARN, GROW, AND ADAPT

The truth about change:

The ability to change is based on readiness.
Intellectual understanding does not ensure emotional readiness.

People change for two reasons

- Crisis pushes us to change
- Opportunity pulls us to change

SHOW THE COURAGE OF ACCOUNTABILITY

- Most organizations do not hold themselves accountable for results and behaviors that distinguish them from the other guys.
- Three things get in the way of accountability
 - We don't tell ourselves and others the truth
 - We settle for effort rather than results
 - We lack the courage to confront
- Start tomorrow – no \$.79 problems for anyone.

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