

JOE HEALEY

DYNAMIC

“DYNAMIC, MOTIVATIONAL...PRACTICAL”

Marriott International

“INSPIRATIONAL, DRIVES RESULTS!”

GAP

“EDGE OF OUR SEATS”

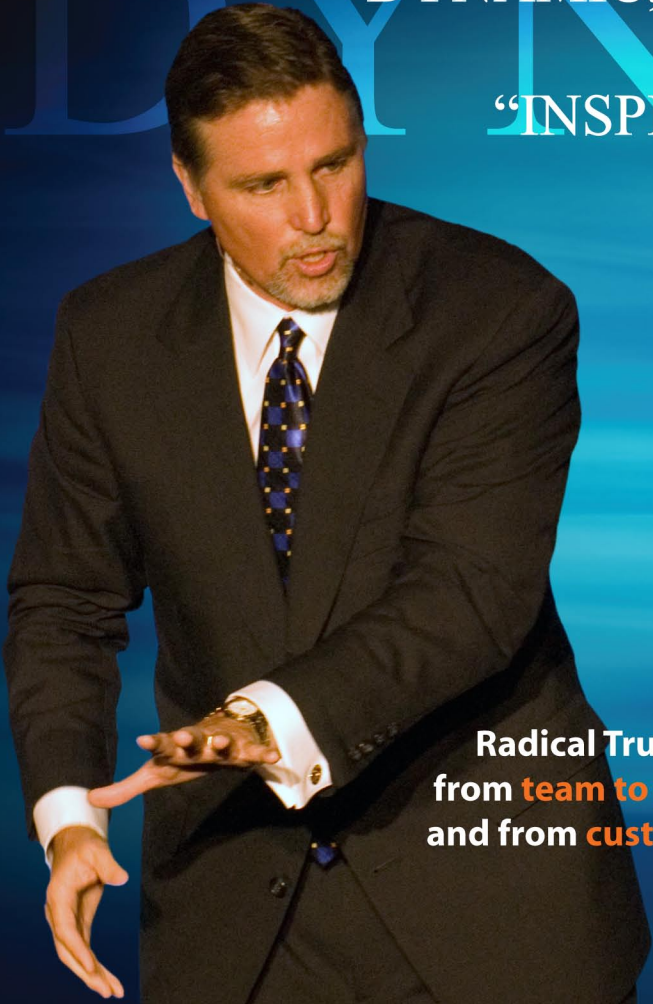
American Legal & Financial Association

“EXUDES WISDOM”

FRANKFORD HOSPITAL

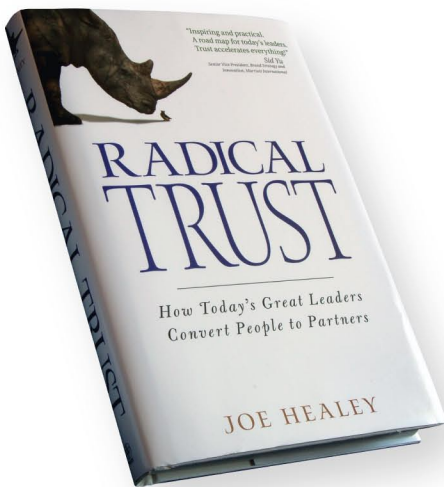
“OUTSTANDING”

TCF Bank



Radical Trust takes you from **team to partnership** and from **customer to fan**.

T speed
R execution
U talent retention
S customer & employee loyalty
T consultive relationships
generational harmony
innovation
growth



UNLEASH THE POWER OF RADICAL TRUST

“Inspiring and practical. A road map for today’s leaders. Trust accelerates everything!”
–Sid Yu, Senior Vice President, Brand, Strategy & Innovation, Marriott International

Not just change: Transformation!

Trust transforms relationships and profits. Today's more competitive environment demands people be in tune with a fast-paced and fluid workforce and customer. Economic pressures require managers and sales professionals to be people of influence and trusted partners.

Since 1989 Joe Healey has been equipping organizations to build a Radical Trust that expands and accelerates people and performance. Joe has distilled insights from years of consulting with highly successful clients into a powerful trust-building tool (next page) that increases influence and loyalty.

His powerful keynote experience includes inspiring case-studies that reveal how to harness Radical Trust as a catalyst for transformation and success.

Available at bookstores, Amazon.com and Barnesandnoble.com

Value & Inspiration

Proof: Radical Trust Creates Radical Success

The facts below represent one of many case-studies profiled in Joe's book and keynotes. These facts prove the four competencies he teaches (right) are the critical weapon to succeed in competitive markets. Radical Trust managers and their teams achieve great financial results as well as create an organization people love.

Radical Trust Case-study 1 Joe Croce: Founder and former CEO, CiCi's Pizza, a 600-store franchise chain.

Proof of Financial Success: CiCi's Pizza has 600 restaurants in 27 states. In January 2007, Entrepreneur magazine ranked them number one in the Italian restaurant franchises category. In 2006, Restaurants & Institutions magazine named them Best in Value in its Annual Consumer Choice Survey in the pizza category. In 2005, the Wall Street Journal named CiCi's one of the Top 25 Franchises. The founder, Joe Croce, retired at the age of forty-four and left behind numerous millionaires he helped to create. Some are now employee owners and some franchise owners.

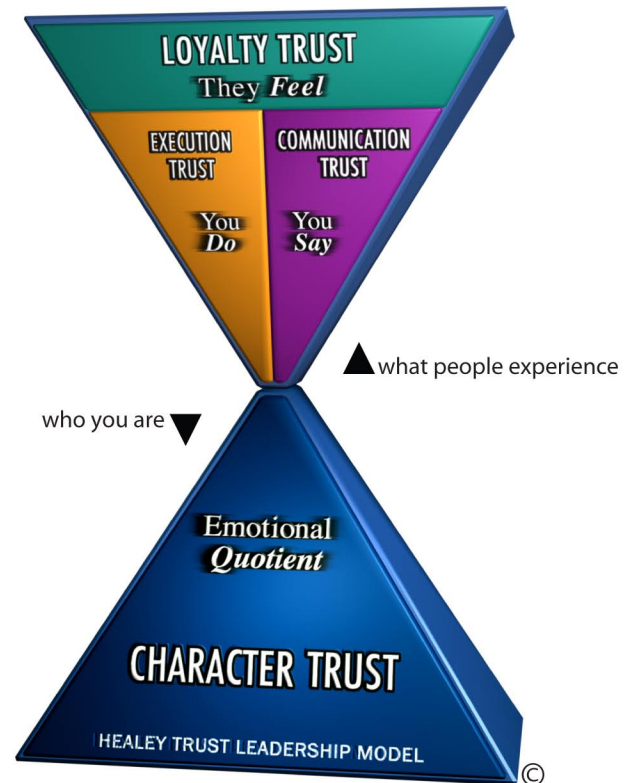
Proof of Radical Trust: Craig Moore was mentored by Joe and was part of the team that bought CiCi's and he replaced Joe as president. Craig tells us:

"When I came to CiCi's 15 years ago and met with Joe Croce, he painted a picture for a great personal future if there were results that he expected...I learned early on with Joe that not only would he follow through on his promises, he often would do it at his own detriment..."

As one manager told us, "If you were good enough to play on Joe's team and then make the cut, the benefits kept coming in. Joe built loyalty by exceeding our expectations with personal growth that equated to financial gain. It was never about the money for the ones that stayed at CiCi's. It was about being on the team and hitting the goals..."

"We always knew that if Joe Croce said that he was going to do something, it was going to happen. If you learned this early in your career with CiCi's, the tough love was easy to take...He cared about our success and only wanted those who would sacrifice for the team. He ended up on top and left behind a wildly successful future for those who played on his team."

A plaque that was mounted at the entrance to CiCi's corporate headquarters by one of Joe's successors reads: "This building is dedicated to Joe Croce. May the passion, pride, and high ethical standards upon which you founded these companies never falter!" Joe is happily retired and spending lots of time with his wife, children and church.



The concepts revealed through this model and Joe's powerful case studies unlock dormant potential by revealing the need to harness untapped influence skills. He will also identify deficits that could be costing your organization dearly in the form of minimized or even broken trust™.

"Wow!

What a powerful and moving message you presented at our franchisee meeting.

Your ability to capture and impact an audience is nothing less than outstanding. Your material was cutting edge combined with an incredibly passionate delivery.

There is no doubt in my mind your presentation added significant value for all that were present."

Joe Croce,
Founder of CiCi Enterprises, Inc.

Ideas Grounded In Experience

Powerful Keynote:

Entertainment and substance: "Your energy and humor kept us at the edge of our seats even though it was after an open bar and before dinner on a beautiful veranda over-looking the Caribbean...Everyone left with ideas." –Matt Bartel, Assistant Director American Legal & Financial Association

Inspiring stories: "...great impact. Your energy was contagious, and your real-life stories brought your insights home." –Lisa Petrauskas, HR Manager, Rush-Copley Medical Center

Interactive, energizing--creates a buzz: "...totally impressed...In only 15-minutes, he totally involved the crowd." –Rhonnaye L. Ricks, Meeting Planner, The City University of New York

Warmth and professionalism from a consultant/speaker who's inspired transformation for 15-years: "Thank you so much for everything...initially in the session, but now advising Doug (President) on how to impact culture to further business growth...Your insights are validated and actionable." –Sheri Hottinger, Meeting Planner, Sam's Club (Wal-Mart subsidiary)

"JOE IS A PIONEER AND
RENAISSANCE MAN...
WHOSE CONTENT IS FILLED WITH
DISTILLED WISDOM."

–Sue Shellenbarger, Journalist,
THE WALL STREET JOURNAL



Experience for a fast-paced competitive world

Joe's career as an entrepreneur, banker and the senior executive of three companies provides a valuable and authentic perspective. His award-winning speaking has taken him to audiences in four continents. One of Joe's pioneering personal adventures which provides insights that audiences enjoy was aimed at building character. Joe, his wife Jill, and their three children settled into a customized motor home and went exploring. They traveled, schooled, and discovered together for 18 months as they ventured through 44 States, into Mexico and Canada.

Joe's experience as CEO of a rapid-growth company insures that his innovative ideas are relevant to a busy and competitive world. And his hands-on work as a consultant/general manager leading companies through tough turn-around situations insures that his gritty message reflects the need to provide solutions and motivation that has traction.

He is a sought-after speaker on trust-based-transformation™, change, leadership, and growth. His life and work have been profiled in the Wall Street Journal. Joe lives in Virginia Beach, Virginia with his family. Joe also serves on the board of the at-risk-youth development program, www.YESAmerica.org.

World's Best Presenter



The National Speakers Association, The International Communications Industries Association and the Communications Management Association sponsored the Presentations Playoffs where journalists voted Joe **2000 World's Best Presenter**.

Testimonials for Radical Trust

"Joe brings to the forefront the importance of trust to business effectiveness in a new and fresh way. I agree, it does take the alignment of "what we do," "what we say" and "who we are" to build trust with others. Business relationships founded on trust may be the single biggest employee retention tool available. Joe shows us how to build those kinds of relationships. Any leader would benefit from the insights Joe shares in Radical Trust."

--Doug McMillon, President & CEO, Sam's Club

"Joe Healey shows an organization how to set itself apart with service excellence, financial success AND employee loyalty. For progressive leaders who seek a comprehensive "how to" this book provides not only the framework, but the proof that it works! Even after twenty years of experience, I learned things that will provide invaluable assistance for many more to come."

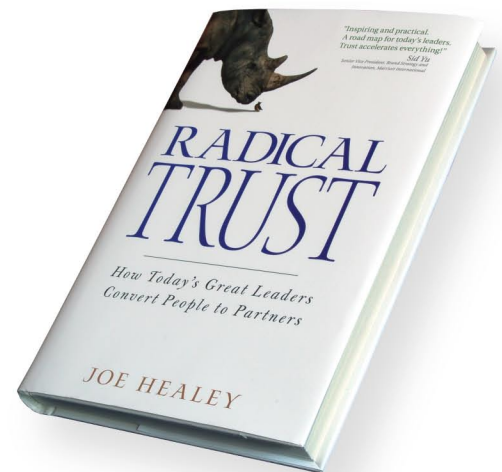
--Loriann Putzier, Principal, Chief Operating Officer, IntegraCare Corporation

"In Radical Trust, Joe Healey offers a practical yet fresh perspective on the impact employee trust in leadership has on gaining...a competitive edge. Joe uses insightful examples to model how to build trust that leads to engaged employees, and ultimately, unleashes the type of innovation that generates distinguishable differences in the market. Joe definitely hits the mark!"

--Michael Brereton, President, Maritz Research

"Joe Healey validates the power of trust and the positive effect it has on organizational leadership. Certified public accounting firms, other professional service organizations, and associations will benefit by implementing Radical Trust, especially with the millennium generation joining the workforce."

--Albert E. Trexler, President & CEO, Pennsylvania Institute of Certified Public Accountants



Some of Joe Healey's Clients

For a full list or more info visit the web site on the bottom of the front cover.

Associations

- American Cancer Society
- American College of Gynecology
- American Legal & Financial
- American Society of Pharmacists
- Society of Neuroscience
- National Prescription Drug
- PA Institute of CPA's
- South Dakota Bankers

Corporate

- AT&T
- Cabletron Systems, Australia
- CiCi's Pizza Franchise
- Certa Pro Painters Franchise
- Esselte Dymo, Germany
- GAP
- Intel
- Marriott
- Oracle
- Starwood Hotels

Financial Services

- Bank of Sydney Australia
- GE Credit
- Huntington Bank
- Insurance Service Office
- Liberty Mutual Insurance
- Mutual of America
- PNC
- Royal Bank of Canada
- TCF Bank
- Worth Bank & Trust

Healthcare

- Abbott Laboratories
- AMGEN
- Dallas V.A. Hospital
- Deborah Heart & Lung Center
- Dental Care Alliance
- Fresenius Medical Care
- National Health Management
- New York City Health & Hospital Corp.
- Quest Diagnostics