

YPO Endorsements for Christine Comaford

“Revenue is up, profit is up, debt is down, and enterprise value is at an all-time high. Thank you. Thank you. Thank you! Our SmartTribe is making all the difference!”

Alba M. Aleman, CEO, Citizant, YPO Virginia

“I think Christine Comaford is a Rock Star in the modern business world. Her approach to business leadership and management is cutting edge. It will soon be the new norm, as others will become obsolete.

Christine’s session at our chapter was our best so far! Everyone stayed well past the ending time, and the comments on tremendous take home value continue to stream in. Her expertise in applied neuroscience is vast—she taught us techniques for optimizing sales, marketing, leadership, execution and she explained them in easy to learn and powerful ways. Christine was generous with her time, working one-on-one with chapter members and even our forum to iron out key leadership challenges. It was a truly invigorating event!

I look forward to working with Christine to have her back at future events for both my chapter and my businesses.”

Luke Williams, Ed Chair, YPO Connecticut

“Christine has spoken at G2: Growing of Giants, a collection of entrepreneurs from around the world, twice so far. Christine has an amazing mind that moves at the speed the rest of the world should. She has the unique ability to systematize the often intangible human elements of business, resulting in powerful and easy to implement techniques.

Her depth of expertise on both growing a business and influencing human behavior is exceptional. Her applicable and powerful concepts will benefit any organization that wants to scale new heights or position itself for maximum exit value.”

Jason Beans, CEO Rising Medical Solutions, Inc., G2 2011 Chair, YPO Chicago

“Christine’s program at our chapter retreat was one of our best ever! She taught us fascinating and effective neuroscience techniques to deliver high leverage results in three areas: to boost our leadership by enrolling and engaging others deeply; to shift our culture and create positive behavior, belief, identity change; and to successfully impact revenue and profit by applying her techniques in sales and marketing scenarios. Everyone was wowed by the take home value and thanked me for ‘raising the bar’ in our YPO chapter.

Our retreat theme was ‘Make A Difference.’ Christine sure did so for us, and taught us how to do so for our employees, team members, board members, families, friends. This was a game changer for everyone who attended. Thank you Christine for merging heart and mind in your power-packed session.”

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Jennifer Shemwell
Ed Chair, YPO San Antonio

“How do you keep a room full of high energy bright brains engaged for 3 hours? Christine Comaford, that’s how. Her fascinating and highly interactive program had our chapter engaged, having insights, and gave them terrific take home value. We were thrilled with the reception to the event, and our Christine even stayed late to help some members through specific business challenges. If you want to inspire, motivate, enthrall your chapter, invite Christine. She’s a remarkable and generous resource, and we look forward to hosting her again.”

Tyler Gompf, Ed Chair YPO Manitoba

“As a Certified Meeting Planner and Conference Coordinator for the past 18 years, I have hired hundreds of speakers for conferences, day workshops, seminars and social events. Over the years, one speaker’s message runs into the next and the thrill of hiring and hearing speakers’ presentations and messages has dulled.

Therefore, when I read Christine Comaford’s book Rules For Renegades, I instantly knew she was different and that I had to hire her and bring her to my YPO client, Global One.

Christine Comaford is a results-oriented speaker who speaks from her heart and her personal experience with a lot of action value ideas to business owners. Christine doesn’t tell you a life lesson story, but shares real information for a real person facing real challenges in their business. Christine’s accountable coaching strategy with executives gets measurably improved results and a positive impact on corporate profits.

I highly recommend Christine. My client YPO Global One rated her presentation a perfect 10!!!”

Samantha Borland, Chapter Administrator, YPO Global One chapter

“Christine provided tremendous take home value at our forum retreat. We gave her a complex set of challenges, both business and personal, and she skillfully and compassionately navigated them all. What moved me most was her depth of experience—from resolving conflicts, to deeply enrolling and intrinsically motivating others, to compensating sales forces, to building teams that can be relied on. Her 30 years of helping to grow some of the most successful businesses in the world truly shines through. We also found Christine to be super generous with her time, resources, and ensuring that we all had a clear plan and knew how to execute it.

Most importantly, Christine has offered to follow up with our plans on an individual basis so that each one of us can act upon the wonderful work that we accomplished during the retreat. This is the second time we’ve brought Christine to San Antonio. We’ll certainly bring her again!”

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Dan Weingart, YPO San Antonio Chapter Chair

“The event was a huge success. The Overall Rating was 9 and we had approximately 90 people present. Here are some comments from the members:

- *Outstanding take-home value (This comment appeared multiple times)*
- *Thanks so much for such a worthwhile and useful program. Amazing!*
- *Rarely do I feel such take-home value... Bravo*
- *Very practical, high value...Loved it*
- *Liked the real life examples*
- *Clear approach*
- *She is an amazing presenter*
- *Passionate speaker....Excellent event*
- *Loved the speaker’s quality*
- *Very practical*
- *Great content....Thank you*
- *It was actionable tools*
- *Communication, understanding, empowerment*
- *New approach to issues*
- *Very good learning*
- *Engaging*
- *Simple yet powerful*
- *Actionable learning – Strong take-home*
- *Great energy*
- *Thank you....Great learnings*
- *Opened my mind to the possibilities*
- *New & refreshing*
- *Powerful, knowledge, ready to use*
- *Great quality of facilitator*
- *Very engaged*
- *Lively resource*
- *Great tools*
- *Relevant and quality*
- *New ways at looking at things*
- *Pace was very good....not too fast*
- *Excellent event...Thank you*
- *New dimensions to managing human resources and self-understanding”*

Jean LaPorte, YPO Montreal Day Chair

“Christine’s sessions at both the YPO and CEO Council events I chaired were exceptional. The

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depth of take-home value, the audience participation, the tangible tools and practical application were generous and tremendously helpful. Everyone raved about the insights and tools they gained, and we can't wait to have Christine back!"

Jamie Harden

President & CEO Creative Sign Designs, YPO Florida Day Chair

"Costa Rica YPO's event with Christine was very successful. We received great take-home value! Our members found her easy to learn, practical, easy to apply techniques an excellent addition to their leadership, friendship, and parenting tools. Christine's passion for helping YPOers is infectious—she radiates energy and keeps everyone interested and engaged. We plan on bringing Christine back to Costa Rica very soon."

Rafael Sayagues, YPO Costa Rica Education Chair

"Success is the least we can say about our event with Christine. It was an honor having her among all our fellow members, giving her one of the highest ratings our chapter has ever had. We all found her neuroscience techniques to be profoundly helpful in both our business and personal lives, and Christine spent extra time over dinner making sure our members got solutions to their most pressing relationship challenges. The take-home value was terrific, and we are already planning on bringing Christine back to Honduras very soon."

Ruy Merriam, YPO Honduras Education Chair and Tony Gutierrez, Co-Education Chair

"Christine's event with our chapter was extraordinary! Such outstanding coaching skills! It was high energy, everyone was committed and had high interaction with their peers. We found Christine's program to be thought-provoking and full of take-home value. Her impactful neuroscience techniques are easy to learn and use, and practical for improving relationships both at work and home. We are already planning on bringing Christine back to Peru to embrace more of her amazing techniques and leadership skills."

Luis Miguel Garzón, YPO Peru Education Officer / YPO WPO LA Communications Chair

"Our program with Christine was fantastic: high energy, tons of take home value, new insights and ideas. Members were very happy with it and have already asked her to come visit again soon—next time for much longer. Christine is a value-added and generous resource that's easy to work with. She is welcome back in Singapore any time."

Boon Wee Kuah, YPO Singapore 2012-2013 Education Chair

"Thank you for a very insightful and life-changing experience!"

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Gerardo Rios, YPO Panama Day Chair

“Wow—our members are still talking about the event with Christine! Everyone found her practical and easy to grasp neuroscience techniques to be profound and powerful. We now have new tools to connect more deeply with all of the people in our lives, to enroll and engage others emotionally, and to drive greater results. Christine’s program was rich in take-home value, and she generously stayed late answering questions and helping our members. We are already planning on bringing Christine back to Puerto Rico!”

Jofi Baldrich, YPO/WPO Puerto Rico Day Chair

“Our chapter was very glad with Christine’s program. She was passionate, provided excellent take home value, and a very clear roadmap for fast-growing companies and how to manage change! She had very specific strategies for our members to apply the latest neuroscience findings to influence their teams and to set up respectful environments for individuals. She really cares about helping leaders build greater emotional engagement and get greater results from their teams. Christine was a positive influence for our chapter and our potential new members.”

Robert Qiu, YPO Beijing 2012-2013 Education Chair

“Christine’s program with us was a great success. Her session was highly interactive, challenged our current ways of thinking, presented new approaches and ideas to us, and was rich in take home value. Within less than 24 hours our chapter members were applying her techniques and reaching out for even more helpful resources from Christine. She is an accomplished and generous resource. We look forward to having Christine back in Kerala.”

Jayant Mammen Mathew, YPO Kerala 2012-2013 Education Chair

“Christine Comaford was an excellent resource for our chapter in Mongolia. We held two events: one hour workshop on neuroscience and influence for YPO members and potential members and then a half-day training workshop on neuroscience and leadership for senior executives and upper management of two sponsor companies Oyu Tolgoi and Wagner Asia Automotive. Both events were very well received.

Of the two trainings, the leadership workshop provided useful tools to manage and lead, while influence portion provided fresh and unique perspectives in recognizing operating systems of others and modifying your message to the intended person and/or target audience. Attendees have already been heard as using the new-found tools and perspectives.

We are quite interested in learning more about the influence and many are planning to go

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through her book and implement some of the changes. We recommend her for other chapters. Her information on neuroscience, especially regarding influence is very interesting and useful, and her enthusiasm and energy is contagious.”

Mergen Chuluun, YPO Mongolia 2012-2013 Education Chair

“Our chapter greatly enjoyed Christine’s program with us. Her session was energizing, and high on interaction and take-home value. Christine was generous with her time after the program when many of our members strategized one-on-one with her to increase influence in sensitive family, business and parenting scenarios. It’s fulfilling to see our chapter members applying her techniques and reaching out for more helpful resources from Christine. We look forward to hosting Christine in Colombo again.”

Shyam Sathasivam, YPO Colombo Day Chair

“Christine delivered a terrific session on the Neuroscience of Leadership to our chapter. She brought great take-home value, specific techniques and tips, formed very detailed strategies for three of our members over dinner and even followed up afterwards via email with additional China-related research for us. We’d love to welcome Christine back again.”

Simon Fung, YPO Hong Kong Day Chair

“Rising already had a fantastic culture and tremendous growth over the years, but we can always get better. I’d been through a couple of STI trainings and knew some leaders I respected who worked with STI and had rave comments about their ability to develop great leadership and ensure continued growth, so I was curious.

STI has helped us ‘up’ our own high expectations of ourselves. We have streamlined our sales process and provided our team with new tools and techniques, our marketing is more effective and ROI-focused than ever, our implementation process is tight and run by a cross-functional team. The best part is I have more energy, focus and time than ever before.

Our new incentive plans, accountability structure, executive team code of conduct, ranking of high and low value activities, and other techniques have provided the executive team members with 5-10 hours of strategic time per person each week. We’re finally out of the weeds—and you can feel the momentum and excitement in our halls—it’s palpable.

Thanks to STI’s programs and accountability structures we have a clear path to the next five years of growth. We know where we want to go, how to get there, and our team is more collaborative and innovative than ever. The increased performance, communication, accountability across the company has significantly increased leadership at all levels and is just plain more fun.

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Any business challenge we come across, teams roll up their sleeves and figure it out together. Christine and the STI team bend over backwards to get us the resources, strategies, connections, outcomes we seek—they do this again and again. It's great to have a partner in the trenches who has been where you want to go.

I knew we had a great team, and I see now that they're capable of far more than I could've dreamed. Thanks STI!"

Jason Beans, CEO Rising Medical Solutions, YPO Chicago

"STI has done a fantastic job in helping us with building our culture of opportunity and accountability. They have worked with each of us on finding greater clarity on what stokes our true passion as individuals, and how this can be used in service of our team goals and achieving what we really care most about. In less than two months so far, we are already seeing important improvements in our communication, our focus, both our teams' excitement and my own, and ultimately in our output. We look forward to continuing to work together."

Christopher deCharms, CEO, Omneuron, YPO Silicon Valley

"Whatever business challenge we've come up with, Christine and the STI team have worked through it before—and often across multiple industries. STI has multiple approaches and strategies for us to pick from and match with our culture and the opportunity at hand. STI's tools and techniques are practical, easy to apply, and are super impactful. They have truly resonated with my team.

Christine is all about ROI—she helps me drill down to what will really move the needle in our business, then she helps me and the executive team get the result we want. Whether it's company-wide accountability and incentive plans, sales process and strategy, marketing measurement and effectiveness, cultural programs to increase engagement, STI has tools and past ROI measurements for each investment we consider making. Thanks STI—here's to our next level of growth together!"

Kristin Richmond, CEO, Revolution Foods, YPO San Francisco

"Before working with STI we had a terrific group of very capable individuals who weren't always working effectively as a team. With our rapid growth it was key to raise the bar on leadership and collaboration among all divisions.

STI has delivered leadership and sales training across workgroups with rave reviews, as well as trained all employees at a recent quarterly all-hands meeting. Within one day of STI's training, we had over 33% of our entire company ask for more responsibility and to have the bar raised on their leadership contribution.

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STI's Leadership Development Program is helping our leaders perform at a much higher level. The increase in their level of accountability, influence, focus, clarity in communication, and sustainable results is profound.

From insight gained during my one-on-one executive coaching with STI, I've worked closely with the rest of the Talent Team and managers in every division to better align our accountability and reward structures, develop home-grown leadership programs, create tools to increase emotional engagement across the company, and support the management team in increasing quarterly one-on-one sessions with their direct reports by 20%--all in 7 months' time.

I have a greater understanding of my role and value as a leader. I've learned to choose how to respond instead of instantly react. I'm learning to see myself as an insight creator rather than a rescuer of others who see themselves as victims. I have more control over my schedule and more focus on truly "moving the needle." And the best part is that several other members of our executive team are experiencing breakthroughs of their own— since they're coaching with STI as well. It's great to share this journey with my peers.

As a result of our work with STI, our morale is higher. Our retention is up. We've had record levels of revenue for several months, and we're seeing real gains in cross-functional team productivity. We're developing leaders at all levels of the organization and employees are seeing more potential for career growth. Our CEO now calls Talent the 'Heart and Soul' of the organization. All this is very encouraging, and makes me love what I do even more."

Rick Thompson, VP Talent Management, Rising Medical Solutions, YPO Chicago Member

"Often the results of coaching are hard to quantify. Not with STI. In our initial work together we've continuously moved the needle. STI is super flexible too—if we're having a specific challenge, they'll create a custom training or enhance our playbook to help us tackle it swiftly. With STI's potent neuroscience techniques we've created:

- *Marketing: 300%+ increase in open and click thru rates, a powerful brand promise, rich brain-based client profiles and more effective communication*
- *Sales: 25-30% increase in team member performance and revenue results on plan*
- *Culture: initial Growth Appreciation Measurement Engagement plan, Leadership Levels and initial program launch*
- *Leadership: increased communication, engagement and performance across the whole team, leaders rising up and owning their areas even more powerfully, increased focus and accountability*
- *The net-net is I now can focus where I make the greatest positive difference: in cultivating our terrific leaders, growing the business, and guiding our future."*

Brian Gale, CEO, I.D. Images, YPO Cleveland

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“In our company we cultivate and we have very strong leaders. So we have been leveraging different tools and frameworks for many years, in order to build the leadership skills of our people. But Christine’s leadership tools are some of the most effective ones I have seen for quite some time. The neuroscience based approach is very new and very powerful. It has made a big difference for our folks, particularly in the areas of fostering collaboration (by helping people better understand the needs and mood of their team mates) and increasing productivity (by helping our managers focus and tell apart the high value added activities from the low value added ones). These tools are easy to reapply to many different business situations and are especially useful in fast changing business environments”.

Alberto Moriana, Head of Sales P&G Latin America, YPO Panama

“How do you grow a leader, really? It takes time, courage, heart, commitment. Time, of course, is what most executives have too little of. This is why I coach with STI. Their neuroscience-based approach has helped me to continuously improve my and my team’s performance in optimal time allocations.

I can always count on Christine to gently nudge me out of my comfort zone, to enable me to see into my blind spots and expand my vision. STI’s SmartTribes Playbook is full of their proven processes and practices for leadership, culture, sales and marketing so my team doesn’t have to reinvent the wheel—we’re too busy for that. In the past year we’ve experienced a profound shift in my team’s effectiveness in delegation, accountability, internal motivation, ability to enroll and engage others, and collaboration. Christine has helped us map out a 1 year plan to get thousands of people performing more effectively, and I’m happy to say we are on track.

Thank you so much for helping me on my journey, and pushing me out of my comfort zone so that I can live my life fully and contribute more to others. Now I know how to grow a leader. Thank you for your leadership!”

Trần Ngọc Bích, Deputy CEO – Corporate Service and Governance, THP Group, YPO Vietnam

“Port San Antonio, a State of Texas chartered public entity engaged Christine Comaford for the purpose of transforming it into a high functioning group. Christine conducted considerable pre-work concerning the engagement, including confidential one on one interviews, analyzing surveys, and using the information therein to create a personalized workshop designed to maximize our time together and to achieve our goal. The reviews from our board members have been extremely positive wishing only that we could have had more time together.

Among other activities, Christine worked with us to:

- *Identify key trust issues preventing us from working as a team*

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- *Identify High Value Activities (HVA) which our board completely agreed on and wished to focus on*
- *Identify Low Value Activities which our board wished to no longer invest time in*
- *Facilitate team building using several exercises that Christine led*
- *Create a board Code of Conduct that we operate by*
- *Create and implement key next steps with timing*

I would like to clarify that this most recent session was my third led by Christine. The first was a YPO Chapter retreat. The second was a YPO Forum retreat, and the most recent my third. I can say and wish to emphasize unequivocally that I have learned immensely from the experiences and that those experiences and knowledge have directly impacted my personal and professional life in a positive way. I plan to continue follow up with Christine either through YPO, my business, or as the current Chair of Port San Antonio.”

Dan Weingart, Chair: Port San Antonio, President and CEO: The Alisam Group, YPO San Antonio

"Thank you for sharing your Smart Tribe story with YPO CLE today. We found the information extremely valuable and worthwhile. There are several great tools and techniques that we will be able to implement immediately into our business."

Chris Carroll, President, Flavorseal, Inc., YPO Cleveland

"The Smart Tribes event starring Christine Comaford was an absolute 'knock the ball out of the park' HOME RUN. Christine's rating was an extraordinary 9.4 out of 10. Quite frankly, hearing the term and topic 'neuro-science based techniques' was a bit intimidating for my team and me.... However, Christine's unique ability to reduce the complexity to highly relevant action items was incredible! My key associates are super-pumped to begin the process of implementing the STI strategies this week. From my vantage point, the content Christine delivered had more applicability to my business and my team than any YPO speaker presentation I have heard in the last five years!

"STI's event with us was a home run! Christine's practical neuroscience-based techniques were easy to learn and apply, and our chapter cited countless scenarios in which to use them. The pace was fast, the approach was fresh, our members were highly engaged and the enthusiasm was contagious. We can't wait to have her back!"

Louis W. Meeks II, Victory Tax Solutions, LLC, YPO Toledo Day Chair

"Christine's program at YPO Cleveland was one of our best ever. Her rating was 9.4 out of 10, and we're a tough group to impress. Here are a few things our members liked best about our event with Christine:

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- *Great take away tools! These techniques can be implemented ASAP*
- *The information presented in a way that can be easily understood and applied*
- *Very useful tools, great examples*
- *Great insights on solving problems and recruiting*
- *Fast pace, lots of great insights*
- *The real world applicability of the concepts. Worth spending the time*
- *The ability to take information back to grow my business and improve culture*
- *Tremendous take home value*
- *Speaker and content were inspiring*
- *Great take home value, helps us fill the gaps in our systems*
- *The focus on how to apply the learning*
- *The interaction, the learning, the new ideas to an old process*
- *Discussion of the various responses of the brain and connection to changing behavior*
- *Great information, engaging, exciting speaker*
- *So many terrific takeaways to put into action and take our organization to the next level*
- *Passion of the speaker and culture building information. Interactive approach was a positive*
- *Very interesting topic and content. Based on my business situation, I came prepared to leave early to deal with some other issues but based on quality of program I found myself more and more engaged as the day went on and was delighted to stay to the end*
- *I would love to have something like this every year*

Thanks Christine and SmartTribes Institute for an outstanding event!"

Steve Ostanek, President, Neundorfer, Inc., YPO Cleveland Day Chair

"We tried your suggestion on recruiting and wanted to share the success story!"

We have a long time employee retiring in June 2016. She is our VP Finance and has been with us for 22 years. We integrated your strategy for recruiting for value alignment and high accountability into our process. It worked out very well.

*We had **70** applicants for the position. Each applicant received an email from us and requested that they answer these three questions:*

*Please look at our company mission statement and values by clicking this link: <http://www.neundorfer.com/about-neundorfer/mission-statement.aspx>
Please respond to each of these in a reply email.*

Tell us about a time when you most powerfully embodied at least one of these values.

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How does this position support your passion for your work? How might working for Neundorfer help you grow as an individual?

What makes a working environment most compelling for you?

We made it clear that if you do not answer the questions you are no longer being considered for the position. 25 out of 70 responded! Our process to filter through these went much faster as we evaluated the responses. Only 7 were contacted and brought in for interviews. 2 were brought back for more than 2 interviews and we just selected the candidate today. Our next step is to have dinner with them and their spouse – the final evaluation.

I think this approach took 30 or more days off the process plus we calculate that the process saved us 60 team member-hours per candidate. We have two positions we are trying to fill so that's 120 hours. We're small so think about a firm who is trying to hire 10, 20 or more positions. Adds up quick.

The process also gives you more insight into the individual and you feel you know them a lot better which takes the risk off.

So if anyone doubts this, just have them talk to me. Why would you do it any other way!"

Steve Ostanek, President, Neundorfer, Inc.

"I've been to some of the top business growth programs in the country, and I've found STI's methodology to be among the most effective. The positive transformation our company has experienced with STI has been profound.

Here are some of our results from Strategy Days, Trainings and Executive Coaching with STI:

- *We've powerfully aligned our geographically distributed leadership team with clear communication, needle movers, performance expectations, and proven processes to streamline results and save everyone time and energy.*
- *We've defined compelling values that everyone is rallying around and associate engagement continues to climb.*
- *We've created Customer Journeys, Safety/Belonging/Mattering Triggers, Meta Program Profiles for our top 5 customer profiles. Now we know how to step into their shoes and connect more deeply with them and provide even greater service, communication, joy in working with us.*
- *We've raised the bar on our already high standards of performance, service, and behavior with programs our associates have created.*
- *The company's infrastructure is in place now and evolving to support our rapid growth.*
- *We're reaching new revenue and customer delight records, and have high visibility on our finances and operations overall*

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As a result it's now easier to recruit new associates, to onboard them, to bring them powerfully into our high-performing tribe. What a difference STI's proven processes make! They have sure saved us time and heartache. And I'm more fulfilled, relaxed, and into strategic work than ever before. We are creating a remarkable organization—and our team is doing this together.

Thanks STI for helping us reach new heights (and have fun in the process)!"

Abigail Kampmann, CEO, Principle Auto Group, YPO San Antonio

"Our first year working with STI has been better than I ever imagined. As a result of our strategic planning retreats, coaching, and training our team is:

- *Taking greater ownership than ever before*
- *More engaged than ever before*
- *Stepping out of the tactical into the strategic more than ever before*
- *Performing with more clarity, focus, accountability than ever before*

It's as if our whole team has risen to an entirely new level. It's awesome and energizing! The results we're getting as a result of our work with STI are tangible too. Together we've created:

- *Compelling mission, vision, values and company theme everyone loves*
- *Cultural rituals for engagement (high 5s, celebrations/rewards for modeling our values)*
- *Performance motivation, measurement and growth process (self-evaluation, leader review, Individual Development Plans, personal improvement process)*
- *Accountability structures and tracking*
- *3 year strategic plan with specific tactics, dependencies, contingencies to ensure execution*
- *3 year budget and staffing plan*
- *5 year map to our next key inflection point*

I knew our team was remarkable, but seeing them dive into greater depths of leadership, enrolling and engaging others, collaborating in new and powerful ways, embracing new skills and helping to cultivate and elevate others has been a profoundly fulfilling experience. I can't wait to see what our next year with STI brings. Thanks STI for helping us step into our huge potential!"

Chris Whitney, CEO, Trans-Phos, YPO Tampa Bay

"Our event with Christine was one of our best ever! The room full of 100+ leaders was fully engaged for an entire day. I've never seen anything like it. Christine took the time to learn what would benefit our members most, and then designed a custom program that blew everyone's mind. The tools were just what we needed to take our teams to the next level, to create deeply engaging company cultures, to market more effectively and close sales faster. We're all high

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performers, and it's rare that we hear something that fascinates us. Christine's program had everyone diving in, learning new techniques, applying them to key business challenges, and buzzing about how they could share these tools with their teams. What a remarkable session! We'll have Christine here again."

Scott Stevenson, Education Chair, YPO Wisconsin

"Incredible event! The program we had recently with STI was one of the highest rated of the year! Christine did pre-work to learn what our members' top business challenges were, then brought exactly what we needed to solve them. She made sure we understood how to use the tools, specifics on applying them to different scenarios, and she also was very generous with extra tools and extra time. The whole day was non-stop take-home value! Our members didn't know it was possible to get this much value in a single program. We will definitely have Christine work with our CEOs again. Everyone gave overwhelmingly positive feedback!"

Daniel Levin, Education Chair, YPO Windy City

"What a high impact day at our recent Sales & Marketing Intensive! Lots of great feedback from our team. VERY impactful for us. I was thrilled by how quickly everyone grasped your powerful brain-based rapport tools.

Our team is fired up and charging ahead at remarkable speed:

- * They are already working on direct mail concepts using their new rapport tools—they'll present them in 2 weeks*
- * Our infographics are being optimized for high response rates with Safety, Belonging, Mattering, Meta Programs, WIIFM, CURVE*
- * The 4 Customer Journey Personas we created together are ready for validation*
- * Our Sales and Marketing Needle Movers are clear and all our programs are tied directly to them*
- * Our new marketing plan has been shared and all are engaged, aligned, enrolled*
- * The Sales team is on board with the new stages, probabilities, X Factor to streamline pipeline visibility and performance*
- * Our client success stories are teed up and will be deployed easily, ensuring we amplify the awesome work our organization does for our clients*

We now have the tools to support our Sales and Marketing team members to bring their personal best every single day.

Our day together was the most productive and high ROI sales/marketing gathering I've ever experienced. And I've experienced plenty of them! Thank you Christine and STI! I can't wait to see what we create together next."

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Patrick Gallagher, Vice President, Gallagher Asphalt Corporation, YPO Windy City

"I've been a sales and marketing professional for decades and thought I knew all the coolest tools. Then I met Christine and the team at STI. Their powerful, easy to use, clear tools have really packed a punch for us!

We're only 2 months into using our new brain-based tools and the tangible benefits are already rolling in. We recently had our first very positive results using our new Customer Journey, SBM, Meta Program, WIIFM and CURVE tools. Here's what happened:

- 1. With a key client we had a deep and actionable conversation of expectations that were and were NOT being met.*
- 2. We then took action on expectations we hadn't realized weren't being met resulting in:
 - a. Actual cost elimination benefiting both companies and saving our customer \$100K annually...*
 - b. We increased rapport using our new tools, creating a deeper business and personal relationship resulting in...**
- 3. Implementing a 3 year supply agreement locking in existing business with incentives for new business growth!*

In 60 days we went from potentially losing business to an engaged partner willing to participate in a 3 year agreement benefiting both of our companies! This was the customer we chose to validate the customer journey with... and it became a \$2 million phone call...

Our sales team is now a cohesive tribe vs lone rangers, they have a clear standard sales process with stages that map to our Customer Journeys and marketing tools per stage. Our sales visibility is greater than it's ever been before, as we now have tools to accelerate pipeline momentum and reporting, and know how to "unstick and unstick" any accounts that need help.

Our marketing is only focused on what will drive solid results via metrics, and we have the playbook to enroll, engage, align with our internal stakeholders, our prospects and clients, our partners and key influencers too. Our new brain-based tools really work!!!

Thanks STI—I can't wait to see where we go from here!"

Doreen Lettau, VP Market & Business Development, Plymouth Foam, Inc., YPO Wisconsin

"Wow—our team had several 'ah ha' moments at our recent Sales and Marketing Intensive with Christine. Now we clearly see what we're not doing, what we can be doing, and how exactly to do it to get the increased results we want. Christine helped us fill in the gaps to streamline sales and marketing processes, identify the profiles (and surprising similarities) of our diverse

YPO Endorsements for Christine Comaford

prospects, launch powerful neuroscience-based messaging for a new service, further align our sales and marketing teams around common objectives, all while laying out a clear path.

We had a very specific set of deliverables for our Intensive, and Christine masterfully kept the team on track, focused, and stretched them to see in entirely new ways. Both during and after the Intensive Christine continues to provide us with tools, techniques, examples of approaches for programs similar to ours. Our team is jazzed—it's as if the lights have been turned on bright and we can see farther and with greater detail.

If you want to jump start your sales and marketing, get better results with a lot less effort, bring STI in to help. Your team, like mine, will thank you, and you'll love the results."

John Gorski
CEO, NAMSA, YPO Maumee Valley

"We were wrestling with how to inject new energy into our forum. We then heard about Christine's tremendous neuroscience techniques which were showcased at GLC Summit 2013. We brought her to our recent forum meeting and the results were thumbs up all around!

With her help we began forging deeper relationships, increasing emotional engagement, and uncovered what we were looking for in our forum experience! We now have a renewed enthusiasm and tangible steps to take our forum to the next level.

Thanks Christine, for helping us go where we wanted to go but weren't sure how."

Steve Belcher
Moderator, YPO Gold Pacific Sunset Forum

"This was Christine's second time at our chapter, and again, her ratings were some of our highest ever! The new neuroscience-based leadership tools she brought us fascinated our members and will be a complete game changers for our businesses and our life's. Now we'll be able to navigate change more effectively and swiftly, and help our teams to do so as well.

Christine's delivery is high energy--she kept us stretching and learning the entire program. It was so compelling that we didn't want her to leave—and she generously stayed 45 minutes longer than planned. If you want a high take-home value resource, that will bring business-enhancing insights and game-changing tools to your members, definitely bring Christine to your chapter!"

Waldemar Toro Davila, YPO Puerto Rico Chapter Chair

YPO Endorsements for Christine Comaford

"Our members just can't get enough of STI's potent neuroscience tools to propel sales, marketing, leadership and employee engagement. This was Christine Comaford's third time working with our chapter in the past 18 months. Each time she brings new, fresh, easy to learn, practical tools that help our members to significantly grow revenue, people performance, and leadership overall. We'll work with her regularly for years to come."

Drew Schwartz
Day Chair YPO Biz Expo , YPO Wisconsin

"From May 9 through July 8 we ran an ad online. We had 14 applicants, two people were interviewed, and zero people were hired.

*Then we used STI's Impact Description format. Within *one week* we had 25 applicants, nine interviews and seven very solid candidates. STI's Impact Description format made all the difference!"*

Justin Rodriguez
Talent Acquisition Manager
Principle Auto
(CEO is in YPO Gold San Antonio)

"Our program with Christine Comaford of STI was phenomenally well-received and enjoyed. Our members are still talking about it, and many are sharing successes from the neuroscience-based tools they learned at it. We can't thank you enough for the tremendous take-home value provided to both our chapter as well as to Smurfit Business School. We'll work together again!"

Matt Ryan
CEO Pressup
YPO Ireland Learning Chair

"Christine's program at YPO Scotland was one of our best yet. Our members were highly engaged, asked many questions, and didn't want the evening to end! STI's simple yet powerful brain-based techniques helped us all understand how exactly to lead our teams to be more effective, higher performance, more emotionally resilient and overall happier human beings. We got substantial take home value, and have booked 2 days with her to present at our annual business school."

Colin Rowley
CEO Dron & Dickson
YPO Scotland Learning Chair