

# Vistage International invites you to attend a special presentation

## WHAT

An exclusive invitation-only event

### **Ownership Thinking: The Business Model for the 21<sup>st</sup> Century**

A presentation by  
**Brad Hams**

## WHERE

**Puget Sound Building**  
1325 Fourth Avenue  
15<sup>th</sup> Floor Conference Room  
Seattle, WA 98101  
(Corner of 4<sup>th</sup> Ave & Union)  
*Parking access is off of Union*

## WHEN

**Tuesday, October 14, 2008**

**8:30 a.m. – 1:00 p.m.**

*Complimentary continental breakfast  
and lunch will be served.*

## RSVP

**To reserve your place at this  
event, please register as  
follows:**

**Contact:** Lorry Ruml  
**Phone:** 206-281-4053  
**E-mail:** [lorryruml@earthlink.net](mailto:lorryruml@earthlink.net)

**Please register by  
October 7, 2008**

## "Why can't everyone see what I see?"

As a business owner or leader, you've probably agonized on this question at some point. Why can't my employees see the issues I see? Why don't they focus their attention on the important issues? Don't they understand the cost of doing business?

It's not that your employees lack the interest or capacity to contribute, but simply that they haven't received the information, education, or tools they need to think and act like an owner. Owners are focused on the company: sales, cash, profitability, the marketplace. Employees tend to focus on "me": compensation, benefits, job security, getting my work done. "Ownership Thinking" is a proven process that will move your employees from "me" to "us," creating a better work environment and significantly improved financial performance. Companies practicing Ownership Thinking financially outperform their competitors by 30% or more, and they retain employees at a 200% better rate.

Brad Hams delivers an engaging and interactive program that provides his audience with an overview of Ownership Thinking, as well as tools that they can take back to their organizations and immediately put to use. The workshop covers:

1. Business acumen: Teaching your employees the fundamentals of business so they can link their tasks to business objectives and, ultimately, their incentive plans
2. Transparency and accountability: How to identify key indicators, build scoreboards and rapid improvement plans, and create an environment of high visibility and accountability
3. Incentives and equity sharing: How to build incentive and/or broad-based equity plans that really work

## ABOUT BRAD HAMS

Brad Hams' company, Ownership Thinking, has helped hundreds of companies to diminish or defeat the entitlement mentality that is so pervasive and so devastating in our culture, and to replace it with cultures of earning – *of employees who think and act like owners*. His company provides employees and organizations with the tools and training they need to realize their potential, and to create wealth where wealth might never have been created.

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