

# Business Motivation

## The Art & Science of Building a High-Performance Organization



“Take Action,  
Stay Positive!”

“A professional demonstrates a commitment to a calling through the education, training, and expertise that an amateur does not have. This commitment to become a true professional is a key to differentiating ourselves in the marketplace. Are you ready to look forward?”

—Ken Thoreson,  
Acumen President

### LET’S PERSONALIZE A KEYNOTE FOR YOUR TEAM

**SYNOPSIS:** Ken energizes your team by cranking up the excitement, business profits, and fun as he shares lessons he’s learned from working with hundreds of organizations and thousands of individuals. Incorporating his passion for the culinary arts into this memorable event, Ken demonstrates how to mold personal ingredients for success with leadership and management into a recipe for professional and personal development. Borrowing a simple recipe that’s easy to follow and provides consistent results, this compelling keynote examines why so many organizations and individuals fail to build a model/menu that drives them to achieve lifelong success.

**OBJECTIVES:** Help participants channel everyday experiences into the energy required for taking advantage of the opportunity of a lifetime during the lifetime of the opportunity; this is a professional and personal growth experience.

**FOR:** Executives, managers and employees who are committed to raising the performance of their organizations.

#### TOPICS:

- The six ingredients of building belief.
- How discipline, accountability and control work to create high performance.
- Why it’s important to align the soul of the individual with the goals of the organization.
- The secrets of creating a menu for life, work and personal balance.
- What it means to commit to professionalism.
- Creating your personal ingredients for success.

#### TAKEAWAYS:

- Personal ingredients for life-long personal-success.
- Personal recipe for life, professional and personal balance.



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## SPEAKER EVALUATIONS



“I enjoyed your seminar immensely. I consider the value of that day’s education to be as good as some entire semester courses I took in college. I am extremely interested in any tools you have that can help me implement these systems and general business principles immediately”.

—Chuck Melton, President, MTI

“I wanted to express to you how much I enjoyed and learned in your day seminar last week in Houston. I have started to implement some of the things you spoke about and have taken a new attitude towards sales and my team. I have incorporated “Discipline, Accountability, & Control,” and I am already seeing great results. I am now working on our sales plan from the ground up with the tools you provided.”

—Jeff Taylor, President, Surge Networks

“Thanks for a great session this morning. I have seldom been at a session where 75% of the value seemed to be delivered in 15–20 twenty-second nuggets. It must reflect many years of experience applying the concepts that you articulated.”

—Doug Coutts, OTB Solutions Group

“As companies continue to focus on their core competencies, we often neglect the core attributes that will enable even more success. Ken’s presentation helps put it back in focus. He addresses core leadership principles that most of us can recognize, but need brought back to the front in this manner. We approach most workshops or seminars with a ‘we don’t have time for it’ attitude; Ken does an excellent job of emphasizing the points and their importance while remaining connected to the audience and not sounding patronizing.”

—Kyle van Hoften, Director of Marketing, Global CTI Group.

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## ABOUT THE SPEAKER

### KEN THORESON:

- A *business, sales and sales management professional* with more than 25 years of experience in sales leadership and management consulting.
- An *Expert* in business and sales execution, sales performance, sales and marketing management, revenue generation, sales analysis, forecasting, recruitment, and training.
- A sales management *thought leader* who shares his proven abilities in developing and implementing creative sales management strategies through frequent editorial contributions and speaking engagements about effective leadership and sales management.

- *Founder of Acumen Management Group, Ltd.*, which provides strategic and implementation services to businesses of all sizes in early-stage, high-growth, and turnaround/renewal situations, including major corporations throughout North America like Microsoft and Cisco Systems.
- *VP of Sales* for development stage, entrepreneurial and North American-sales organizations.
- *Sought after speaker* at sales and industry conferences—Microsoft Worldwide Partner Conferences, Cisco Systems Worldwide Partner Conferences, Sales and Marketing Executives (SME) International Conference, Tech Data/Tech Select Member Conferences, Ingram Micro/

- VTN,CMP/VARBusiness XChange Conferences, SAP Partner Conferences, Gartner IT Visionshare.
- *Author*—two books on recruiting and sales compensation and many articles on a variety of sales management topics that have appeared in *Personal Selling Power, VARBusiness, Reseller Management, Business Products Professional, Dental Practice Success, Minnesota Technology*.
- *Columnist* for *Redmond Channel Partner* magazine.

