



YOUR CHOICE IN LEADERSHIP AND CUSTOMER SERVICE DEVELOPMENT!

**Michael J. Crain**  
Performance Architects, LLC

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

**Eric Kilstrom** President  
Anthem Chamber of Commerce

*When it comes to Michael and his contribution two words immediately come to mind...*

# Life Changing!

**Dean Bloxom** President  
Imortgage.com

*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

# What do people

*from the following organizations have in common...*



*...they all use*

# Performance Architects

*to further develop their business!*

# 480.321.6970

[www.worldwidepa.com](http://www.worldwidepa.com)

[today@worldwidepa.com](mailto:today@worldwidepa.com)



## Your Choice *Leadership and Customer Service Development!*

*Michael Crain credits his success to the many great mentors he has had an opportunity to work with, as well as the life lessons learned during his years in corporate America. From serving on the professional council at BMW, traveling the United States with the Aon Corporation, to leading the development initiatives at EMC, a 2000-employee company generating a billion dollars a year in annual revenue, Michael has first-hand experience at navigating successfully through the channels in our ever-changing economy. Michael Crain is now President of Performance Architects, which has contributed to companies such as Pfizer Pharmaceuticals, Chase Bank, Harley Davidson, Countrywide Mortgage, Liberty Mutual, and many others.*

*"He has the ability to make you laugh, think deeply and examine your core values."*

**Dr. Richard Riley  
Seton**

*Michael has a passion for growing leaders. His continued success is perhaps best articulated by Ed Newell, Regional Manager of Pfizer, "Michael is grounded in sound, timeless principles that can elevate any organization to higher levels of performance. This dynamic, fun- to-listen-to, yet relevant speaker, has the talent to engage audiences from coast to coast, while providing the behavioral blueprints for actually building higher performing business." A speaker's effectiveness is measured by the positive spike in emotions that are stirred during a presentation, but more importantly, by its influence on future behavior. Based on the feedback from the thousands of seminar attendees, relating the increased performance of hundreds of employees, Michael has, for the past 15 years, successfully built a reputation for creating a lasting impact.*



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Performance Architects, LLC

## Seminars

*"As a result of the participation of Michael Crain and his team, we had one of the most productive meetings ever."*

**Anthony Mule**  
Sr. Vice President  
US Airways

*"Michael is positive and full of energy and spot on with issues pertaining to the service industry."*

**Anndreanne DePape**  
Director of Operations  
Harley Davidson

*Maximizing Performance through Emotional Intelligence*  
**90 Minutes**

This session supplies each attendee with a personality profile, clearly depicting their natural behavioral style and perception of reality. In addition, it provides **valuable insights into the primary motivating factors of human behavior** and the impact it has on working relationships. With emotions playing a vital role in teamwork and decision making; progressive companies achieve greater success by growing their emotional intelligence.

*EPIC Success*  
**90 Minutes**  
This session provides the **4 fundamentals to one reaching their full potential**. Originally this was a one time, ninety minute keynote presentation but quickly became the most requested session in 2006. With attendees reporting back amazing testimonies of personal accomplishments and organizational advancement; this will surely remain in high demand.

*Purple*  
**90 Minutes**  
Motivated by Seth Godin's book "Purple Cow," this session **challenges companies to become "remarkable" in their delivery of customer service**. A time tested, fun spirited course which provides the behavioral blueprints necessary to acquire the respect of your clients and envy of your competition.

*Guerrilla's @ Work*  
**90 Minutes**  
This is a rapid fire session that aims to increase your business through fundamental, yet overlooked, techniques of capturing consumer interest. Fueled by insights provided by Jay Levinson, Author of Guerrilla Marketing; you will **discover, or re-discover, proven strategies for motivating consumers to claim you as their first choice!**

*Team Development*  
**90 Minutes**  
Whether you're in need of **removing dysfunction from your team(s)**, or looking to **expand the synergy** that already exist; this highly interactive course takes organizations through a step by step process of dealing with deficiencies. Due to the hands on process development, this is a course which requires a minimum of three separate session (ranging from 60 to 90 minutes each). This course is culture changing as it inculcates the process of dealing with diverse opinions while in pursuit of optimum organizational performance.

*"It is difficult to keep a room full of construction superintendents attentive and focused but Michael did it with ease."*

**Chris Carrell** Project Manager  
Staubach Construction

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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!!!! Michael has become an essential integral part of our organization. His teachings include personal development, teamwork, leadership and customer awareness. He has inspired many, including myself to look a little deeper, to think before we act, to consciously develop the leadership skills of our employees. Personally, I go to Mike when I hit a wall, when a solution needs brainstorming, when I need a shot of motivation. His vision and creativity have contributed to EMC becoming one of the most highly respected private mega organizations in the country.

**Robbyn McDowell** CFO  
**Earnhardt Management Company**

Taylor Woodrow Homes, Arizona division, started working with Michael Crain when the Phoenix new home market was the best it has ever been. Michael helped us with the structure of a program we called "Training Today for Tomorrow". We knew that the market would turn and we wanted to be prepared to outpace the competition when it did. With Michael's guidance and diverse training skills we developed a program that developed our Sales Associates to learn, grow and begin to live principles of customer service, leadership, teamwork and various personal growth initiatives. Our team has become personally and professionally prepared for excellence. Mike has motivated and inspired our team to perform with its best effort. With 23% growth in 2006 we are excited with the results but even those results fail to express the full impact that he has had!

**Scott Holland**  
 Vice President of  
 Sales and Marketing  
**Taylor Woodrow Homes**

**M.O.A.**  
**90 Minutes**

In order to close the gap between good and great, organizations must be clear on their **M.O.A. (Mission, Objectives and Activities) and implement an appraisal system to monitor and improve performance.** Many highly motivated organizations are only one step away from the path to the top. This session removes the ambiguity that exist in your quest to be your best. This session also provides, and influences the use of, situational hiring techniques that provide solid footing when seeking to recruit new talent.

**Beyond the Slogan**  
**90 Minutes**

Nothing is more common that a slogan of service without the substance to match. This session **offers the simple, yet profound, solutions to creating differentiation in your sales technique.** To insure this session meets the needs of your particular organization, each session is individually crafted to meet the needs of your client demographic. From initial client interviews (phone or in person), to insuring satisfaction after the sale, we'll provide the behavior blueprints and processes to insure you turn customers into advocates.

**Honorable Mention**

Over the course of the last 15 plus years, we have successfully developed courses for clients by request. We now offer these course to you a-la carte. Some of these include...

- |  |                            |
|--|----------------------------|
| Advanced emotional intelligence development                | Time (activity) management |
| Organizational development                                 | Advance sales              |
| <b>Leadership development</b> (over 20 sessions developed) | Phone room skills          |
| Interview (new applicant) process                          | Writing a business plan    |
| Panel review   |                            |

**Mystery Shops**

For many of our clients, nothing has solidified the progress of their personnel more than that of the mystery shop. With a solid staff of experienced mystery shoppers, we can validate performance through both **video and audio** mystery shops.

To assess greater opportunity for growth, we also provide shops of your competition which are then used to contrast your performance to that of your competitors. It then becomes crystal clear as to what distinctive advantages are offered by your organization in the market place versus your competition. Differentiation is the substance of market share dominance.

I remember upon Michael's first training session, when he started in with the basics, I could almost sense the staff wondering what I gotten them into. As his presentation concluded I remember feeling the renewed energy in the room. The performance within our organization has since continued to be push hard but with a renewed attitude. Our customers are the beneficiaries of this refreshing attitude and we thank Michael for his continual guidance.

**Thad A. Kirkendoll**  
 Operations Manager  
**Liberty Mutual**



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