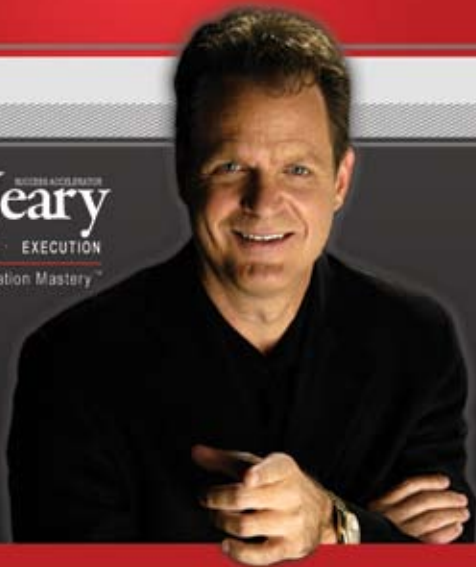


PASSPORT TO
**STRATEGIC
ACCELERATION**

STRATEGIC ACCELERATOR SUCCESS ACCELERATOR
Tony Jeary
CLARITY · FOCUS · EXECUTION
through Communication Mastery™



“Coach to the World’s Top CEO’s”



*“The belief that greatness already exists
becomes the enemy of mastery.”*

— TONY JEARY



A MESSAGE FROM TONY JEARY...

I was raised by entrepreneurial parents. The environment of my childhood was the equivalent of at least one Harvard MBA – or that is the way it seems to me today. My life was about living in circumstances that were focused on identifying opportunity and creating strategies that could be executed to maximize those opportunities. Along the way I was taught the most important business principle of my life: “*Give Value, Do More Than is Expected!*” My father taught me that principle when I was very young, and it is the foundation of whatever success I have enjoyed. In fact, my entire business is based on helping my clients evaluate and execute their vision based on that idea.

Over the years I have had the honor and pleasure of coaching some of the world’s finest CEO’s. The businesses they lead sport logos familiar to most of America and the world. The common thread between them is the need to execute their vision in the marketplace. However, understanding the need to execute vision is only the first step in being able to do it. I’ve seen many leaders and organizations flounder as they try to fulfill their vision and their dreams because they lacked a methodology capable of sustaining the effort.

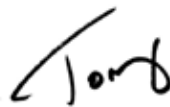
Results are about winning in the marketplace. Results are about scoring more than the competition and having an organization that can push the ball across the goal line when the going gets tough.

Lots of sports teams do very well in the middle of the field. As they approach the goal things get

tighter and tougher. Defenses tighten up and scoring becomes difficult. It’s in these scoring situations that execution becomes critical. Mistakes and penalties and communication errors will prohibit a team from scoring and winning. Scoring execution must be flawless, and it depends on how well everybody understands their role. The disciplined team survives and scores. The undisciplined team gives up points and possibly the game. The game in the scoring zone is fast and pressure packed. Business is no different!

The reality of rapidly changing markets introduces a concept I have begun to teach and facilitate for all my customers. I call it *Strategic Acceleration through Communication Mastery*. It is a methodology that combines awareness, operational practices, processes and powerful informational resources to enable leaders and organizations to execute results within time frames that exceed conventional thinking.

My hope is that this booklet will raise your awareness of self-limiting beliefs held by many and position your thinking for the limitless possibilities ahead!

A stylized, handwritten signature in black ink, appearing to read 'Tony'.

TONY JEARY

TESTIMONIALS

*“I am not only impressed with your coaching skills,
but more importantly, with your genuine commitment
to supporting your clients and building a true
partnership.”*

*—TOM GRIMM
PRESIDENT AND CEO SAMS CLUB*

*“You and your team’s skills
are absolutely amazing.”*

*—COLEMAN PETERSON
FORMER EVP OF WAL-MART*

*“It’s great to see our group back together. There was
energy we haven’t seen in a long time.”*

*—MIKE GOREY
PRESIDENT, FIRESTONE*

TESTIMONIALS

*“Looking forward to another year of learning from the
best. Thank you for all you have taught us so far. I
know that USANA is better for it.”*

*—DAVE WENTZ
PRESIDENT, USANA HEALTH SCIENCES*

*“Thanks to you and your staff,
we are a better organization today
because of our relationship with you...”*

*—MIKE BERRY
PRESIDENT, HILLWOOD PROPERTIES
A PEROT COMPANY*

*“Inspiration is no small matter when communicating
important initiatives to large, independent minded
audiences like Ford dealers. I have found Tony
Jeary’s insights to be both helpful and practical.”*

*—JIM O’CONNOR
PRESIDENT, FORD*

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THE ISSUES

In today's global business climate, growth and success are determined by two organizational needs. The first is the need for *speed*. The second is the need for *results*. Speed is the strategic engine needed to compete and win in a rapidly changing marketplace. Results determine the ability of leadership to execute and sustain a vision in the marketplace.

There are three enemies of speed and results:

1. Absence of clarity
2. Lack of focus
3. Poor execution

The absence of clarity drains organizational energy. Lack of focus produces a culture of indecisiveness and excessive preparation. Poor execution degrades effectiveness, limits results and restricts growth.

These enemies of speed and results are overcome by using our methodology known as *Strategic Acceleration through Communication Mastery*. Strategic Acceleration produces clarity and focus. Communication Mastery facilitates execution.



“Communication Mastery is a system capable of lifting everyone to higher levels of impact. The greater the impact the more profound the results.”



CLARITY

When clarity is lost, or never achieved, it is almost impossible to generate the kind of focus necessary to establish a dynamic organization capable of acting swiftly and deftly on a daily basis. Clarity is achieved when we know where we are in relationship to where we want to go. The gap between the two is where focus must be applied.

The principle of clarity requires a specific clearness of mind that is unmistakable and evident to all. Clarity is achieved when ideas and concepts are clearly explained and presented internally and externally.

The requirement for clarity is specific with respect to three issues:

- **Purpose:** Relates to the “why” of things.
- **Value:** Relates to the real benefits that can be acquired.
- **Objectives:** Relates to the premise that unless objectives are stated clearly and understood by all, the likelihood of achieving them is slim.



*“The absence of clarity
drains organizational energy.”*



FOCUS

There is a gap that must be crossed between current conditions and the ultimate vision. Focus is achieved when the critical success factors needed to propel us across the gap are identified and understood. In other words, we are able to identify the main things that must be done to propel us across the gap. As simple as it sounds, focus is the ability to keep those main things the main thing as we go.

If we do not have focus – if organizations do not grasp the main things required of them – then decision making becomes difficult, awkward and mushy. To cover up this cancer, bureaucracy grows and when bureaucracy is mature a culture of indecisiveness is born. At that point, focus becomes very difficult to achieve.

Focus is only possible when the things that are to be focused upon have been presented and sold to those who must focus on them. Tony Jeary's facilitation strategy to create the proper focus zeros in on three main issues:

- Mandating the correct action items
- Creating the appropriate amount of detail to support action mandates
- Creating benchmarks that can measure results.



“Lack of focus produces a culture of indecisiveness and excessive preparation.”



EXECUTION

Execution powerfully transitions clarity and focus into action so that expected results become reality. There are four elements that Tony Jeary facilitates using Strategic Acceleration techniques and tools.

- Communication Mastery
- Performance Benchmarks
- Measurement of Impact
- Sustained Results

Many leaders and organizations flounder as they try to fulfill their vision and their dreams because they lack a methodology to execute their objectives and strategies. Marginal results degrade overall effectiveness across extended periods of time, which slows growth or stops it all together. When growth is in jeopardy, leadership begins to stand on shaky ground.

Success for a business hinges on how fast they can get things done and the positive results that are produced. It begins with vision, is powered by speed and ends in results. Leadership must enable it all.

Because the ability to execute and get results is supported by a methodology, the practices become sustainable over a long period of time. The methodology to achieve Speed and Results is *Strategic Acceleration through Communication Mastery*.



*“Poor execution degrades effectiveness,
limits results and restricts growth.”*



STRATEGIC SPEED

Today, more people have more access to information and the technology to use it than at any other time in history. This technological capability has ratcheted up the competition factor with respect to speed. In fact, today's enterprise success literally depends on its ability to respond to the marketplace within time frames that may have been previously believed to be impossible.

The requirements for speed can tax and stress the very foundations of a business. It is not uncommon for organizations to bring new products to market only to discover that somebody beat them to the punch...somebody else was faster and more innovative. Large businesses find meeting the challenge for speed to be one of their most daunting tasks. As someone said, "It is hard to quickly turn a ship under full steam." Unfortunately, the ship must be turned to avoid the competitive icebergs ahead, which are known to exist, but are as yet unseen.

True *Strategic Speed* is an intangible thing with several characteristics. *Strategic Speed* results from an organizational mindset. The mindset required to produce *Strategic Speed* is proactive and it is anticipatory.

The mindset that produces strategic speed is one that tenaciously clings to the need for results and refuses to back away from difficulty or roadblocks.



*"Strategic speed is characterized
by a desire to win, to be creative, persistent, and
demonstrate commitment.
When an organizational culture
is characterized by these qualities - accomplishment
exceeds expectations."*



RESULTS

Good leadership is characterized by putting all the pieces together that allow execution of vision in the marketplace. For a vision to be executed it must be understood and supported by the business as a whole. There must be unity and there must be clarity. All of this comes together with one primary goal: To *GETRESULTS!* In the most basic terms, that is what leadership is about: Creating organizational environments capable of getting positive results. Simply stated, leadership is a results contest! It's about getting things done.

Positive results come from the ability to execute plans, strategies and objectives. To execute means to do what it takes to get the results you need and want – on purpose!

Understanding the need to execute is just the first step in being able to do it. Many leaders and organizations flounder as they try to fulfill their vision and their dreams because they lack a methodology to help them succeed. They start fast and make a few gains that can't seem to be sustained. When that happens, execution suffers. When execution suffers, results are marginal. When results are marginal, leadership is usually on shaky ground. Worse, marginal results degrade overall effectiveness across extended periods of time, which restricts growth.



“Success for businesses today hinges on how fast things can be done and the positive results that are produced. Business growth and success begin with vision, are powered by speed and culminate in results. Leadership must enable it all.”



“The leadership methodology that produces Strategic Speed and Positive Results is Strategic Acceleration through Communication Mastery.”



STRATEGIC ACCELERATION ASSESSMENT

1. Do you and your entire team have the ability to explain the purpose of your vision to others in a clear, effective way? _____

2. Can you and your entire team clearly articulate the market value of your vision and explain why the vision is worthy of execution? _____

3. Are organizational and individual objectives clear and easily understood? _____

4. Have specific action requirements been created and communicated to the team? _____

5. Have the details of all action requirements been created and provided in writing to the entire team? _____

6. Have the critical success factors that will determine results been identified? _____

7. Does leadership understand and practice Communication Mastery? _____

8. Have performances systems and standards been created that will guide vision execution on a daily basis? _____
9. How well do you currently measure the impact of team effort as it relates to vision execution? _____

10. How confident are you that your organization is fully prepared and competent to execute your vision in the marketplace? _____

*Please visit www.tonyjeary.com
for our complete electronic assessment*

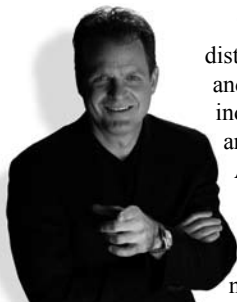
ABOUT TONY

For more than two decades, Tony Jeary has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that impact achievement and results.

He personally coaches the best, including presidents from: Wal-Mart, SAM'S, Ford, EDS, Firestone, Samsung, USANA, and New York Life.

Tony lives by what his father taught him growing up, his business mantra, *"Give Value...Do More Than is Expected."*

He is one who studies constantly...books, companies, people—including the many top-performers he works with from around the globe.



Tony has identified the distinctions that characterize and set apart high achieving individuals and companies, and developed his Success Acceleration process from those, proving that the foundational characteristic of great performers is the mastery of their ability to

communicate where people take action. Tony labels this ability to present Communication Mastery™.

His best selling book, *Life is a Series of Presentations* (Simon and Schuster) has not only been read by people all over the world, but studied, endorsed and transformed into courses, videos, and CD programs in multiple languages.

Tony has been described as a 'gifted encourager' who facilitates positive outcome for others. His list of personal and professional relationships approaches 20,000.

Today he is blessed to raise his family on his estate near Dallas where he spends the majority of his professional time working with selected clients in his *Success Acceleration Studio* or authoring his newest titles on mastery.



TONY JEARY SERVICE OFFERINGS

Strategic Acceleration

Let us work with you to develop a customized strategic plan for clarity, focus and execution of accelerated results!

Communication/Presentation Mastery™

Train (Certify) your team to maximize every business opportunity, meeting and talk.

Executive Coaching

Having coached the world's top CEOs and earners, Tony understands the need for speed in today's marketplace. Benefit from 20 years of best practices from the best of the best.

Success Acceleration Studio

Experience the *Success Acceleration Studio* and have at your fingertips two decades of practices, processes and tools for accelerating dramatic, sustained results in your organization.

For additional information,
contact Tony's Business Manager at
817.430.9422

PARTIAL LIST OF TITLES AUTHORED BY TONY

Life Is A Series Of Presentations

Success Acceleration

Speaking From the Top

Communication Mastery

Presenting With Style

Meeting MAGIC

How to Gain 100 Extra Minutes a Day...

10 Essentials to Execution

Being Your Best

See bookstore at:
www.TonyJeary.com
for these and other books and resources



*Strategic Acceleration through
Communication Mastery
brings clarity, focus and execution,
which brings the bottom-line: results!*

—TONY JEARY



*For information about
what Tony can do for you
and/or your organization,
please contact Tony's business manager at:*

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