



MASTERING THE ROCKEFELLER HABITS

Tuesday, September 9th 2008 • 5:30–8:00 pm

Federal Reserve Bank

7th and Arch Streets, Philadelphia, PA

What are the underlying handful of business fundamentals that haven't changed for over a hundred years? For tycoon John D. Rockefeller it was the consistent application of a set of habits that are as critical today as they were when the oil industry entered its "disciplined" phase following the wildcatters.

Grow your business by adopting the same habits J.D. Rockefeller used to dominate both his industry and his era. *Mastering the Rockefeller Habits* is the book by Verne Harnish, founder of Gazelles, and is the definitive work on how to achieve exceptional and sustainable growth for mid-size companies.

There are four critical decisions every business must get right in order to survive, thrive and grow. There is also a definitive set of three fundamental habits that make it easier to grow your business, and there are two drivers and one essential tool, which align everyone and keep them on the same page.

This is the field-tested 4-3-2-1 Business Framework of *Mastering the Rockefeller Habits* executive workshops, developed by Gazelles founder and bestselling business author, Verne Harnish.

In the business world a *Gazelle* is a business that has experienced at least 20% growth or more four years in a row, or one that wants to achieve at least 20% growth or more every year no matter what. Just like its African counterpart, a Gazelle has to run harder and work smarter to thrive in today's competitive environment.

Over 100,000 executives worldwide have already immersed themselves in the proven principles and actionable tools offered by *Mastering the Rockefeller Habits*.

Presenter:

David Carter, MBA - President/Owner, Action COACH - Philadelphia.

David Carter has over 33 years of leadership, management, sales, marketing, business development, and succession and strategic planning experience. An experienced business executive and dedicated community leader, David's career has taken him around the world living and working in the US, New Zealand and the UK. He has held senior executive positions within the Thomson Corporation, Wolters Kluwer, and Ziff-Davis publishing companies. David has led small and large organizations in the healthcare, franchised executive suites, and services industries.

In addition, he successfully founded and developed two businesses: American Trade Exchange, an import and export company, and a PC systems development and

training company. These have provided excellent environments to "practice what he teaches." He is a Contributing Author for *Walking with the Wise 11*, Mentors Publications.

David founded ActionCOACH - Philadelphia in June 2002 and has been successfully coaching and training businesses in the Greater Philadelphia area. He is also certified as one of 70 coaches in the world qualified to teach *Mastering the Rockefeller Habits* and its One-Page Strategic Plan and "best practices."

His education included MBA and BS in Business Administration degrees from Louisiana State University, a Strategic Marketing Management Certificate from the Cranfield School of Management, England, and Advanced Leadership Training by the U.S. Air Force Squadron Officers' School.

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community.

The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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2008–2009 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 7th and Arch Streets, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

September 9, 2008
Federal Reserve Bank

Mastering the Rockefeller Habits
Presenter: David Carter, MBA - President/Owner, ActionCOACH - Philadelphia

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5 Minute Forum

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TBA

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