



W. R. 'MAX' CAREY, JR.

W. R. 'Max' Carey, Jr., founder and Chairman of CRD® (Corporate Resource Development), is recognized as one of America's leading sales and marketing consulting experts.

Max graduated from Columbia University where he was an Ivy League and NCAA record-setting defensive back. He became a Naval aviator, earned Top Gun certification and flew over 100 combat missions over North Vietnam. After his military service, he joined Ryan Insurance Group, now AON, as an entry-level salesman and in five years rose to National Marketing Manager.

In 1981, Max founded Corporate Resource Development. The results produced by Max and his team quickly lead CRD® to a position on the *Inc. 500* list of fastest-growing privately held companies in America. Based in Atlanta, the company is known for serving some of the nation's largest and most prestigious businesses and fast-growth entrepreneurial firms in effectively dealing with pressures caused by increased competition and less product and service differentiation.

Max's expertise in brand identity and competitive strategies has served as a guide for CRD® to provide practical, real world, and highly measurable solutions to business challenges. Stories of the company's many successes have been featured in national publications, including *INC Magazine*, *Success*, *Life*, *Fortune* and various trade journals.

CRD® has used its professionalism in strategic and tactical marketing and sales to assist companies like Dean Witter Reynolds, EZ-Go Textron, Novus, United Parcel Service, AIG, Kemper, The Step Company and many others. Max is also in great demand to deliver the CRD® message to associations, organizations and major corporations as a keynote speaker.

Max's many accomplishments and awards are:

- Vietnam Veteran Small Business Person of the Year
- Small Business Person of the Year by the Atlanta Chamber of Commerce
- U.S. Small Business Administrations National Veteran Advocate of the Year
- Chairman, Council of Growing Companies
- Serving on the Board of Directors of Outback Steakhouse and k-Force Inc.
- Entrepreneur in Residence to the University of Southern California Marshall School of Business
- Author of the book, *The Superman Complex: Achieving the Balance That Leads To True Success*.
- Martin Luther King, Jr. Humanitarian Award 2000, presented to Max Carey in recognition for his work in the community

Max and his wife of 31 years, Susan, have three children. Elise is a graduate of Columbia University and a CRD® Consultant. Caroline is a 2002 graduate of Pepperdine, and Billy is attending Columbia University. Max and Susan reside in the Atlanta area.

Here's What Audiences Say About Max Carey

"I'm not exaggerating when I say that Max's presentation was one of the most insightful speeches I have seen in a very long time. Not only was the presentation outstanding, you really delivered on content. It wasn't just a great delivery, it was full of concrete information that I know I will incorporate into my marketing."

Michael Sorrentino
President
Donghia Furniture and Textiles

"A belated note to tell you how much I enjoyed your presentation...I am not blowing smoke when I say you got to me like few professionals ever have. I believe I will be different, I will be better in my business because of you. Thank you so much."

John R. Radacsy III
Financial Counselor
Cigna

"As our keynote speaker, you helped set the tone for our best conference yet. The 'personal branding' theme of your speech was perfect. It was something that everyone could relate to on a personal level as well as a professional one."

Pamela M. Oberly
Marketing Service Manager
Spectrum Human Resource Systems Corp.

"You left no doubt in anyone's mind about your knowledge of what it takes to build a 'championship' company and your ability to offer sound advice based on your experience. Your careful preparation and clear, witty delivery style made this segment of the program a standout."

Dennis P. McGuirk
Executive Director
National Fluid Power Association

"I want to express my thanks and appreciation for your contribution to the success of our national sales meeting. Your speech was truly one of the highlights of our meeting, and your comments about performance, leadership, and teamwork were an inspiration to us all."

J. Riley McDonough
Publisher
Inc. Magazine

“The fact that it is 5pm on Saturday night and I am in my office trying to define what ‘brand’ I am says something about the impact you have had on me.”

George R. Tamm
Vice President, Investments
A.G. Edward & Sons Inc.

“Thank you so much for the electrifying speech you gave at our National Sales Meeting. The group was charged with the inspirational stories you shared with us...Your presentation was exactly what we were looking for - an exciting look at the year ahead, complete with the challenges to grow beyond ones boundaries.”

Richard Langworthy and Aileen Peters
AT&T Capital Corporation

“I wish to thank you on behalf of the American Society of Interior Designers for your exceptional keynote speech at our recent conference...As a business owner, I found your comments quite challenging. For some time we, The Wheeler Group, have been addressing the “branding” issue without knowing what to call it. Now we have an understanding of the “how” and “what” makes us unique.”

Gary E. Wheeler
American Society of Interior Designers
National President

“Max's energy gets everybody going. His motivational message is clear and gets people charged up to take their performance to the next level and beyond. It is a can't miss experience.”

Chris Sullivan, Founder and CEO
Outback Steakhouse

"Max understands that success is a choice. His consultation has helped us create ways to become true business partners with our customers. The result is an increase in revenues and profits...in other words...success".

J. Ryan Parks
Marketing Director
Central States Manufacturing

**W. R. 'Max' Carey, Jr.
Chairman and CEO**



SPEECH SUMMARIES

Max Carey speaks on:

Excellence in Leadership: The Top Gun Model

The Navy Top Gun school is known for turning competency into mastery and goodness into greatness in its approach to excellence. Using three foundational pillars - planning for excellence, teaming for excellence and individual achievement of excellence - they have developed a systemic approach to winning and distilled a leadership model second to none.

Max can also customize and intertwine the pillars of Top Gun with the challenges and opportunities of the changing business marketplace to show you how to:

- Differentiate your company, products and services to justify higher prices and margins
- Design your sale to sell at higher levels and with greater control into first-tier targets
- Deliver performance outcomes to your customers in order to fulfill your brand promise

At the client's request, optional workshops may also be added to include:

- Understanding your unique value proposition
- Articulating and packaging for advantage
- Driving compelling distribution channel value
- Creating customer sales interface and impact

These sound ideas, practical approaches and simple skills, presented in Max's enthusiastic and humorous delivery style, translate into immediate behavior changes and performance impact.

In keeping with the Top Gun tradition, high-achievers within the audience may receive Top Gun hats from Max in recognition of their performance and leadership accomplishments.

Max Carey speaks on:

The Five Manageable Marketing Truths: Our New Rules of Engagement

Many companies today are caught in the devastating intersection of a changing economy and commodity-based products and services. Traditional sales and marketing strategies and tactics may fall painfully short of the economic challenges ahead. Max points to The Five Manageable Marketing Truths:

- 1. Individuals and companies are aggressively co-managing short-term and long-term plans.**
- 2. As a result, buyers and sellers must transition from transactional (event driven) selling, to consultative (relationship driven) selling styles.**
- 3. To support this consultative selling style, commitments of greater magnitude must be exchanged between you and your client/vendor. The two partners will then function in a synergistic complementary relationship.**
- 4. Partners will continually have to leverage greater expertise into their first tier accounts to gain 'proprietary value or the perception of proprietary value' in the eyes of their client. This expertise may well come from strategic alliances.**
- 5. Smart evolving companies will only own assets in their core competencies, and all non-essential functions will be outsourced. This shift creates an opportunity to become more invasive to your client, which will in turn cause them to become more dependent upon you.**

Max provides case study examples that illustrate how implementing these "truths" can help companies create a more stable corporate marketing future regardless of outside economic disturbances.

Max Carey speaks on:

**THE BRAND TRILOGYSM:
Creating, Selling and Living the Brand**

In this engaging presentation, Max Carey demonstrates how The Brand TrilogySM can enable businesses to sustain a competitive advantage while realizing greater market share and margins.

"Creating the Brand" is the methodology of building a strategy that differentiates your products and services in an increasingly commodity-driven marketplace. Max will illustrate how to define your brand in terms of the outcomes it provides your clients or prospects, rather than defining it in terms of the product itself, or the process followed, both which are susceptible to duplication.

"Selling the Brand" is the strategy execution to elevate the prospect contact level and to transition from a transactional to a consultative sales approach. Once the product or service is defined in terms of an outcome, it appeals to the mindset of a higher level within the company. "Selling the Brand," not the product/service, requires dramatic re-orientation and training of most sales forces.

"Living the Brand" involves fulfilling the brand promises developed in the strategy execution. Every aspect of your organization needs to be designed in such a way that it reinforces the outcomes positioning and allows your salespeople to sell to higher levels. Through the use of a performance model, which is a series of actions or behaviors that reinforce the brand identity, your company will develop a design that enables you to "Live your Brand." This is the consistent process of innovating and adapting to not only keep up with the marketplace, but to dramatically and proactively anticipate the demands of the changing marketplace.

Max Carey speaks on:

**THE SUPERMAN COMPLEX:
Achieving the Balance that Leads to
True Success**

Ambition. Drive. Determination. Self-confidence. The Superman Complex is in all of us. It is that insidious tendency for us to respond to increasing business and personal pressures with “more”. More work, more risk, more sacrifice and ultimately more guilt.

All of the factors necessary to cause the delicate balance in our personal and professional lives to spin wildly out of control are acting on us daily. As a result, the increasing pressures of high-performance lifestyles are bringing out the Superman Complex.

For Max, his escalating Superman Complex lead to a crisis that put both his business and his family at risk. In this poignant and humorous autobiographical look at the Superman Complex, Max leads the audience to break-through revelations about themselves. They learn key insights on how to start enjoying a life that balances business success with personal fulfillment.

Based on his widely-acclaimed book by the same title, this presentation is a must for all high-achievers and perfect for spousal groups.

Max Carey speaks on:

From Chaos to Character: Values-Driven Performance

What happened to Enron? Worldcom? Arthur Anderson? It is painfully clear that corporate America is experiencing a character and values crisis. The chaos caused by recent revelations and disclosures of high-profile companies has put the spotlight on executive's behaviors nationwide and their resulting corporate cultures.

There has never been a greater need for a design of values-based performance than right now.

Let Max take you on a journey of positive revelations. Experience corporate character as pillars of our great democracy and capitalist system. Using historical and contemporary profiles of character and values-based success, a design for personal and professional honesty and excellence will be constructed.

Humor and sincerity go hand in hand as each member of the audience is given the opportunity to understand and commit to their own personal standard of leadership integrity.

Max Carey speaks on:

FIGHT...FIGHT NOW!

**Heroes Step Up to the
Change Challenge**

“Change” alone is no longer a strong enough word to describe the accelerated pace of business in America. Increased price pressures, decreasing capital resource availability, shorter lead time and continuing commoditization of many products and services are necessitating faster and more accurate corporate strategic responses.

Businesses are a combination of designs and behaviors. Consider this idea: your business is functioning exactly as it is DESIGNED to function. That design is creating certain outcomes...both good and bad. If you want different outcomes, you must first change the design – because design drives outcomes before behavior drives outcomes.

Is your business/department designed for flexibility? Or is it relying on heroic behaviors to make up the difference? Max teaches his audience how to build a template for the designs and behaviors necessary to fight back and innovate today’s change-driven company.

Max Carey speaks on:

Economic Darwinism: A Sales and Marketing Approach to ‘Survival of the Fittest’

No monkey stories here! Today, it is our marketplace that is evolving. Max reminds his audience that they don't have to be the biggest or the strongest to thrive. They just have to be the most adaptable. He divides the session into four aggressive, interactive phases.

- 1.) Max explains, in non-abstract terms, why we are in a marketplace where all products and services are being commoditized. This information is essential, because once you can understand it, you can fight it.
- 2.) The second phase explores acceptable alternatives to respond to those pressures. Max pulls strategies from a variety of cases and brings them together to show his audiences action plans to get them back in the game.
- 3.) Phase three involves the execution of the strategies that have been discussed. Max teaches his audience HOW to go to market and how to take specific steps that will facilitate change.
- 4.) In the fourth (optional) phase, Max helps each person construct their own personal 90-day action plan that can be implemented as soon as they return to their offices.

This presentation takes a sort of Guerilla approach to strengthening businesses. The questions...What are we fighting?...What are the factors?...How are we going to execute a fight and, more importantly, WIN?...are all answered in ways that leave the members of the audience fired up about becoming adaptable in today's ever-changing marketplace.

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Partial List of Speaking Engagements

CORPORATIONS

AIG	Nation Securities
Alamo Rent-A-Car	Outback Steakhouse
American Express	Parker Hannifin
American Medical Security	Phoenix Contact
Ameritech	Prudential
Argonaut Marketing Group	Quaker State
AT&T	Swiss Re America
Bank One	Texaco Lubricants Company
Cigna	Tokheim
Dendrite International	Travelers
IBM	UPS
Indus International, Inc.	Vermeer Manufacturing
Kemper Insurance	Zurich North American
Lucent Technologies	
Lockwood Greene	

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ASSOCIATIONS

American Society of Interior Designers	Independent Insurance Agents of Texas
American Council of Life Insurance	Industrial Distribution Association
American Machine Tool Distributors Assoc.	International Formalwear Association
American Society of Association Executives	Los Angeles Venture Association
Associated Equipment Distributors	Materials Handling Equipment Distributors
Association for High Tech Distribution	Measurement Control Automation Association
Association of Professional Design Firms	National Association of Floor Coverings
Battery Council International	National Assoc. of Wholesaler-Distributors
Council of Growing Companies (CGC)	National Fed. of Independent Business Owners
Correctional Industries Association	Printing Industry of Northern California
Columbia University	Professional Business & Financial Network
Convenient Automotive Service Institute	Sales and Marketing Executives (SME)
The Executive Committee (TEC)	Safety Equipment Distributors Association
Equipment Manufacturers Institute	Southern Gas Association
Financial Planning Association	The Entrepreneurship Institute
Fluid Power Distributors Association	Uniform Textile Services Association
<u>Inc.</u> Magazine Symposiums	Young Presidents Organization (YPO)