Developing a Winning Business Strategy and Culture

HOWARD PUTNAM
SPEAKER, AUTHOR, ADVISOR TO BUSINESS

Chairman of **InTech Aerospace Services**, Former **CEO** of **Braniff**, Former **CEO** of **Southwest Airlines**

Vision	What is your vision? Is it clear, understandable and succinct?
Strategy	What business are you "really" in?
Culture	Do you have a positive and growing business culture?

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www.HowardPutnam.com

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HELP YOUR BUSINESS TAKE FLIGHT

Howard Putnam, former CEO of Southwest Airlines, has experienced turbulence many times in his distinguished business career and not only survived... but thrived by taking advantage of the opportunities for change and transformation that turbulent times offer.
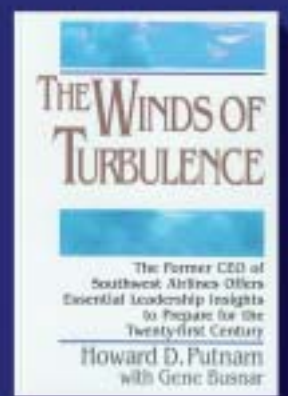
Developing a Winning Business Strategy and Culture Mastery Course

The *Developing a Winning Business Strategy and Culture* Mastery Course has been created by Howard Putnam to help you create a strategic vision for your business and develop a culture to support that vision. He has teamed up with BrainX to create a simple process for you to chart a course that will lead to the future of your organization.

Inside this Mastery Course case is a Mastery Course Booklet and CD-ROM containing many resources that will help you grow, restructure, or simply jump-start your business:

- A simple **course plan** to guide you through the steps of the course.
- An *eBook* of Developing a Winning Business Strategy and Culture.
- The **BrainX Digital Learning System** software.
- A **Digital Learning Guide** presented in the BrainX Digital Learning System to help you master the key points from *Developing a Winning Business Strategy and Culture*.
- A full set of **exercises** to help you create a vision, define what business you are in, and create and develop a culture.

THE WINDS OF TURBULENCE

The Former CEO of Southwest Airlines Offers Essential Leadership Insights to Prepare for the Twenty-first Century

Howard D. Putnam
with Gene Busnar

Why should you use a BrainX Mastery Course?

Time is a valuable commodity. Learning is essential to your continued success. A key component of a Mastery Course is the BrainX Digital Learning System™ software, a state-of-the-art knowledge management tool designed to help you learn information faster and remember it longer. Developed by a team of nationally recognized education experts, the software incorporates the findings of over 200 research studies on accelerating learning.

The bottom line is that a BrainX Mastery Course makes learning easier, faster, and more rewarding.

Computer System Requirements
- Windows 98/98SE/ME/NT4/2000/XP
- 64 MB of RAM
- Adobe Reader 4.0 or better
- Pentium-class processor, 166 MHz or greater
- 250 MB of free space
- Internet connection for software activation/registration

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