

POTENT BUSINESS SOLUTIONS

BOB PROSEN'S MISSION IS TO HELP BUSINESS LEADERS DRAMATICALLY IMPROVE THEIR BOTTOM-LINE.

KEYNOTE ADDRESSES

Bob delivers keynote addresses customized to meet your company's challenges. You'll find his solutions can profoundly change the course of your business and bring you a tangible, immediate return on your time and resources. Bob's customized addresses focus on *The Five Attributes of Highly Profitable Companies*, *Accountability-based Leadership*, *The Playbook for High-potential Executives*, and *Get Real, Get Results!*

THE FIVE ATTRIBUTES OF HIGHLY PROFITABLE COMPANIES WORKSHOP

In this one-day, intensive and highly interactive workshop, Bob takes you inside the world's most profitable companies to learn precisely what makes the difference between good and great. You'll learn the tools and tactics that can transform your company's performance and help you achieve extraordinary bottom-line results. Exclusively designed for senior company executives, business owners and boards of directors. Bob's workshop delivers action and answers that aren't available anywhere else. Prepare to engage in fresh, unfiltered discussions about what it takes to deliver real results in today's business environment.

FAST TRACK WORKSHOP

One powerful, interactive day designed to help your executive team overcome specific business challenges and improve bottom-line results. Learn to identify roadblocks that prevent achievement of your company's objectives, then create clear actions and establish required accountabilities to eliminate them.

ADVANCED TRACK WORKSHOP

Two days with Bob Prosen designed to maximize his time with each member of your executive team. One-on-one, Bob will gather individual perspectives and help define each executive's specific business challenges. You'll also receive all the benefits of the Fast Track Workshop and get back to business with a customized action plan for improving your company's performance.

HIGH-PERFORMANCE SOLUTIONS TO SPECIFIC PROBLEMS

Sometimes solutions to a company's thorniest problems are right before your eyes, yet it often takes an experienced leader like Bob Prosen to help you discover and eliminate the roadblocks that prevent your company from meeting its goals. Bob shows you how to operationalize your business and bridge the gap between planning and achieving quantifiable bottom-line results.

THE PROSEN CENTER FOR BUSINESS ADVANCEMENT

After 25 years as an award-winning corporate executive in Fortune 1000 and mid-size companies around the world, Bob Prosen shares with you the corporate "war room" tools and tactics that enabled him to lead such companies as AT&T, NCR, Sprint, Hitachi Data Systems, and Sabre to unprecedented profitability. He has distilled this knowledge into workshops, publications, business advisories, and keynote addresses from The Prosen Center for Business Advancement based in Dallas. Coming in 2004 is Bob's first book, as well as the Sustained Profitability Forum, an annual event for graduates of Bob's workshops.