



BECOME A
PEOPLE FIRST®
CERTIFIED
COMPANY

Join us as a purpose partner
in this People First® philosophy
to change the world -- one person
and one organization at a time.

With 30 years of experience,
we have proven that
People First® works.

Partial client list:

AT&T, Citibank, Caterpillar, UPS,
Royal Caribbean Cruise Lines, US
Department of Labor, US Coast
Guard, The Mark Group, Jefferson
Pilot/Lincoln Financial Services, Centex
Construction, Ritz Carlton, Cleveland Clinic,
Blockbuster Entertainment, Florida Marlins,
Dolphin Stadium, Florida Panthers, Republic
Services, Waste Management, Miami Herald,
Knight Ridder.

*We are the Pioneers in this Era
of Human Spirit Economics...
the Era of Meaningfulness.*

*People First®: Not Profits First –
Not Politics First – Not Propaganda First*



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www.peoplefirstbook.com | www.lannomworldwide.com
www.jacklannom.com | www.walukungfu.com

GROWING
PEOPLE...
GROWING
BUSINESS...
TAPPING YOUR
UNTAPPED
POTENTIAL...



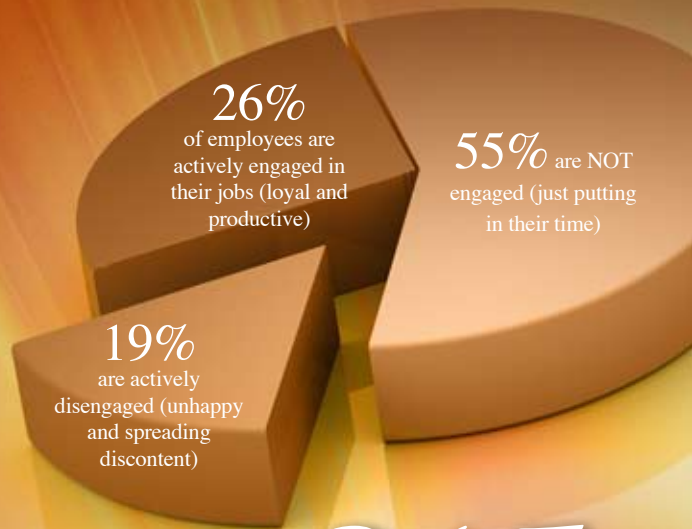
Lannom Worldwide's
Unique Customer
Value Proposition:

We are passionate about
building a better world, one
person at a time and one
organization at a time.

WHY DO BUSINESSES NEED US?

Lannom Worldwide's provides organizational leaders with the latest, breakthrough, business tools to create outrageously engaged high-performance cultures to increase their profits, leverage the potential of their people, attract and retain the best people and make the competition irrelevant. We are human spirit specialists, and we show entrepreneurs how to unleash the power of people. We are altogether committed to valuing, honoring, and celebrating the human spirit of every person for a better world. Our People First® philosophy emphasizes truth in all things, wisdom in all things, and excellence in all things.

The Gallup Management Group states that:



*"I really believe this could
become a worldwide movement
enhancing every person's life..."*

*James O'Connor, Chairman and
Chief Executive Office, Republic Services*

ARE ONLY **26%**
OF YOUR
EMPLOYEES
FULLY ENGAGED?

You can't manage what
you don't measure ...

...and you can't measure
what you don't know.



What are people capable of doing?

**The human spirit creates energy.
The only source that creates energy in and of itself.**

*How do you move People from
Malicious Obedience to
Discretionary Effort?*

*How do you tap into that
energy in every human being?*

Something must be valued first, there has to be
a prime value driver. It isn't profits, it is the people
– People create the energy that generates the profits.

There has to be energy to move things...
energy moves business.

Human beings have to choose to use their energy.

People First® assists you in developing an energized
culture...a business success culture.

*What are the Energy Levels
at your business?*

*Have you measured
Your Engagement levels?*

ONLY
MEANING
AROUSSES
ENERGY

Dr. David Bohm

LOOK at people when they are energized and
engaged. You can: See the Difference, Feel the
Difference, and Experience the Difference

And when they are Not...

It affects your Bottom Line



BECOME A PEOPLE FIRST® CERTIFIED COMPANY

Learn to speak the language of the human spirit. Once this language is learned, it allows an organization to create trust, inspire respect and foster loyalty.

People First® Companies retain the greatest innovators because they believe in the shoreless, bottomless, repository of imagination and creativity in every human being. They habitually recognize, reward and celebrate the contributions of the human spirit.

They transform lives because they teach their employees how to grow mentally, physically, spiritually, socially, financially and emotionally.

Their leaders are examples of humility not arrogance.

There are no cultures of Big "I" and little "You". Everyone is made to feel very important.

People are called Purpose Partners™ not employees.

Contact your

People First® Master Coach

Phone: 1-800-314-7605

Fax: 954-392-1533

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Does every one of your employees bring a high level of energy, passion and commitment to work?

Is every employee connected to your culture, to each other and to your customers?

Have you created a culture where the total person wants to show up, bringing their love for their family, their passions, their unique strengths, powerful gifts and talents, insightful knowledge, valuable experiences and amazing creativity?

Are they excited about contributing to the sustained success of your organization?

DO THIS BEFORE YOUR COMPETITION DOES

We help you Assess the Strengths and Weaknesses of Your Company with our:

People First® Cultural Health Assessment

This Assessment answers the energy and engagement questions.

Our validated, online internet-based assessment consists of 88 quantitative statements, 3 to 5 qualitative open-ended questions and a gap analysis.

This Assessment helps you take the pulse of your organization in nine critical success areas: Leadership, Relationships, Communication, Infrastructure, Involvement/Decision Making, Change Management, Finance, Values, and General Climate.

We take the knowledge from your Assessment and design a three-month course

People First® Three-Month Certification Program

The Proven 10-Step system that will take your company to the next level:

The Curriculum:

The 3-Month course is based on the 10-key leadership strategies from the People First® Leadership Manual:

- **Logic** : Creating the reasons for success - **Example** : Eliminating the integrity gap
- **Authority** : How to make people powerful
- **Destiny** : Creating a passionate shared vision
- **Education** : Becoming a learning organization
- **Relationships** : Developing trust-based relationships
- **Systems** : How to create the best business systems
- **Happiness** : Developing an energized and engaged culture
- **Ideation** : How to tap into everyone's creativity
- **Passing on a Legacy** : How to become a world class mentor

The impact of People First® has made such a difference in our purpose partners, their families and the communities we serve.

Mark McCleary, President,
Community Engineering Services, Inc

We learned to dig deep within ourselves and become all we are meant to be and not just getting by in the survival mode.

Jerald L. Wallace, President,
J.L. Wallace, Inc..

Your philosophy of truth, wisdom and excellence in all things is the basis for meaningful maximization of life and corporate growth.

Bill Foley, President, Vitarich Labs

We have seen immediate results in personnel and for myself it was a big wakeup call on how to operate my own business. I thought I had the answers but "People First" truly enlighten me to a much better way to conduct business and to truly put people first. Thank you, Jack, for a life change."

Tony Leeber Sr., President, Cornerstone Kitchens