

Strategies, Tactics, and Secrets of a Veteran Start-Up and Turn-Around Specialist

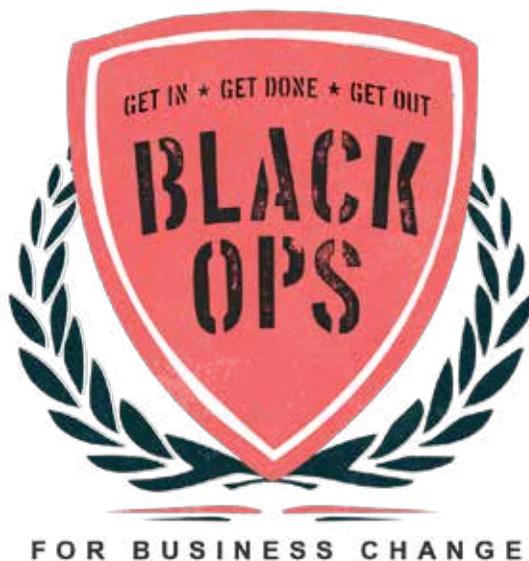
GET IN Plan change initiatives with a better perspective using his four archetypes of change: *Steer; Escalate; Replace; Pioneer*. Target key objectives, gather better intelligence, recon the risks and uncover hidden issues before committing your resources or reputation.

GET DONE Deploy an effective strategy. Avoid false starts, dead ends, and time wasters. Deliver meaningful change with Ron Black's straight-forward *Tune it Up; Shake it Up; or Break it Up* principles. Know when - and when not - to use each approach and what to expect when you do. Rally your team, build momentum, and transform action into meaningful results.

GET OUT Anchor change with systems, process, and culture to secure your advances. Create on-going agility, resiliency, and strength to grow your business and expand your professional horizons.

Seize opportunities, boost performance, and create meaningful change with the principles, strategies, and tactics forged from this seasoned change agent's front-line experience.

SPEAKER'S BIO Ron speaks from experience. He's the founder of nine companies, a four-time turn-around CEO, a defense electronics Fortune 500 VP, a former Marine, and has consulted to more than 250 start-ups and turn-arounds.



A twice-published author, Ron has spoken to more than 2000 groups in 47 of the United States, throughout Canada and Australia, and in Columbia, Russia, and Brazil.

His client list includes many notable companies and organizations including UCLA, INTEL, Boeing, Comerica, ADT Tyco, VW-ERL, Nalco, AEM, MPI, the Defense Intelligence Agency, Oleon, Volvo CE, and the US Army's Special Forces Operations Command.

Ron lives in the Pacific Northwest where he is an avid trail runner, sea kayaker, sailor, cook for his lovely wife, and the lucky Papa of three awesome grandchildren.

For those who can lead change, opportunity abounds!

- ★ *"It was phenomenal! Rave reviews! Hope to get you back again next year because I don't think the members can get enough of Ron Black!"*
–Chuck Whitlock, Executive Officer's Club ★ *"...information vital to our organization's future success. Your confidence, style, delivery, and material are outstanding."* –Shirley Miles, UCLA ★ *"...simply amazing! Your content is as pragmatic, as it is poignant, as it is engaging."* –Chris Duncan, Operations Manager, QUIDEL Corporation ★ *"In these challenging times, there just could not be a better speaker or business consultant to help you. Time and time again over his career, Ron was thrown into tough business situations and he prevailed. Best of all, he knows how to work from where you are right NOW with what you got ON HAND to move you forward. ...I want Ron Black on my team!"*
–Bill Metcalf, PhD, TechnoShift, Inc.



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