

# Grow, Profit, Lead the Field

## A Strategic Planning Tool for Achieving Your Organization's Goals on Purpose

presented by  
**“The \$100 Million Salesman”**  
**Séan McArdle**

For chief executives, entrepreneurs, association executives, heads of non-profit organizations charged with the responsibility to lead, grow, and change group results. This tool is so powerful, it will increase your results immediately. Using his “thinking tool” approach to group dynamics, creative imagination and planning, Séan will show you the power of making your group produce “on purpose!” You will feel the excitement that can only happen when your mind sees possibilities that can make instant and positive results in your organization.

### Specifically, your audience will learn how to:

- Develop an “on purpose” annual plan for your organization on *a single sheet of paper*
- Create a primary purpose for individual action plans
- Unlock the mystery of consistent and positive change
- Tie organizational goals to building consistent value
- Make a quantum leap in the measurable results of your organization

The following are just a few of the organizations that have benefited from **LifeMapping for Your Organization**: United States Department of Interior, Ringing Brothers and Barnum & Bailey Circus, AKA Printing & Mailing, American Chamber of Commerce Executives, Nationwide Laminating, Document Management Industries Association, and Northwestern Mutual Life.

*Séan McArdle is “the \$100 million salesman.” In the business arena, Séan has witnessed it all first-hand...the small start-up, the day-to-day running of his family’s mid-size company and the high-level corporate challenges of the printer for the Fortune 500. He has been described as “a treasure trove of American business and sales experience.” Drawing upon these experiences, Séan has developed a highly effective thinking and planning tool as well as a proven formula for success. Today, as the founder and CEO of LifeAnswers, Inc. Séan is a highly sought-after speaker and consultant to entrepreneurs and chief executives. Find out why organizations throughout North America are using Séan and his LifeMapping system to help their people become more “on purpose.”*

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information call:**

