



Petey Parker delivers core business fundamentals through keynote addresses, consulting and seminars to audiences of all sizes. She brings an honest perspective as an outside observer, provides strategic insight into challenges facing companies today and helps them discover solutions to achieve clarity for tomorrow.

With a variety of topics to match her corporate or association audience, Petey can kick off a meeting with an inspiring opening address, keep a meeting lively and on time as an engaging Master of Ceremonies or bring a meeting to a climactic conclusion with a keynote message of achievement and empowerment beyond the goal.

- When Good Isn't Good Enough, Go For Great!
- Turning No Way Attitudes into Know How Solutions
- Raise the Bar-Set the Standard

KEYNOTE

SEMINARS

Petey's topics and delivery make the experience of attending her seminars unique. She brings insight and an easy style to each topic, whether it's a seminar or training program. Petey utilizes exercises and audience participation to present the material in an entertaining way. The result is a seminar or program that meets objectives and exceeds attendee expectations by turning no way attitudes into know how solutions.

- Communication Will Make or Break Your Company
- Raise the Bar - Set the Standard
- Think, look and Act Like a Leader

Petey targets critical issues that affect you on a business and personal basis. She can guide you and your team into more progressive thinking and actions. Her hands-on approach will help you to make the connection between your mission, goals, values and accomplishing points of reality. Petey can design and implement a program to help everyone work at their highest and best use, whether it's one-on-one with a CEO or an entire department.

- Moving Beyond the Strategic Plan to Issue/Solution Based Strategic Positioning
- Think, Look and Act Like a Leader
- Communication Will Make or Break Your Company

CONSULTING

Get Petey's latest news and views on her blog at <http://blog.peteyparker.com/>.

For more information about Petey's programs, go to her website at www.peteyparker.com.



Petey Parker is a nationally recognized speaker and consultant who delivers core business fundamentals through keynote addresses, consulting and seminars to corporations of all sizes. She brings an honest perspective as an outside observer, provides strategic insight into challenges facing companies today and helps them discover solutions to achieve clarity for tomorrow.

Petey is the president of Petey Parker & Associates, a consulting firm based in Dallas that specializes in leadership development, communication, and strategic positioning. Petey works extensively with CEOs and top level management so they can learn the difference between what leadership is and what it is not. Her communications programs help improve business and personal interaction through body language, listening skills, negotiating skills and spokesman training. She helps companies define their strategic plans as a reality rather than a wish list. She works with individuals, teams and large-scale systems to ensure everyone from the CEO and management to the administrative and support staff is working to their highest and best use.

Petey has worked with companies from a broad base of industries, including healthcare, financial institutions, residential and commercial real estate, governments and non-profits. Petey has worked with companies such as St. Joseph's Hospital System, Walmart, McGraw-Hill, KPMG, Century 21 National, Southwest Airlines and KPost Roofing. Steve Little, Petey's client and president of KPost Roofing states, "Petey helped me focus on the "quality of time", both professionally and personally. She helped me balance my responsibilities between KPost Company and National Roofing Partners. Her assistance in hiring my assistant and redefining the job duties to help me attain our desired goals has changed my life. Her insight into employee generational differences has helped us reach new heights within our company. I wholeheartedly recommend Petey's services. Be prepared to be challenged beyond your comfort zone, pushed to reach your potential and made accountable to reach your goals."

Petey is also co-founder of Consult P3, a consulting firm with offices in Dallas and New York that specializes in helping companies turn potential into profits by ensuring that their people, planning and processes are in sync with their corporate mission. Petey and her Consult P3 co-founder, Andy Klausner, lead a team of industry experts who can address any issue within a company, from human resource challenges to crisis management.

Petey's extensive experience working with non-profits led her to establish The Non Profit Roadmap, which helps non-profits improve their accountability and provide measureable results to their board of directors and donors. The return-on-investment for non-profits is the long-term impact by helping non-profits work more with less, yet continue to better serve the community.

Petey is the author of three books: Corporate Kitty Litter, Body Language and Soulful Thoughts, and her latest release, Blueprint for Success, which was co-authored with Stephen Covey and Ken Blanchard. She has also published several stories in the Chicken Soup for the Soul series.



A keynote address sets the tone for a meeting, convention or an association gathering. Petey delivers her message in an entertaining way, which makes the audience inspired and motivated to reach their goals.



With a variety of topics to match her corporate or association audience, Petey can kick off a meeting with an inspiring opening address, keep a meeting lively and on time as an engaging Master of Ceremonies or bring a meeting to a climactic conclusion with a keynote message of achievement and empowerment beyond the goal.

KEYNOTE TOPICS

WHEN GOOD ISN'T GOOD ENOUGH, GO FOR GREAT

This entertaining keynote address is designed to recognize the levels people have achieved and give them a thinking process that will empower them to be even better as individuals, employees, friends and family members.

TURNING NO WAY ATTITUDES INTO KNOW HOW SOLUTIONS

Wouldn't you like to find an easy path to more accomplishment, remove the barriers we set before ourselves, and go beyond the fear and anxiety that keeps us from our best? Petey can give you insight into the importance of attitude and how we can cope with obstacles in our professional and personal lives.

RAISE THE BAR - SET THE STANDARD

We are living and working in a 'time is of the essence' society confused by what is urgent versus what is important. Customer service slips with this approach to business. Petey can guide you from confusion to discover the solution with strategic planning that will help you create a vision for the future.



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If you want to inform, improve or change behavior and attitudes, increase productivity and efficiency, or just love what you do, consider one of the following options or combination of options that can be customized for your organization's needs.

SEMINAR TOPICS (1 to 3 1/2 hour presentations)

Moving beyond the Strategic Plan to Issue/Solution Based Strategic Positioning

This process is designed to reposition the direction and goals of an organization to achieve measurable results.

- **(Best presented to Key Executives, Division Directors and Managers)**
- Define the Strategic Plan as a reality rather than a wish list
- Describe positions and expectations of the job descriptions based on what and who is efficient and effective.
- Create the highest and best use of People, Processes and Planning
- Learn how to protect your key people beyond the recession recovery
- Proceed as though you have a crystal ball and determine the succession plan based on diversity, internal/external factors, and risk vs. ROI.

Communication Will Make or Break Your Company

The old standard still stands, "It's not what you say, it's the way that you say it!" The difference will determine the perception of your organization.

- **(Delivered and informative to all audiences on a business and personal level)**
- Step back and take an unbiased look at how you are marketing your image
- Discover what in the world your employees are saying in thought, word and deed
- Learn how to improve your business and personal communication through body language; listening skills; techie toys; negotiating skills and spokesman training
- Become known as GREAT COMMUNICATORS

Think, Look and Act Like a Leader

There is a major difference between being a Leader, Manager, Coach/Mentor, Sales Person and Social Director. That difference may be the one factor you makes you either passionate or frustrated in your life!

- **(Suited for any size Corporation, Organization, Association, Non-Profit and/or as an individual consulting program)**
- Learn what Leadership is and what it is NOT and why that difference becomes invaluable to you and your business
- Positioning yourself, the company, the organization through change and transition is a matter of leading your followers into improved situations
- Recognize, organize and utilize the true talents of your team
- Create success with this simple formula, "Motivation Creates Behavior – Behavior Creates Consequences". This technique is used for leading, negotiating, communicating, repositioning and meeting expectations.



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CONSULTING TOPICS

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Diversity, Adversity and Positive Action : Wal-Mart

Wal-Mart is a global company with more than 1.9 million associates worldwide and more than 7,000 stores across 14 markets

Challenge:

Petey was hired as a trainer for an ongoing diversity program focusing on their top level management

Action Steps:

Petey implemented a six hour course that included

- A session on Discrimination/Harassment Prevention
- A session entitled The Great Divide of the Generations as it applies to Wal-Mart Management and Employee base
- A session on Communication skills to be used regarding Diversity, Customer Service and minimizing misunderstandings
- Used a philosophical overview of Reality vs. Perception as it applies to Generational and Multicultural diversity
- Program on making the transition between old time thinking into prime time awareness regarding Management and Leadershi
- Used Interactive exercises engaging the audience in discussions regarding issues, policy feedback, and creative solutions

Results:

The management team increased their knowledge regarding mutual trust and respect of our differences, thereby creating the benefit of increased morale and profits. Open and meaningful discussions allowed for total company buy-in to the fair, legal, honest and ethical treatment of all persons as unique individuals.

“My district of salaried managers and I truly enjoyed your excellent presentation on Generational Diversity. You made it fun and educational for all while maintaining a high level of professionalism. My district manager and I were very impressed with the way you created a presentation catered to fit our culture here at Wal-Mart. We look forward to you doing the same for us for Wal-Mart’s corporate office!”

Gayle Voss
Senior Human Resources Manager



Customer Service: *Billingsley Company/Austin Ranch*

With more than 1,900 acres, Austin Ranch's suite of amenities includes: a multifamily community with 1,400 lofts, townhomes and apartments; retail centers; a conference center; miles of hike and bike trails; a health club; parks; lakes and Los Robles Nature Preserve.

Challenge:

The staff in the leasing office lacked management and became resistant to change. Petey was hired to increase the morale and productivity of the entire Austin Ranch staff; to raise the bar and set the standard.

Action Steps:

Petey implemented a strategy that included:

- Meetings and confidential surveys with management, employee base as well as internal and external focus groups
- Spending a significant amount of time on site at Austin Ranch to see the organization from the residents' point of view
- Assimilating the information into categories and priorities focusing primarily on systems and communication
- Communicating research results to management to solve, resolve and improve each category
- Creating a team esteem program based on Raving Fans
- Conducting a customized training program
- Analyzing job descriptions and realigning personnel
- Participating in a branding conversion

Results:

Petey's step-by-step strategy resulted in the staff having a better appreciation of their peers, increased morale and productivity, and ultimately sales. Petey's strategy was so successful in the leasing office at Austin Ranch, she was hired to coach members of the executive staff at Billingsley Company, owner of Austin Ranch.

"Petey Parker is the best! When I needed a strategist, a personal advisor, someone who could see into our company in ways that we cannot see ourselves, Petey rose to the occasion. With her hands-on approach, which included focus groups, team esteem programs and training, she set new standards and energized our sales and management teams. Her honest observations and educated suggestions truly embodied the spirit of Billingsley Company and Austin Ranch and have helped make life simpler and more effective for all. Petey has been instrumental in the rebirth of our branding."

Lucy Crow Billingsley
President, Billingsley Company



Building Team Esteem: *Northwestern Mutual Financial Network*

Northwestern Mutual Financial Network helps policy owners and clients protect against financial risk and achieve financial security. The company offers insurance products, investment products and advisory services that address client needs for financial protection, capital accumulation, asset distribution and estate preservation.

Challenge:

Tom Weilert is the director of the Irving office of Northwestern and was experiencing growing pains, which included a large gap between his strength as a key entrepreneur selling the product and managing an increasing number of staff. Petey was hired to help grow a staff that can communicate, work as a team and be an asset to him.

Action Steps:

Petey implemented a strategy that included:

- Establishing monthly one-on-one meetings with the staff to open the lines of communication and help them have a sense of value in themselves and determine ways to interact better with each other
- Establishing weekly team meetings to help the staff workshop issues, value their teamwork and accept change and growth
- Establishing weekly meetings with Tom Weilert to discuss results
- Working with the office manager to accomplish change management and transition

Results:

Petey's step-by-step strategy resulted in open communication and cohesive thinking between Tom and his staff. Petey raised the bar and set the standard by establishing new office systems that improved staff morale and productivity. Tom can now focus on sales knowing he has a productive team in place.

“After our initial contact with Petey, our goal was to receive guidance in building a teamwork environment and executive coaching. She has far exceeded my expectations in both areas and has been instrumental in developing a long-range vision for the success of our organization. I look forward to a long relationship.”

Tom Weilert, CLU, ChFC
Northwestern Mutual Financial Network
Top 8 Producer in the Southern Region
Top 20 Producer in the Nation



Executive Coaching: *Janney Montgomery Scott LLC*

Janney Montgomery Scott, LLC is a full-service investment firm headquartered in Philadelphia, Pennsylvania. Janney has approximately 100 full-service investment offices in various locations along the East Coast. Over 1,000 Janney financial consultants service more than 350,000 customers nationwide.

Challenge:

The wealth management services manager, Andy Klausner, was given the responsibility of transforming an office that has had few changes in 18 years. Every aspect within the company was going to experience some change – from dress code and expenses to computer programs and performance reviews. Andy was confronted with the challenge of identifying employees who were an asset to the company and those who would not evolve with company. Petey was hired to coach Andy as he implemented change management and transition.

Action Steps:

Petey implemented a strategy that included:

- On-site research of current company policies
- Scheduling meetings via conference call and email to provide strategic thinking and an honest and objective perspective

Results:

Petey's expertise in change management has helped guide Andy through the transformation of the office. Her consistent coaching succeeded in confirming his confidence by acting as a brain trust and easing his frustration while he works through his strategy of developing new company policies.

“Petey has been a tremendous help to me in her role as a coach. In Petey, I have someone who listens intently, often acting as a calming force and then providing advice and direction to help me make the correct decisions – letting logic rather than emotion dictate my actions. In not always telling me what I want to hear, Petey ensures that business decisions are made for the right reason. Petey has been instrumental in helping me grow as a leader, manager and person.”

Andrew Klausner
Director, Wealth Management Services
Janney Montgomery Scott LLC



Strategic Planning & Turn-Around Specialization: *Ebby Halliday, REALTORS, Inc.*

With 65 years of success helping buyers and sellers throughout the Dallas-Fort Worth Metroplex realize their dream of homeownership, Ebby Halliday, REALTORS, Inc. is one of the largest and best-known privately owned residential real estate firms in the country. Ebby Halliday has approximately 1,500 staff and sales associates and offers in-house apartment and residential leasing locators, property management and relocation.

Challenge:

Two Ebby Halliday offices in a small geographic area had managers that were competing against each other to the point where one office was referring clients to a competing company. The options at the time were to do nothing and let the situation resolve itself on its own or close the offices. As vice president, Petey determined that not only would they salvage the offices, but strive to become one of the leading offices among 21 branches within four months.

Action Steps:

Petey implemented a strategy that included:

- Evaluating each office and conducting focus groups
- Merging both offices and realigning personnel under one new manager, Sharon Parish
- Hiring the right people for the job
- Establishing a commitment from everyone with a timeline to achieve goals
- Giving the staff latitude for creative thinking
- Challenging the staff to succeed
- Putting the fun back into work

Results:

Petey developed a strategy based on knowing when to hold, when to fold and when not to walk away. Petey raised the bar and set the standard with the result being that out of 21 Ebby Halliday offices, this office has consistently been in the top three in productivity and profit.

“I was not leaning toward management at that time, but Petey is perhaps the greatest salesperson on earth because she opened my eyes to the potential. We negotiated for about six months, and I must say that she was right. The change has ended up being a very good thing for me and for Ebby.”

Sharon Parish
Manager, Ebby Halliday, REALTORS



Transition & Change Management: The Realty Alliance

The Realty Alliance is an organization which currently consists of 67 of the most prestigious residential real estate companies in the United States and Canada. The Realty Alliance was formed in 1997 by the merger of two long time real estate think tanks known as the Mastermind and the Dozen. In 2005 these firms produced more than \$300 billion in residential sales with 96,000 sales associates in 2,580 offices.

Challenge:

Petey was hired as the acting CEO for The Realty Alliance until a permanent person was selected. In her nine month tenure, the goal was to prepare the staff and this elite membership of 67 major real estate companies for going to the next level of excellence.

Action Steps:

Petey implemented a strategy that included:

- Designing a job description for a new president and coordinating the interview process
- Analyzing past responsibilities and revise according to the strategic plan and mission
- Reviewing every procedure, including logistics and legalities and resolving open-ended situations
- Serving as the chairman’s right hand and working with the board of directors, committee chairmen, task forces and membership on a national level
- Serving as transition manager and overseeing staff for general membership meetings, recruiter training sessions, marketing and mortgage

Results:

Petey’s process worked for this organization that was undergoing a major change in management after the death of the former president. Through her resourcefulness, Petey helped the board of directors and staff to sift through the confusion to develop solutions and ultimately smoothed the transition for the incoming president, Craig Cheatham.

“Petey Parker assumed the position of acting CEO/COO of The Realty Alliance for nearly a year helping us to analyze who we are and what our goals will be in the future. She took us through a process of taking care of the fundamentals so that we were in a position to hire the permanent CEO with a seamless transition. I highly recommend Petey as a speaker, consultant or seminar leader.”

Harold Crye, Crye-Lieke Real Estate
Chairman of The Realty Alliance

“Petey Parker uses her dead-on instincts and her high-level experience to cut straight through all the smoke and identify the real issues. She brings both decades of experience and state-of-the-art know-how. She is eminently qualified and never afraid to provide a timely and accurate diagnosis for any situation where she is brought in to help.”

Craig Cheatham, CEO, The Realty Alliance



Dallas Area Rape Crisis Center

Through the commitment and hard work of a group of local residents Dallas Area Rape Crisis Center (DARCC) began its services by obtaining a non-profit 501c status and starting a 24-hr hotline answered by trained volunteers in May of 2009. DARCC is committed to the establishment of a comprehensive program which will provide prevention, education and outreach for the community as well as intervention services through advocacy, crisis intervention and counseling to anyone who's life has been effected by sexual violence or abuse.

Challenge:

The Nonprofit Roadmap was hired to create an efficient and effective strategic plan with a limited budget and fairly new Board of Directors.

Action Steps:

- An assessment was made after visiting with members of the organization and a plan put into place to conduct a turnkey retreat. DARCC had secured foundation money and The Nonprofit Roadmap provided an inclusive two and one-half day program.
- The function began with a Friday night social for members and spouses.
- Saturday morning was spent exploring STRATEGIC thinking.
- Saturday afternoon convened with STRATEGIC prioritizing.
- Sunday morning put terms to the priority by deciding how to form and implement the plan with tactics and terms.
- Various members of The Nonprofit Roadmap team were brought in as presenters.
- Sunday afternoon wrapped up.
- Petey met with the Executive Director and Staff Monday to begin implementing the strategic plan.

Results:

Petey was able to provide a unique venue by offering a complete package including facility, materials, guest speakers, a Road Map to follow in implementing a strategic plan, and efficient and effective measurements for continued success.

Dallas Area Rape Crisis Center began providing services to victims of sexual assault in May of 2009, with a staff who had a lot of experience in the nonprofit field. We knew how important it was to start out with the foundation in place to grow and become a strong agency. We were fortunate enough to have The Nonprofit Roadmap help us with that foundation. Working with this group was simply amazing. Petey Parker and her team helped us to create a roadmap to achieve our mission in providing the most comprehensive and quality services to victims in our community. She was able to bridge the gap between Board and Staff and move the Board from a “planning” board to a “doing” board. It was very clear that Petey believed in our mission and supported the work the agency was doing. Her energy and enthusiasm was contagious to even the toughest board members. Petey made three days of very hard work fun and exciting and set the agency on the right path for years to come. DARCC would highly recommend this team for organizations trying to build a strong foundation.



Heart House

Heart House is a free after school educational program that provides a safe haven and academic support to at-risk children in Dallas, Texas.

Challenge:

Create a better functioning, inspired and productive board of directors.

Action Steps:

- Studied the culture and mission of this non-profit to get the big picture
- Conducted a series of interviews with the board, the executive director and staff
- Developed a Roadmap for them to follow
- The board members and executive director attended training sessions to learn better methods for being more productive
- After the Roadmap was presented, the organization was free to select from a menu of services to help implement the suggested improvements

Results:

Changes were made at the executive level and processes for interviewing and hiring became an add-on from the menu selection. The board learned how to use an 'Issue Based Action Plan' to create participative solutions. A creative plan was implemented for seating new board members. Board members were given a more defined description of their position. New and established Boards need a refresher from time to time. Sometimes a 360 degree look is needed at where they have been, where they are and more importantly where they'd like to be in the future. Even the best of organizations need to explore new and improved options of thought involving their people, planning and processes.

"Heart House hired Petey to engage and inspire the Board of Directors to become more effective and efficient as individuals and as a team. She made a concise Roadmap for us to follow based on interviews of our members and an evaluation of our potential and our needs. Petey presented an in-depth training session for the entire Board which assisted us in being a more effective and dynamic board. As president of the Heart House Board of Directors, I enthusiastically recommend Petey Parker and Associates for taking any Board of any size to the next level."

Craig Cheatham, CEO, The Realty Alliance



For more information about Petey Parker and how she can bring perspective, insight and clarity to your organization, please contact us below.

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