

christapken



Consultant « Author « Speaker « Trainer



CHRIS TAPKEN, J.D.

50 CERTAINTIES... IN UNCERTAIN TIMES.

Leadership. Performance. Strategy. Excellence. Accountability. Enthusiasm. Innovation. Courage. Integrity. Vision. It's all part of creating a **WOW experience** for your clients and customers that will help your business truly flourish in this time of Uncertainty.

TESTIMONIALS

"The seminar that Chris Tapken put on for Mobile Loaves & Fishes was powerful, to say the least, and empowered us to think of ourselves as a WOW! organization. So simply I say WOW!"

- **ALAN GRAHAM**

Founder of Mobile Loaves & Fishes
Entrepreneur of the Year 2008, Austin, TX

"Chris has the knowledge and skills to enhance production for any business. Whether it's facing your fears "head on" or finding "extraordinary in the ordinary", Chris can show you how to improve both your business and your personal life."

- **Jon Fletcher**

Merrill Lynch, Austin, TX

"Chris gave us awesome insight into taking our company to the next level. Great speaker and great teacher."

- **Chad Goldwasser**

President, Goldwasser Real Estate
Austin, TX

CHRIS TAPKEN

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ABOUT CHRIS

Chris Tapken has positively impacted the management of people and companies across the country. An energetic and motivational speaker and insightful business consultant, Chris is also characterized by his family, friends and clients as compassionate, innovative and hands on.

Chris has a unique gift to **speak from the heart with a sense of warmth, while engaging as if he were talking to old friends.**

He takes complex concepts and business principles and breaks them down into simple conversation that is dynamic and easy to understand.

Chris speaks on many inspirational topics including keynotes: "People: Nothing more important than People!" and "Creating a WOW experience!"

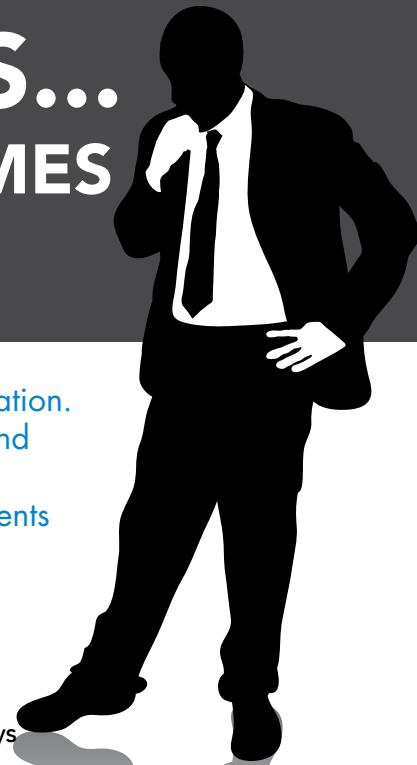
Having written on many topics, Chris takes his business concepts and philosophies to paper in way that has a lasting positive impact. You can read some of Chris' short work on www.christapken.com.

Chris Tapken is owner of Greenlight Solutions, a premier professional services firm specializing in workplace performance, production and leadership development. Based in Austin, Texas, Greenlight Solutions helps companies and organizations reach maximum potential by improving their focus, structure, processes and the people who make it work. Over his thirteen year business career, Chris has been involved with start ups, extreme growth, acquisitions and even a bankruptcy. Chris has seen the great, the good, the bad and the ugly in many different business environments.

Chris and his family live in Austin, Texas.

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CERTAINTIES... IN UNCERTAIN TIMES



Leadership. Performance. Strategy. Excellence. Accountability. Enthusiasm. Innovation. Courage. Integrity. Vision. To most companies, these are only nouns. Just words and abstract principles, devoid of any action. We can help you take these nouns and transform them into verbs! It's all part of creating a WOW experience for your clients and customers that will help your business truly flourish in this time of Uncertainty.

1. K.I.S.S.
2. Hammer on the basics.
3. Focus on us, not the competition.
4. Puzzle-solving: How to turn this into an opportunity.
5. MBWA (Management by Walking Around).
6. Persistence. Drive. High Motors. Math=Production
7. Excellence in Time Management
8. Intentionally over-communicate (With everyone... start with your people).
9. Team Work! All work is team work.
10. Transparency. Ask for help.
11. Work the phones.
12. Perception of fairness.
13. Share the pain. Grace.
14. Design. Time to stand out.
15. Ready. Fire. Aim.
16. "Thank you." (Handwritten thank you notes)
17. Control your impatience—no temper tantrums.
18. Constant attitude checks—you. Check up from the neck up...often.
19. Dress for success.
20. Avoid burnout/you, the team, the entire organization. Rest.
21. Re-emphasize the company values-philosophy. (Now, more than ever)
22. Quality! (Now, more than ever)
23. No corner cutting. (Now, more than ever)
24. Constant reviews/War room. Plan-Do-Review.
25. Celebration of small wins.
26. People. People. People! People First/HR is King.
27. Help others.
28. Be generous to those who are let go (e.g., healthcare benefits. They are customers.)
29. Don't over-analyze.
30. Don't under-analyze.
31. Cuts all at once—if possible.
32. Cuts explained in great detail. Tell them WHY...
33. Quantitative calendar management—focus on "the don'ts."
34. Increase customer-service training. Minimize training cuts.
35. Focus. What 5 things can you always 100% control? Focus on those.
36. Innovation.
37. Play offensive...No fear.
38. "Across the board" = Dumb. Beware such things as sales travel cuts, ad cuts.
39. Is this a time to over-invest if cash is at hand? (e.g., distressed innovative start-ups?)
40. Be a master of Networking
41. This could last a long time—Realistic-Planning-Preparedness.
42. Quitting=Not an Option.
43. Quantification. On everything.
44. WOW Experience. Superior Customer Service. Standard is Excellence. (Now, more than ever)
45. Attitude. (More important than ever)
46. Execution. Daily: with passion, can-do attitude, and energy that your competition can't match.
47. "Do It Now" Mindset.
48. ROIR. It's all about Relationships. Be intentional in every relationship.
49. Pay attention. Ask the right people, the right questions, you get the right answers.
50. VISION (50%) Goals (30%) Tasks (20%)



NEED A FULL-DAY,
HALF-DAY OR EVENT
SEMINAR? CALL AND
BOOK CHRIS TODAY!

CALL 512.569.4926

OR E-MAIL: CHRIS@CHRISTAPKEN.COM