

Grow your business by adopting a definitive set of fundamental habits -  
the **same habits J.D. Rockefeller used** to dominate both his industry and era.

## The Six Best Reasons to Sign Up

1. Lead the charge on high payoff initiatives
2. Keep everyone in your organization aligned and accountable
3. Create customer loyalty the makes price irrelevant
4. Fuel growth with smart cash-flow management
5. Know what's working at today's mega-growth business
6. Build real marker value and serious stakeholder wealth



This exclusive training program is designed for TEAMS led by:

- CEOs and presidents
- COOs and CFOs
- Division and profit Centre Heads

Bring all your key players and save on tuition –See p. 7



Attend the classic one day executive workshop...

# Mastering the Rockefeller Habits

What you Must Do  
to Increase the Value  
of your Growing Company

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Multiply cash flow and profits

---

Drive your company to the next level

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Catapult your organization ahead of competitors

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Hotel The Leela, Mumbai

**November 15, 2007 - Mumbai**

Presented by Gazelles founder/CEO Verne Harnish

Hesitant to spend two days off-site when growth demands your focus, 24/7?  
See why this workshop has an ROI you cannot afford to miss — p.6

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a television eighteenth venture

**Dozens of insights in less time than it would take to digest a single business bestseller.**

Mastering the Rockefeller Habits spotlights the best of current knowledge on business growth, gleaned from the most respected minds in the field. That means a quick good-bye to the guilt you feel every time you face your stack of unread books.

This take-away-rich program pays heed to the wisdom of virtually every contemporary business thought leader. What's more, you'll get an inside view of the best practices used at the companies you admire most: Subway, Starbucks, Southwest Airlines, Dell, Auto Nation, FedEx and plenty of others.

Best of all, you'll learn how to apply this knowledge to strengthen your company culture—without sacrificing creative energy.

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*“From strategic goal alignment to our daily communication plan, Verne's practical ideas were key in building our two time Inc. 500 Company.*

*--TOM SALONEK, CEO,  
INTERTECH SOFTWARE*

# Move the Needle to Achieve:

**2X current cash flow**

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**3X industry-average profitability**

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**10X today's market valuation  
( the key to cashing out at top dollar)**

At the same time, you'll reclaim literally hundreds of hours annually to focus on the ideas and initiatives that inspire you.

Great as it is, growth can feel like a force that slams you against concrete. As you ramp up to keep pace with increasing customer demands, you add people, implement systems and talk strategy in terms that no longer fit on the back of a napkin. You watch revenue rise... while profits ometimes shrink or even plummet . Your start-up spark fizzles.

Get back on track with Mastering the RH, a two-day workshop created by fast-growth expert Verne Harnish. Backed by nearly three decades of experience working with growing firms—from start-up through mid stage and on to IPO—Verne has sifted through all the theory and distilled a fundamental set of principles into strategies you can use immediately. He has designed a program packed with actionable ideas guaranteed to make your company grow intelligently.

***Take your company further in a single week than in an entire year.***

How do you inject discipline into a fast- growth environment without Killing the entrepreneurial spirit? It's complicated than you might think. Adopt a few simple practices and stick with them over and over ...and over.

“Growth Guy' Verne Harnish, along with serial entrepreneur, Patrick The an, will teach tools to executives just like you ---senior managers who have no patience for anything they can't put into action Right now, In fact, Gazelles gas presented the Rockefeller Habits Workshop to more than 20,000 growth- hungry leaders

To register now, go to [www.kcapital-us.com](http://www.kcapital-us.com)  
Or call 022-26837942



# Verne Harnish

Gazelles founder/CEO and FORTUNE

Small Business magazine's "Growth Guy"



Prepare to be fully engaged and fully informed by one of your own. Verne Harnish has a long, influential record of accomplishment with entrepreneurial and emerging businesses. After co-founding the Association of Collegiate Entrepreneurs (ACE) and establishing chapters in universities worldwide, he created the internationally recognized young Entrepreneurs

Organization (now EO) as founder of the prestigious MIT/ Inc/EO Birthing of Giants executive program and Gazelles, Inc., Verne has helped thousand of entrepreneurs at emerging companies increase profits and stakeholder value.

Author of Mastering the Rockefeller Habits, Verne has been featured on the cover of FORTUNE Small Business magazine, which named him one of the top 10 Minds in small Business He has appeared on national television and radio program including CBS News Smart Money and Nation's Business Today and in over 100 articles in magazines and newspapers, including Forbes inc and the wall street

**"Verne is THE guru of fast-growth companies"**  
— TOM PETERS

## Raves for Verne Harnish....

"Its an excellent book, I read this book trice and recommended it to every body."

-HUZAIFA KHORAKIWALA, DIRECTOR, WORCKHARD LTD

"Excellent speaker, excellent presentation, communication skills, practical examples of concepts explained in seminar."

-V SUBRAMANIAM, CIO, OTISELEVATOR COMPANY INDIA LTD

"Verne has a unique gift to turn complex problems into simple solutions. I have always walked away from his sessions with a much clearer idea of what I needed to do as a CEO."

-SAM GOODNER, PRESIDENT AND CEO, CATAPULT SYSTEMS

"An amazing speaker and teacher, would love to attend another workshop."

-YUVRAJ AGARWAL, CMO, LAQSHAY

"From strategic goal alignment to our daily communication plan Verne's practical ideas were key in building our two-time Inc 500 company."

-TOM SALONEK, CEO, INTERTECH SOFTWARE

"Verne is the original fast-growth guru. His knowledge in beyond question his communication style is aligned with entrepreneurs and his rolodex reads like a who's of entrepreneurial legends."

-MICHAEL MULLINS, MANAGING DIRECTOR, THINKING CAPITAL

"We have adopted your book as our guide to steer the company forward we have already implemented the top 5 strategy in the organization we spend half an hour on the book each week to implement the wonderful tools recommended by you."

-VISHAL GUPTA, DIRECTOR, ASHINA HOUSHING & FINANCE INDIA LTD

# Why "Rockefeller Habits?"

**As a percentage of the U.S. economy, no other American fortune – including Sam Walton's – comes even close to what Rockefeller amassed.**

In the 1880s, John D Rockefeller could not have imagined e-commerce ... a China Factor... customer help desks staffed continents away that said Rockefeller success measured in 21<sup>st</sup> century terms eclipses even that archived by the likes of Bill Gates... by a factor of four More than any of his industrialist peers Rockefeller become synonymous with stratospheric achievements and profits.

His disciplined approach replaced the helter-skelter methods of his fellow wildcatters-- and allowed standard Oil to dominate both an industry and era. Learn what Rockefeller got right ...in terms as relevant to your business today as they were in his.

Thousand of business owners have benefited from the simple effective techniques outlined in mastering the Rockefeller Habits Drawing on his experiences as the founder and chair of the world renowned MIT/Inc/EO Birthing of Giants executive program, and on his nearly three decades of work with the CEOs and executive terms of growing companies Verne Harnish has developed this intensive two day workshop attend with your entire team and take home practical tools you can use immediately to keep growth on track

# Fundamentals that drive sustainable growth ...

## ROCKEFELLER FUNDAMENTALS

- The key discipline that powered John D Rockefeller's meteoric rise (use it to crush your competition)
- A frustration all growth businesses face (embrace the paradox up front and watch profits head north)
- How to define success in a way that gets you laser focused on achieving it
- 4,3,2,1... Results! (4 Decisions + 3 Disciplines + 2 Drivers + 1 Coach = Growth)
- An irrefutable lesson for business leaders from sports legends Tiger Woods and Roger Federer
- Tips on gathering Quick Market Intelligence from the man who defined the concept
- The one-page strategic plan that previous attendees call "simple ... brilliant... simply brilliant"---you'll put in to use before returning to the office
- 10 essential habits that trim a whopping 35 hours each week from your management load

## CORE VALUES

- Core Values: A simple, 3-pronged test to identify what's vitally important within your organization
- Core Purpose: Illuminate the heart of your business and sound strategy will follow
- Defining Your Sandbox: Common pitfalls in the war for market share and ways to avoid them
- Good Horse/Good Race: Answer 4 simple questions to know if you control one, the other or (optimally) both

## BRAND PROMISE / X FACTOR

- Formulating a Brand promise that passes two critical tests— and leaves your competitors gasping for air
- Measuring what matters: Choose key Performance Indicators to align with your brand promise
- The surprising truth about customer feedback: Lessons from SWA will convince you always to listen ...and often to say no
- 4 questions you must ask customers on a regular basis (and the one you should never ask first)
- The rock in your customer's shoe: How a playground analogy can kick start company growth
- The one thing you absolutely must do keep customers talking--- and feedback flowing
- Catalytic Mechanisms: A potentially painful but effective way to avoid broken brand promises
- Find it, exploit it: Isolate your X Factor to gain a 10X to 30X advantage over your strongest competitor

## PRIORITIES

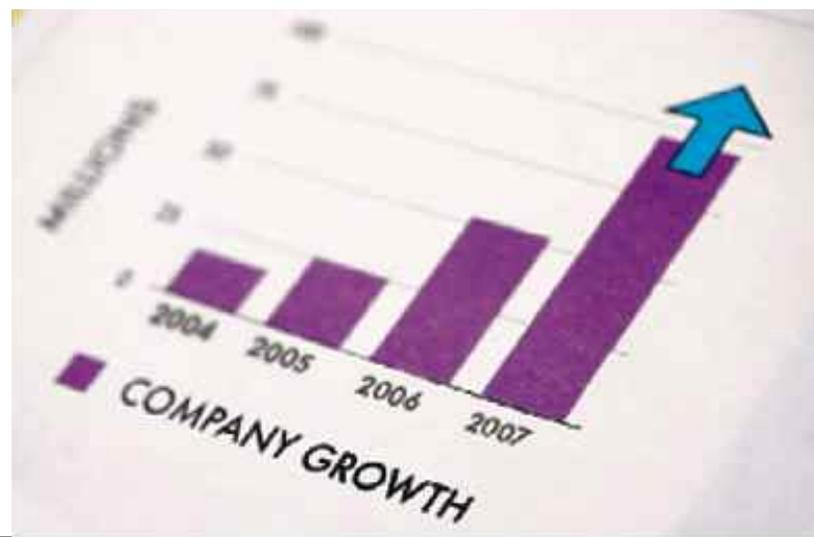
- Critical Numbers: What you must track daily to drive productivity and profits
- Revenue vs. Capacity: Morphing today's unreachable top into tomorrow's new bottom
- Leveraging the power of the cringe Factor (when you repeat questions daily, answers inevitably come faster)
- Why you must measure outcome drivers, not just the outcome itself
- Start a Stop-Doing List: Increase your productivity and profits by subtracting vs. "piling on"

## CASH

- Shortening the cash conversion Cycle: Ways to keep cash flowing into your business before you need to spend it
- Double cash flow, win preferential supplier pricing, and boost customer satisfaction all at the same time
- The single most powerful method for motivating every person on your payroll to free up cash
- Surprising truths about where to staff-up your organization for maximum cash flow gains

## COMMUNICATION

- How to broadcast your message clearly and powerfully (when you've grown to three people or more communication is challenge #1)
- Communication Rhythm: Applying the rules of jazz to maintain harmony at your organization
- Two insights that will change the way you think about meetings--- and shatter the productivity disruption paradox
- Understand positive peer pressure and tap its uncanny power with all the players in one room
- When you cannot afford to jeopardize meeting rhythm (temptation is strongest when the "need to meet" is greatest)



# Takeaways you can use NOW



## EXECUTION

- How meetings actually eliminate the perception of micro management
- 3 Daily Huddle must-haves (invest 15 minutes to free up a full hour every day)
- Weekly Meeting Checklist: 6 crucial items you can cover in 60 minutes or less
- Sharing your DNA: Monthly Meetings guaranteed to get your entire team on the same page at the same time and avoid the “Groundhog Day” effect
- Quarterly Meetings: 5 non negotiable agenda items to align everyone with the organization's goal and priorities
- Lessons from Abe Lincoln, Capital Recovery Group and those wacky folks at the Scooter Store
- Razzle-Dazzle 'Em: Specific ways to rally your troops using quarterly themes
- The single most powerful question to ask in Quarterly Meetings to guarantee gains

## ORGANIZATIONAL STRUCTURE

- A common weakness in most growth environments that poses the biggest threat
- O-R-G C-H-A-R-T: 2 words and 8 letters that send most entrepreneurs reeling (get over it, buy in, move ahead)
- Account abilities vs. Processes: How they differ and why you need to track both
- Drilling down: The real reason to chart workflow (you risk missing the payoff if you resist mapping the process)

## PEOPLE

- Best Practice Hiring Techniques: How to spot attract and keep top talent
- Highlights from a Harvard University study to help you connect with every single person in your organization
- The hottest senior position in today's growth companies (creates it, fill it, and watch everyone get smarter)
- Business Units vs. Functional Heads: Find the perfect balance and keep customer satisfaction soaring
- The almost matrix organization: A gold nugget from a management sage whose theories have stood the test of time
- Customer capital: Move from “taking orders” to “providing solution” (become a partner, not just a commodity)

## METRICS

- KPI: 3 types of metrics that reveal the health of your business
- A hard-and-fast rule to help you determine when numbers are useless
- Headlights and Rear-view Mirrors: Tacking the metrics you need to drive
- Scoreboards and Ticker Tape: Making measurements visible to every employee (because high achievers like to see the score)
- How to turn your conference space into a growth-boosting situation Room (a tiny investment with gigantic payoffs)
- Forward Forecasting: Crunching numbers to set realistic stretch goals---and meet them

## GAZELLES GROWTH TOOLS

- ✓ **Accountabilities Worksheet.** Get the right people doing the right things
- ✓ **One Page Strategic Plan.** Every person in your organization must be on the same page this is that page
- ✓ **Rockefeller Habits Checklist.** Even veteran pilots so through a pre-flight checklist prior to take-off you should too
- ✓ **Who-What-When Worksheet.** Build a better to-do list and drive tactical priorities
- ✓ **KPI Worksheet.** Identify the numbers you must watch daily to maintain your growth trajectory.
- ✓ **Critical Numbers Worksheet.** Track short-term, focused, measurable outcomes.
- ✓ **Cash Conversion Cycle Worksheet.** Fuel growth with more cash, faster.

*“Better meetings, better communication and awesome focus on our future...a big thanks for putting us back on track”*

– STEVE RANDAZZO, PRESIDENT, PRO MO

To register now,  
go to [www.kcapital-us.com](http://www.kcapital-us.com)  
or call 022-26837942

# Answers to Rockefeller Habits FAQs

**Q. Two days is a huge chunk of time away from the office. How can I justify the bite out of my schedule?**

**A: If growth is your priority, you can't afford not to attend.** The Rockefeller Habits Checklist alone will help you recoup as many as 35 hours each week. Even for a workaholic entrepreneur that's easily 100 workdays gained over the next year, for the mere two you'll spend at the workshop. Many participants tell us they've never made an investment in their business with a higher ROI.

Still need convincing? Here's how attendee C Green law, VP Business Development at virtual Technology Corporation weighed in: *"I recall thinking how difficult it would be to get our principals together for two days out of the office, particularly in our fast-growing company. I now realize that those two days will have a considerably greater impact on our continued success---for many years to come ---than anything else we might have accomplished during that time in the office."*

**Q. Why a public seminar and not a private one?**

**A: Synergy is the operative word here.** Mastering the Rockefeller Habits was built with team attendance in mind, which means the chance to learn not only from expert Verne Harnish, but also from other motivated executives like you. And while you may have kept pace with best practices in your industry imagine what you can adapt from unrealised markets what's more, in a public setting, Verne can share universal, hard-nosed truths with the members of your team, without putting them on the spot or making them feel you've exposed their weaknesses.

**Q. What if I simply cannot attend with my team?**

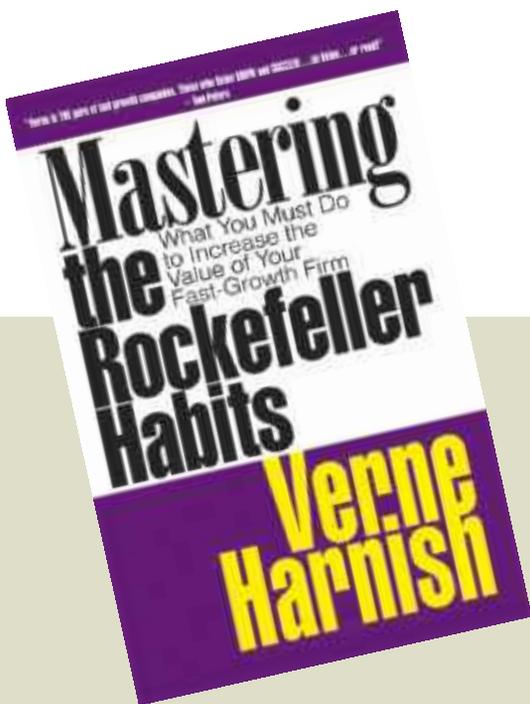
**A: That's okay too.** You can be assured of seating at a single's table with other like-minded growth leaders. Should you decide to bring your entire team to a future Rockefeller Habits workshop (and we hope you will) the CEO attends the repeat session on us

**Q. Whenever I hear "discipline" I tune out—the last thing I want is bureaucracy mucking up my entrepreneurial business. How will the program improve performance without crushing creativity?**

**A: After attending, you'll never see discipline as the enemy again.** In truth, bureaucracy stalls growth, but discipline fuels it. Structure keeps your business nimble. Routine unleashes creativity. Meetings free time for high payoff initiatives. Embrace these paradoxes--- and lead your company to the next level.

**Q. What sets Rockefeller Habits apart from the "Grow Your Own Business" programs put on by my local chamber of Commerce?**

**A: Gazelles provides premier executive development training for leaders of mind-sized firms with 30 to 2,000 employees.** When you attend Mastering the Rockefeller Habits, you won't feel trapped in a conference room with well-meaning ---but unseasoned---rookies. What's more, you'll fast-forward past theory and cut straight to the strategies that are working for some of today's most successful enterprises. What's best you'll be trained by two of the most respected names in entrepreneurship, Verne Harnish and Patrick Thean.



Each attendee receives a **FREE** copy of Verne Harnish book, *Mastering the Rockefeller Habits*, which includes 10 illuminating case studies from client companies achieving stellar results. The book also includes the chapter "Mastering the Art of Bank Financing" co-authored by rich Russak off of Bottom Line Consultant. Read in and discover how to put together a package and presentation that will make banks *compete* to loan you money

To register now, go to [www.kcapital-us.com](http://www.kcapital-us.com)  
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You will hear from some of the world renowned speakers and business thinkers that continue to advance management science and develop cutting-edge tools and frameworks to help business transform their ideas into products and bring those products to market.

# Mastering the Rockefeller Habits

Hotel The Leela, Mumbai

**Mumbai  
November 15, 2007**

**8.30 am – 5.30 pm  
Luncheon 12:30 – 1:00 pm  
Business Casual**

Check [www.kcapital-us.com](http://www.kcapital-us.com)  
For exact meeting location

**TUITION:** INR 15,000/- per person\*  
INR 13,500/- each for 3-5 person\*  
INR 12,750/- each for K Capital Past Attendee\*  
INR 12,000/- each for 6 or more\*  
\*Plus Services Tax 12.36%

Participants are responsible for their own travel and expenses

**4 WAYS TO REGISTER**

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**BY PHONE**  
**022-26837942**

**BY FAX**  
**022-26830571**

**BY MAIL**  
Complete and mail enrolment from to:

**K Capital Services**  
Office # 2, Grd. Flr, Crystal Tower,  
Gundavali Lane # 3,  
Off Andheri Kurla Road,  
Andheri (E), Mumbai-400069.

**YES Please reserve ----- places for my company at the Mastering the Rockefeller Habits workshop.**

ORGANIZATION

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( )

CITY  
( )

STATE

ZIP CODE

TELEPHONE

FAX

ATTENDE #1

TITLE

EMAIL

ATTENDE #2

TITLE

EMAIL

ATTENDE #3

TITLE

EMAIL

ATTENDE #4

TITLE

EMAIL

ATTENDE #5

TITLE

EMAIL

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# Attend **Mastering the Rockefeller Habits** and see why attendees call it “far and away the most useful workshop” for growing your business...

## Learn these 7 fundamentals to drive sustainable growth:

- **PEOPLE** ---- Attract, hire, and retain the best
- **STRATEGY** ---- Refine yours to block competition
- **EXECUTION** ---- Scale fast to save time and money
- **CASH** ---- Boost cash flow to fund growth
- **PRIORITIES** ---- Stay aligned to drive focus
- **METRICS** ---- Make them start working for you

“Mastering the Rockefeller Habits helped put focus back into my firm—a must for languishing entrepreneurs.”

---MARIE MINICHINO, CEO, BELLAMARIAINT.COM

“...the single most important strategic step our company has taken in seven years... we simply haven't made an investment that has a higher ROI Now, whenever we bring new members into our leadership team, they attend --- there's no better way we know to bring someone up to speed rapidly.”

---MICHAEL G DOUGHERTY, CHAIRMAN & CEO, KINDERMUSIK INT'L INC.

“Ammex has seen huge results since implementing the Rockefeller Habits four years ago. Sales have increased from \$6.7 million profits have increased over 400%. It's safe to say that had Ammex not made the Rockefeller Habits part of our corporate DNA, we would not be where we are today.”

---FRED CROSETTO, CEO, AMMEX

## Attended by over 20,000 executives !



### **K Capital Services**

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Fax: +91 -22 -26830571  
Email: info@kcapital-us.com