



Now is NOT the time to stop investing in your **HUMAN Capital!**

A recession is a terrible thing to waste!

As we continue to face the severity of this challenging economy, we have two choices:

- 1. Fall victim to it with fear and doubt*
- 2. Welcome and open up to the opportunity of sharpening our skills, creativity and innovation*

*Vinci Lombardi said,
"When you are winning the game, play like you are losing. When you are losing the game, play like you are winning!"*

*My name is Mark David. I've been an Executive Coach and Turn-around Expert for 30 years. I'm located in the Bay Area and I'm reaching out to local businesses to share 5 key principles that are helping my national clients persevere and set themselves up to thrive when the economy turns. I call these principles, **The Pillars of Perseverance**. Now is the time to perform the basics brilliantly and these simple principles can show you and your organization how.*

*If you find this information interesting and would like to learn more, feel free to call me directly. Or, review our **Economic Relief Program** on the following page. My team will be contacting you to schedule a convenient time for me to formally introduce myself.*

I look forward to the opportunity of creating a long-term partnership.

Mark David

Mark David ~ mark@markdavid.com; 650-341-6504

The 5 Pillars of Perseverance

1. Get Your Mind Right

Now is the time to put everything you know into action. Be present, stay in the now and perform the basics brilliantly. The basics are timeless and they lead to optimal performance levels. Our behavioral techniques are revolutionary. They will prevent your emotions and your ego from blocking your objectivity. In times like these, our emotions can get the best of us. Be clear and stay focused.

2. Maintain 100% Belief in Your Company & Yourself

Believing is seeing! When you place 100% belief in your company and yourself, you are able to see more clearly. You are able to see solutions, strategies and opportunities more effectively. With a strong sense of belief, doubt will not cloud your vision. Fear will not cripple your activity. Belief is the starting point of results. **YOU are** your competitive edge. In times like these, belief will carry you through.

3. Join Hands as a United Team

'Draft' for one another. As in cycling, create a draft for your team members. Help the team succeed and the company will succeed. When everyone is on the same page, moving in the same direction, we increase momentum and move farther at a faster rate. We are spread too thin not to work together toward a common goal. Together, unleash your imagination to succeed at higher levels.

4. Be 100% Accountable

Accepting responsibility is holding yourself accountable for your successes AND your failures. You alone are responsible for your results. **No one is coming.** With accountability comes great freedom. With freedom comes maximum productivity.

5. Attention Goes a LONG Way

Positive Attention! Small thoughtful gestures go a long way during times like these. When there is a reduction in resources there needs to be an increase in positive ATTENTION. Show your team and your clients that you care about and appreciate them. Go the extra mile with attention and service. Whether through team meetings, extra client visits or one-on-one attention, you will provide your organization with the support it needs without taxing your budget. Your actions are priceless.

Economic Relief Package

Public Workshop

with Mark David
Executive Coach, Author & Performance Expert

The 5 Pillars of Perseverance

How to turn challenge into opportunity

Wednesday, June 17, 2009 ~ 9:00 a.m.-4:00 p.m.

Thursday, August 6, 2009 ~ 9:00 a.m.-4:00 p.m.

**Bovet Professional Center
155 Bovet Road
San Mateo, CA**

Students will learn how to:

- *Focus and perform at optimal levels*
- *Self-coach and self-motivate*
- *Perform the basics brilliantly each day*
- *Ignite creativity and innovation*
- *Make effective decisions while under fire*
- *Discover opportunities for increased profit*
- *Implement revolutionary behavioral and time management techniques*
- *Maintain work-life balance*

*Students will leave this workshop energized and ready to
persevere and conquer challenging times!*

\$239 each

**Includes: Continental breakfast, lunch and participant guide and
*Success Strategies ~ High Achievers Guide to Success***

Register Now 800-410-2677



THE MARK DAVID CORPORATION
A Logical Approach to Human Development

23 ■ Kelton Court ■ San Mateo ■ CA ■ 94403
1.800.410.ANSR (2677) ■ www.bottomlinecoaching.com