

AFTERBURNERSM

Accelerating Performance Through Flawless Execution



Afterburner, Inc.

Afterburner Inc is a team of elite military professionals that are experts in helping your team pursue **Flawless ExecutionSM**. Using Afterburner's **Flawless ExecutionSM** methodologies we can help take your team to the next level in performance. The combination of sound organizational development and combat-proven methodologies has made Afterburner Inc one of the fastest growing training and consulting organizations in the country.

The **Flawless ExecutionSM** Model is a proven process used by elite military professionals around the world to execute missions when the stakes are high and failure is not an option. Corporate success, like success in combat, depends on execution.

Afterburner's team of men and women elite former military professionals has a powerful mix of combat experience combined with extensive business skills. Many members are graduates of top business schools and academies. Afterburner uses the combat proven methodologies of elite military professionals working with your team to achieve victory in a rapidly changing business environment.

Flawless ExecutionSM works! It is dynamic and powerful because it is simple to use, yet the effects are lasting. The results are disciplined, coordinated and predictable. Afterburner has an unwavering focus on improving your team's ability to execute. Your team can improve execution and stay one step ahead of the competition in just four simple steps.



The Flawless ExecutionSM Model

Plan — The plan starts with an objective that is clear, measurable and achievable and supports your company's overall strategy.

Brief — You communicate the plan. It is essential that people on the front lines know exactly what is expected of them. Businesses ignore this — often at their peril.

Execute — Even with a solid plan and a good brief, a mission can still fail due to Task SaturationSM or task overload. Task SaturationSM is the reality or perception of having too much to do without the time or resources to accomplish it. Even with the resources people still have to manage conflicting priorities. We know that as Task SaturationSM increases, performance decreases; therefore, at Afterburner we help teams combat Task SaturationSM by identifying resources and managing priorities.

Debrief — The last step is the Debriefing. After each mission, Fighter Pilots hold a nameless, rankless Debrief. Each person, without fear of reprimand, rehashes what worked, what did not work and why both the good events and the bad events happened. We then take the key lessons learned from the Debrief and apply them to the next plan. Debriefing speeds up learning. It lets us fine-tune the processes that ensure success.

Win! — Our goal is to win by aligning your team around a disciplined, scalable process in order to achieve business results.

Keynote Programs



Flawless ExecutionSM Keynote A Fighter Pilot's Secret to Business Success

In this session your group will learn how Fighter Pilots attack their missions in both training and combat. This keynote includes both a Main Speaker and a Wingman fighter pilot and is highly customized to meet the needs of your audience.

- Plan - Learn how Fighter Pilots plan for a mission using the “Six Steps to Effective Combat Mission Planning”
- Brief - Communicate the plan to maximize the quality of front-line execution
- Execute - Discover how Fighter Pilots ensure Flawless ExecutionSM in their missions by eliminating performance-draining Task SaturationSM
- Debrief - Implement nameless/rankless feedback sessions in your squadron to guarantee maximum learning



Flawless Sales Execution with Mike Ledbetter

When the economy is great, you can tolerate sales teams that are less than flawless, but what happens when the tables are turned and the economy isn't doing so great? You can't afford to have your sales teams operate at only a fraction of their potential. Your sales teams should hit their numbers not 70%, not 80%, but 100% of the time. But how can sales teams really improve their performance overnight? The answer...Marine Corps Fighter Pilot Mike “Marcel” Ledbetter brings you Flawless Sales Execution. Your sales teams are capable of success in any environment — hostile or calm. The power to lead your sales teams to victory can be found in this sales keynote presentation.



Leading Flawless ExecutionSM from the Top with Jim Murphy

Afterburner's leadership keynote speaker Jim Murphy has helped top business leaders transform strategy into action. Historically fewer than 20% of all initiatives actually get accomplished. This keynote will help align your team around your strategy and understand exactly what to do and how to do it. This 60-90 minute keynote is based on Jim Murphy's ground breaking book 'Flawless Execution'.

Afterburner DaySM

Full or Half Day Event (5-6 hours) Group Sizes 12 to 1,000

The Afterburner DaySM is an interactive hands-on experience where your team will learn the tools of Flawless ExecutionSM. This high energy event will not only motivate and align your team, but it will also empower your organization with the tools and techniques to succeed in your rapidly changing business environment.



/ 9:00 AM / Get ready... the Fighter Pilots are looking for You- and your day has just changed. You and your team are ordered to the Main Briefing Room where you enter through a camouflage netting tunnel. Parachutes are hanging from the ceiling, music is blaring and jets are flying across a giant screen. This is NOT your typical meeting. In fact, it's only just beginning.

/ 10:00 AM / Learn to work as a team in the most challenging environment we can create. While you are still riveted by the first session, your team breaks into "squadrons" of 15 and quickly moves to breakout rooms. During this Mission Planning Exercise, your team has to work together to overcome big challenges — changing weather, spies, jets running out of fuel and a special secret challenge known only to Afterburner alumni!



/ 11:30 AM / You and your team will have lunch with the Fighter Pilots.



/ 12:15 PM / After lunch you will report back to the main briefing room to learn about the silent killer to team performance; Task SaturationSM. Have you ever been task saturated? You'll learn what it is, how fighter pilots manage it and how you can, too.

/ 1:30 PM / Learn the power of Debriefing. Finally, you will learn the power of a nameless, rankless Debrief. In fact, you won't just learn about it — you'll do it. With the help of an Afterburner Fighter Pilot, you will Debrief the Mission you planned earlier in the day.



/ 2:30 PM / The Afterburner DaySM wraps up and your team walks out with solid takeaways. Afterburner is a motivational employee team-building experience. That's a given. However, the power of our programs lies in the [Flawless Execution ModelSM](#). You will know how to overcome threats to maintain the flexibility you need to succeed in your uncertain future. This is the path of [Flawless ExecutionSM](#).

Leaning Forward (Half Day Event, 3-4 hours, group sizes 12-1,000) - If you don't have time for a full Afterburner DaySM, yet still want to lead your group through an awesome team-building event, then our high-energy, fast-paced Leaning Forward program is for you. This event captures the essentials of the Afterburner DaySM in a compact format, focusing on planning and debriefing.

"Afterburner is a solid way to form and develop strategies and tactics. Afterburner is an outstanding program to help focus a diverse team around a common objective and drive towards a plan of attack that everyone agrees with. It helps your team focus on a specific goal, which is the hardest part in the planning process."

- Cisco Systems

"Having been involved with many team building type exercises before, I can honestly say yours was the most relevant, practical, entertaining and thought-stimulating program I have ever seen."

- IBM Credit Corporation

"In twenty years of attending sales conferences, the Afterburner presentation was, by far, the very best I have ever seen."

- Fortis Benefits

"The Afterburner team obviously spent an incredible amount of prep time getting to know our business and our competition. This enabled them to walk in speaking our language, which earned instant credibility with our senior leadership team. It opened the door to some great discussion around improving how we work together - the result of which has already made us a more effective team."

- Bank of America

"My colleagues and I were not only impressed with your creativity and professionalism during the speaker segments, but also how relevant and educational the breakout sessions proved to be. SPG learned a great deal from the Afterburner Seminars and we look forward to carrying this knowledge into our business at American Express."

- American Express

"The first month following our planning workshop, we had the largest sales month in our history, thanks to Afterburner."

- Corporate Express

"Even four months later, people are still talking about Afterburner Seminars. Your portion of the meeting really had a big impact on our managers. Plan, Execute, and Debrief are terms we hear around the office now. I feel we have built a great working relationship and I look forward to our next project together."

- Sprint