



### **About EPIC...**

EPIC Success is a reality based development program that will engage your intellect as you discover or rediscover the four fundamentals to reaching full potential. If within your business initiatives is to gain market-share, increase revenue, lower cost, create greater consumer advocacy, and/or elevate employee satisfaction, this program will deliver the framework for building the needed momentum.

### **About Michael...**

After eight successful years serving as Director of Corporate Development for a billion dollar a year company, Michael Crain has devoted his career to providing other organizations the insights needed to move corporate initiatives forward. Endorsed by people from organizations such as **Liberty Mutual, Harley Davidson, Chase Bank, Pfizer, Wells Fargo, Subway**, Michael delivers solid strategy for sustaining momentum and bringing desired results to reality.

### **About Performance Architects...**

With key alliances established, Michael and the team at Performance Architects continue to help organizations by designing and implementing the following services:

Financial Capital / Funding	Exit Strategy
Retirement Planning	Strategic Planning
Process Reengineering	Marketing
Customer Service Development	Compensation Plans
Behavioral Assessments	Hiring Process and Recruitment
Executive Coaching and Staff Development	Sales and Service Improvements
Budget Planning and Forecasting	Policy and Procedure Creation
Needs Assessment	Accounting

### **A few words of affirmation...**

"As CFO of a billion dollar company facing a changing environment, with narrowing margins, I was skeptical that a training program would survive and make a difference in our company. How wrong was I!"

**-Robbyn McDowell**

**CFO  
EMC**

"Every presentation by Michael is an amazing blend of humor and valuable insights. His experience and delivery style can elevate any team to higher performance."

**-Scott Roth**

**Former NBA player  
Coach/Scout – Milwaukee Bucks**

"For the last several years Michael and the team at Performance Architects have contributed to the success of hundreds of businesses. Every presentation has yielded a demand for his immediate return."

**-Erik Kilstrom**

**President  
Anthem Chamber of Commerce & SMART Financial**

