

WHAT'S NEW?

BOOKS

We are proud to announce that Ron Price and Randy Lisk both have new books out on how to be more effective in your personal life and in business.

Special Book Offer!

Purchase all 3 books listed for only \$30 (\$43.50 value) with free shipping. Email info@price-associates.com.



Bumper Sticker Leadership: One-Liner Wisdom on Life and Business by Randy Lisk

Bring insight and clarity into any speech, conversation or teachable moment!
Learn more at www.BumperStickerLeadership.com.

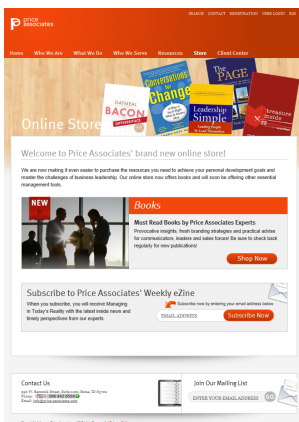
Treasure Inside: 23 Unexpected Principles That Activate Greatness by Ron Price

Greatness lies within every human. It is there... waiting for you to discover it!
More about Treasure Inside at www.TreasureInsideBook.com.



Oatmeal v Bacon: How to Differentiate in a Generic World by Justin Foster

Now in it's second printing! Visit www.fosterthinking.com.



NEW ONLINE STORE

We launched our new online store last summer. Our goal is to make it even easier to purchase the resources you need to achieve your personal development goals and master the challenges of business leadership. Our online store currently offers books by the Price Associates thought leaders and you will soon find other essential management tools. Be sure to check back regularly for new additions.

Visit our online store at <http://www.price-associates.com/store>.



Featured Associate

Whit Mitchell is President of Working InSync, an Executive Coach and a Certified Professional Behaviors and Values Analyst. Serving as a strategic partner, hands-on coach, and facilitator, Whit uses a variety of methodologies and tools to help develop Top Performing leaders.

For the past 20 years, Whit has worked with executives in rapid growth startup companies, non-profits, professional organizations, and mature companies managing significant change. He specializes in executive level competency modeling; using revolutionary web based assessment tools and applications. With an extensive background in competitive sports, Whit also works with collegiate, professional and Olympic athletes and coaches on personal and team development. In addition, Whit works with executive development programs at renowned academic institutions including Dartmouth’s Tuck School of Business, Harvard University and Columbia University. Some of Whit’s clients include King Arthur Flour, Coldwell Banker Real Estate, Dartmouth College, Kodak, Constellation, Mobil Oil, and Fuji Film Dimatix.

Whit has lived in Hanover New Hampshire for the past 39 years. He enjoys all outdoor activities including running, tennis, hiking in the White Mountains and sailing on the coast of Maine.



Products & Tools

Professional Development Series

Our complete professional development programs are delivered through turnkey seminars and can be facilitated by a trained facilitator or your own staff. Each program can be completed as a retreat, seminar or a series of workshops. Using our assessment tools, small group exercises, informative DVD trainings and guided discoveries, the Facilitator will guide participants through their unique individual reports. We currently offer three versions of the professional development programs: Behaviors, Motivators and Emotional Intelligence (EQ).



Brand Assessment

How does your brand stack up? The Brand Assessment is intended to provide an expert perspective on your brand’s strengths and weaknesses. This includes external and internal branding, web properties, marketing processes, tools, staff morale, and more. The Brand Assessment gives you a “reality check” for making strategic and tactical decisions about your brand.

Interested? Email info@price-associates.com.

Stories

Founded in 1995, *A Cut Above Exteriors* evolved from providing quality siding to a complete exterior remodeling company, offering siding, windows and doors, stucco, brick, stone, gutters and more. *A Cut Above Exteriors* has been listed as one of the top exterior remodeling companies in the nation by *Qualified Remodeler* magazine for the past several years.

The business challenge? *A Cut Above Exteriors* has developed a strong reputation for quality workmanship and customer service. The top leadership in the company wanted to see quality become an intrinsic part of the company culture rather than a supervisory function of the leaders. The solution? Learn how to implement **Total Quality Management (TQM)** in every area of the organization.

The process focused on three fundamental changes.

- A new way of defining and measuring quality in relationship to customers
- A scientific approach to analyzing data and improving processes
- Working more effectively as one team throughout the company

The results? Ownership of “the job” sprang up. Employees began to step up and contribute their insight. Leadership found they could focus more on the future of the business because the everyday work was being done well and efficiently. A culture of quality, increased margins, improved customer satisfaction, more jobs in less time, interdepartmental teamwork and a dramatic increase in the bottom line—these are the tremendous rewards reaped by actively embracing **TQM** within a company already considered to be among the best in the industry.

In the News



A team of leaders in the publishing industry selected Justin Foster and Ron Price as two of the state’s Top 50 Authors. Justin and Ron were presented with awards on October 28 at the Idaho Book Extravaganza, a premier Northwest book show hosted by Aloha Publishing. **Congratulations Justin and Ron!**



Events

Webinars have become a big hit with clients, friends and followers!

Watch our website or sign up for the weekly ezine to see more information and to register. Be sure to let us know if there is a particular subject you would like to see added to our webinar schedule. Private webinars may be scheduled upon request.

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Ron's Travels

During the last quarter Ron has traveled to Japan to work with a group of scientists on behavioral and emotional intelligence. In Shanghai he spoke on winning the talent war. He also took 150 MBA students at a Fudan/MIT joint program through understanding their naturally recurring patterns of behavior. The students spent quite a bit of time together as they completed the TriMetrix™ assessment and went through the behavioral section of their reports. Ron traveled around the state of Idaho facilitating several off-site leadership retreats with a church, a synagogue and several health care organizations. He facilitated a community participation SLOT analysis and spoke on a new “Strategic Intelligence” model for executives. After a busy quarter, Ron enjoyed celebrating the holidays with his family and preparing for a great 2012!



Ron Price, CEO

The new year looks just as interesting for Ron as he works on several executive selection projects, more off-site leadership team retreats (both in the U.S and Asia), and returns to Shanghai to work with two more MBA classes at the Fudan/MIT program. Ron will be traveling to Beijing to work with executives there as well as returning to Japan for more leadership development projects.

Our speaking calendar for 2012 is filling up fast!

Hot topics for the coming year include:

- How to Build an Entrepreneurial Culture
- Strategic Intelligence
- Activating Your Treasure Inside
- Be Your Best & Rise Above the Rest
- Emotional and Behavioral Intelligence
- Building Leadership Capacity
- How to be a Bacon Brand
- Regeneration: Seven Keys to Relevance
- The Brand Called You
- Zero-Sum Branding

Topics are available as keynotes, 1/2 day workshops, full-day retreats, and hosted webinars.

To learn more about bringing our speakers in for your next event, email info@price-associates.com.



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