



"We can't thank you enough for your contribution to the conference. I received a tremendous amount of positive feedback about you and your message of teamwork, differentiation from competitors and the take action attitude. You were entertaining, inspiring and a joy to work with! - Mary Jane Whitaker - Cassidy Turley

## **Becoming A Category of One** (keynote Workshop) **What Extraordinary Companies Do - And How They Think - To Create And Sustain Success**

How do some companies create and sustain success year after year? It's their mindset. Top performers think about business differently, and this mindset is available to anyone.

Based on Joe Calloway's ground-breaking book, *Becoming A Category of One*, this is an interactive work session that gets your people actively engaged with Joe, with each other, and with the ideas that will clearly differentiate you from your competition.

### **The *Category of One* mindset is:**

**Looking at your business with new eyes.** Learn from success outside your industry for fresh thinking and everyday innovation.

**We always have to get better.** Constant, relentless, daily improvement has to become ingrained in what you do. Don't think like an expert - it closes your mind to possibilities. Think like a child. New ideas come from having a beginner's mind - not from thinking you already know how it's done.

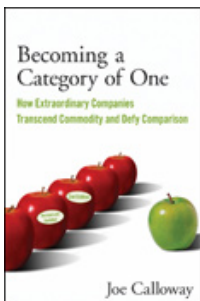
**Do what customers value most and do it better than anyone else.** Improve and innovate close to the customer. If you win inside the box - you win the whole game.

**Whoever the customer loves the most leads the market.** Do you want your customers to love doing business with you? Of course you do. It's the ultimate competitive advantage. To be a market leader you have to create emotional connections with customers.

**Help the other guy win.** Business is a cooperative, collaborative endeavor. Top performers create reverse paranoia - everyone's out to help them.

**Top performers take action.** Great companies have good ideas. Mediocre companies also have good ideas. The difference is that great companies take action on their ideas. People *in Category of One* companies have a propensity to action.

- This session is most effective with groups of up to 500
- Includes exercises, discussion, videos, and lots of participation
- NOT a one-way "speech" - come prepared to participate



**joe**Calloway

**Helping great companies** get even better