

PEAK Primer: How Great **Companies** Get Their Mojo from Maslow

When you are ready to engage in your business relationships in a manner that will intensify their commitment, we have a one-day program to kick-start your efforts.

- Participants in this seminar will explore Chip Conley's PEAK principles and framework and its application in organizations.
- You will begin your organization's conversation about how to improve business performance by deepening relationships with your key stakeholders and attending to your culture.

WHY PARTICIPATE?

- To adopt a new perspective about your organization's key relationships
- To discover the needs of your stakeholders while learning ideas for addressing their highest needs
- To begin a collective conversation about your culture and how well it supports your organization's future vision and strategies
- By strengthening your stakeholder relationships and culture, your organization will further differentiate itself in the marketplace

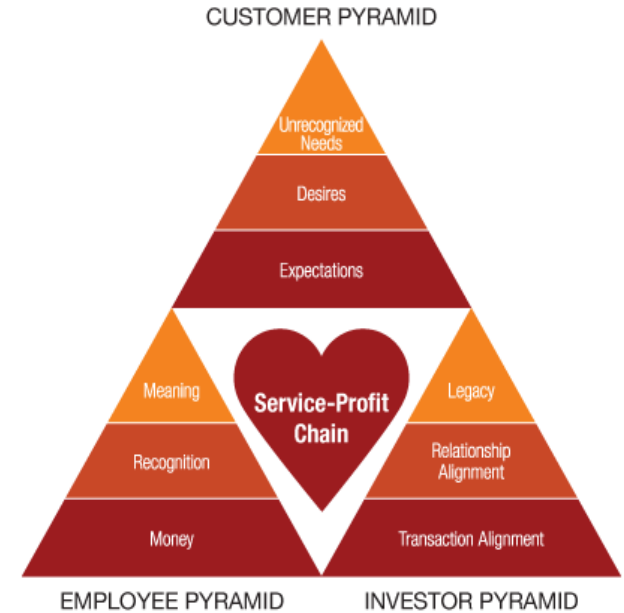
"The PEAK seminar was able to align deep-seated yet seemingly long forgotten values and principles to a workable conceptual framework for our organization. It was personally and professionally thought-provoking and inspirational." - President, Organic Foods

WHAT WILL YOU EXPERIENCE?

- Highly interactive and experiential, the program engages the group in ways that build teamwork while participants discover and apply the concepts
- Inspiration from other great companies who employ PEAK principles
- A shared understanding that comes from discovering different perspectives
- Your group's creativity while they generate ideas to strengthen stakeholder relationships

"This was a great way for our team to work together to identify what works and what doesn't and where to focus our attention. The exercises, materials, facilitator and pace were terrific."

- President, Health Care Services



"Investor Pride of Ownership. Customer Evangelism. Employee Inspiration. This is what is created at the transformative peak of the pyramid." - Chip Conley

WHO PARTICIPATES?

We suggest a leadership team, a group of managers, or a cross-section of the organization who are most responsible for employees, customers and/or investors. The recommended number of participants is from 12 to 34.

WHAT ARE THE COSTS?

Costs range from \$6,000 - \$12,000 for this one-day seminar depending on the group size and extent of customization.

www.peakorganizations.com