

# Inspiring You. Inspiring Workplaces. Inspiring Results.



## Re-ignite your Passion for Work and Catapult your Performance to New Levels

Turn your team from “snooze-button hitters” to “rockstar performers” and create a buzz-worthy environment you and your customers love. Using a unique approach that blends kick-butt marketing and enlightened, no-excuses leadership development with profit-rich sales strategies and iron-clad templates and systems, **Roxanne Emmerich will help you build a motivational workplace and create extraordinary breakthrough results.**

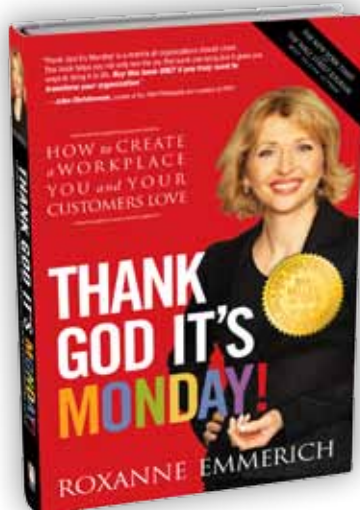
### Most Requested Speaking Topics

- **Thank God It's Monday™:** How to Build a Motivating Workplace
- **Profit-Growth Essentials:** How to Master the 7 Breakthrough Strategies of Top-Performing Businesses
- **Profound Transformations:** How to Radically Transform Your Company for More Profit-Rich Growth

### Clients Rave!

*“First quarter income is up over 400% from last year. And our culture continues to ROCK, while still being a work in progress.”*

—M. Cederlind  
Senior Vice President, Mission Valley Bank



*“The audience participation was fantastic and everyone left with a great, optimistic feeling about our future.”*

—Kimberly Snavelly  
The Coffee Beanery, Ltd.

### Thank God It's Monday

How to create a workplace you and your customers love. A New York Times, Wall Street Journal and BusinessWeek best-seller.

## Roxanne Emmerich

CSP, CMC, CPAE

Roxanne Emmerich is one of today's most in-demand transformation agents for her ability to turn negative “ho-hum” workplaces into massive result-oriented “bring it on” environments. She has been recognized by *Sales and Marketing Management* magazine as one of the 12 most requested speakers in the nation for her ability to immediately transform workplace performance and culture.

### Partial Client List

American Bankers Association  
Principal Financial  
Investment Centers of America  
Fortis Financial Group  
Blue Cross and Blue Shield  
Prudential  
Federal Reserve Bank  
State Farm Insurance  
Texas Bankers Association  
Pinnacle Corporation  
Instant Cash Services

### In the Media



**Exceeding the Results You Want—Guaranteed.**

Find out how Roxanne can make your next event a success.

Call (952) 820-0360 or Visit [www.RoxanneEmmerich.com](http://www.RoxanneEmmerich.com)

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# Ignite Your Sales & Service Culture!

Powerful keynote presentations from Roxanne Emmerich

Roxanne Emmerich offers a number of custom speaking programs to ignite your organization's sales and service culture. Each program Roxanne offers is 100% customized to **achieve the breakthrough results and positive motivation you need.**



## Most Requested Speaking Topics

### Thank God It's Monday™

#### How to Build a Motivating Workplace

Based on her best-selling business book by the same name, this presentation by Roxanne is all about your employees and your workplace.

Specifically, are your people bringing all of their passion, commitment, skills and enthusiasm to the workplace everyday? Do you need a way to bring together your fragmented teams to work for one larger vision? Are dysfunctional viruses such as whining, gossip, and sabotage contaminating the spirit of winning you want to create? Roxanne also explains why almost every business is 'dead wrong' with their approach to motivating employees!

### Profit-Growth Essentials

#### How to Master the 7 Breakthrough Strategies of Top-Performing Businesses

Did you ever get the feeling there's a better way to skin this cat? While researching her new book, Profit-Growth Banking: How to Master 7 Breakthrough Strategies of Top-Performing Banks, Roxanne Emmerich discovered that the differences in strategy between the top performers and the rest of the herd in any business venture are profound.

In this dynamic presentation, Roxanne offers ways you can:

- Catapult your revenue and profits—regardless of the economy.
- Create winning positioning that attracts more high-profit customers and high-potential members.
- Create an environment where people thrive and work with enthusiasm that breathes new life into your business' bottom line.
- Understand how to attract and motivate top performers.

### Profound Transformations

#### How to Radically Transform Your Company for More Profit-Rich Growth

Some people insist that it takes two years to "transform a culture." Roxanne Emmerich says, "Only if you say so!"



If you're ready to witness a miracle before your very eyes, know that it is possible. Roxanne has seen it happen after a one-day program; hundreds of companies have doubled their service scores within 30 days. And almost as many have seen sales growth increases from 30 percent to well over 100 percent.

The real miracle is seeing how these organizations have become alive and passionate places to work, with focused energy and iron-clad systems for integrating strategy, marketing, sales, and service.

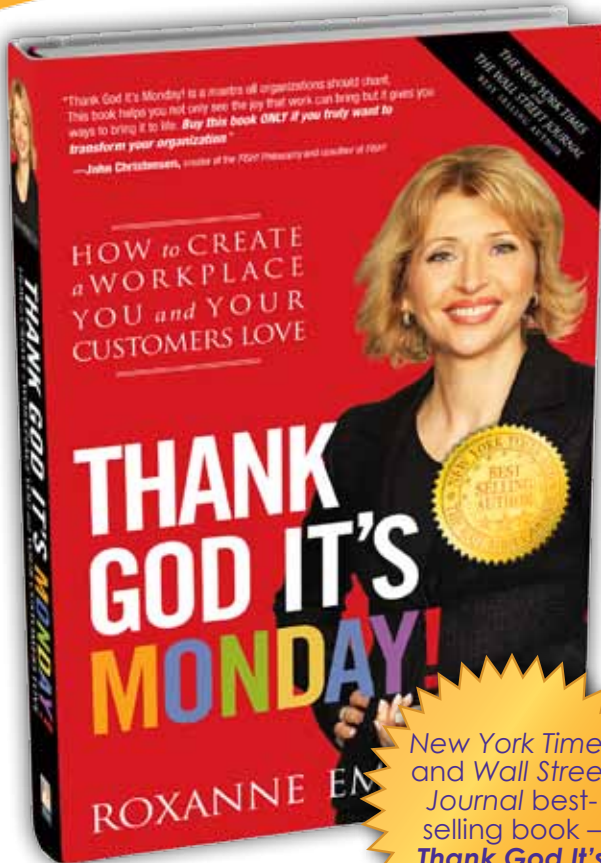
**Create a culture change today!**

Find out how Roxanne can make your next event a success.

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# Thank God it's Monday

How to Create a Workplace You and Your Customers Love



New York Times  
and Wall Street  
Journal best-  
selling book –  
*Thank God It's  
Monday!*

Regain your passion to be extraordinary with Roxanne's book ***Thank God It's Monday***. A *New York Times*, *Wall Street Journal*, and Amazon bestseller, ***Thank God It's Monday*** reveals proven methods for busting bad attitudes, kick-starting sagging sales figures, and creating companies that employees love to work FOR and customers love to work WITH.

**Whether you're on the front line, or you run the place, you'll discover how to:**

- Replace a "Why we can't" with a "Why we CAN" attitude
- Bust the "baditudes" and stop the energy vampires from sucking your energy
- Replace dysfunctional behaviors with a fire in the belly to get massive results
- Breathe results-generating life back into your life and your organization
- Think big and make big things happen!

## Clients Rave!

"You can take a company that is really dysfunctional and bring them a long way, or **you can take a company that you feel is already fairly successful and take it absolutely to the next level. That's what I'm doing with my organization with *Thank God It's Monday!***"

—Ivan Misner  
Founder of BNI International

"Simple and profound, ***Thank God It's Monday*** charges into the future, where employee fulfillment and customer service work hand-in-hand to create bottom-line results. Roxanne Emmerich has it right: Work can - and should be - fun. Be the force for creating trust and watch your company culture change."

—Stephen M. R. Covey  
Author of *The Speed of Trust*

amazon

THE WALL STREET JOURNAL.

The New York Times

The book that's transforming organizations across the globe...  
[www.RoxanneEmmerich.com](http://www.RoxanneEmmerich.com)

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**Emmerich**  
group inc.

# Meet Roxanne Emmerich

CSP, CMC, CPAE



## Roxanne's Experience Includes:

- Founder, CEO and President of Emmerich Financial, the **leading culture transformation consulting firm** for community banks
- **Founder and co-owner of two bank holding companies**
- Developer of the **Permission to Be Extraordinary Summit®** for high-performing CEOs and top execs
- Starting one of the fastest-to-profit community banks in the country
- Singled out as the **2003 University of Wisconsin Distinguished Alumna**
- Developer of the most popular seminar for high performing bankers, **Marketing and Sales Management Boot Camp™**, attended by thousands of bank executives—with 99 percent saying they'd recommend to a friend!
- Editor-In-Chief of *Extraordinary Banker®* magazine, circulated to 25,000 financial industry executives

## Workplace Transformation Expert

Roxanne Emmerich is **America's most sought-after workplace transformation expert**. She is listed by *Sales and Marketing Management* magazine as **one of the 12 most requested speakers in the country** for her ability to transform negative workplace performance and environments into "bring it on" results-oriented cultures.

## Influential, Impactful and In-demand Speaker

As President and CEO of the Emmerich Group, Inc. she has consulted and spoken to most of the financial institutions in the top one percent of performance, as well as clients like Merck, Pfizer, Allianz, Lockheed Martin and hundreds of other leaders in almost every industry. Roxanne was inducted into the **National Speaker Hall of Fame** for her impact and quantifiable effectiveness.

## Best-Selling Author

Roxanne's book *Thank God It's Monday* is a *Wall Street Journal*, *New York Times*, and Amazon **bestseller**. She has also published hundreds of articles in leading publications on such topics as leadership for results, employee engagement for bottom AND top-line improvement, profit-rich growth strategies, and a multitude of other workplace breakthrough issues.

## Innovative and Experienced Leader

A **three-time Entrepreneur of the Year**, Roxanne served Wisconsin Governor Tommy Thompson as a key advisor on reinventing state government and serves as Editor-In-Chief of *Extraordinary Banker®* Magazine. She is in demand for interviews by CNN, NPR, CBS, and other media outlets nationwide for her proven ability to help workplaces get unstuck and achieve radically improved results quickly.



**Take the next step toward a more profitable business culture!**

Find out how Roxanne can make your next event a success.

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# Clients Rave

## Extraordinary Breakthrough Results

“ You were easily **one of the favorite presenters**. Everyone’s evaluations rated you as an ‘A’ (excellent), with many adding spontaneous comments such as **‘fabulous’ and ‘inspiring’**. ”

--Thomas O’Dowd  
Director of Meetings, Alliance of American Insurers

“ **Your presentation was excellent** and you opened our conference in a positive, ‘WOW’ kind of way. I have told all the other meeting planners at the American Bankers Association that **ROXANNE EMMERICH RULES!** ”

--John Blanchfield  
American Bankers Association

“ Your opening keynote was met with top marks. Your enthusiasm, professionalism and energy truly resonated with everyone and **both your presentations were the top rated of the conference.** ”

--Penny Dudley  
Executive Director, Financial Women International

“ The audience participation was fantastic and everyone left with a **great, optimistic feeling about our future.** ”

--Kimberly Snavelly  
The Coffee Beanery, Ltd.

“ Roxanne was the right choice as our speaker. Her enthusiasm and professionalism were very well received. Employees really understood the message we wanted to send and more importantly, they **came away with actionable ideas and knowing that they could make a difference.** ”

--Debbie Amerongen  
Senior Vice President, Bank of the Cascades

### Partial Client List

American Bankers Association

Principal Financial

Investment Centers of America

Fortis Financial Group

Blue Cross and Blue Shield

Prudential

Federal Reserve Bank

State Farm Insurance

Texas Bankers Association

Pinnacle Corporation

Instant Cash Services

Bank of Tucson

Michigan Bankers

Association Citizens Bank

The Coffee Beanery, Ltd.

Discover what Roxanne can do for you...  
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# In the Media

## One of Today's Most In-demand Transformation Agents

As a business expert, Roxanne Emmerich is available for interviews and to contribute content to News & Media professionals for TV, Radio, Print Stories, Articles, and blogs. Roxanne has been interviewed by CNN, CBS and over one hundred radio and television stations.



### Story Angles / Topics

Story Angels for your viewers, listeners and readers.

- **“How to slay the “Energy Vampires” at work—Go to battle with excuse makers, gossips, whiners, and passive aggressives who suck your energy dry and make you want to quit!”**
- **“After layoffs, what does the world look like for those left behind? —What do you do with twice the workload and half the friends?”**
- **“After the layoffs, how can YOU be the one who gets hired?”**
- **“In the midst of this recession, only the fun survive—Discover why fun is a bottom line issue and you CAN'T afford to be a bore”**
- **“How to get that first-day, “Bring it ON!!!” feeling back again...and help your teammates get it back too!”**



**Request an Interview with Roxanne Emmerich!**

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# Why Roxanne Now?

## Top 10 Reasons Why Roxanne is Your Best Choice

Whether for one hour or one day, you'll benefit because:

1. Without exception, the executive teams she works with say **the results are "a miracle."**
2. She's done it. From the poverty of growing up on a dairy farm to founding and owning two successful financial services holding companies and several other companies, **she knows what it takes to make a company prosper.**
3. Hundreds of **organizations have doubled their service scores after only one session** with Roxanne.
4. **She is the master** at getting leadership teams and sales teams "unstuck."
5. **She understands your world**—she's been a commercial lender, a broker, a manager, a financial planner, a brokerage executive, a bank executive, and a CEO...and licensed in "you name it" as it applies to brokerage, insurance, and banking.
6. Her client organizations, many of which are already in the top five percent of their market or industry, **repeatedly see significant and profound shifts in growth and profits** within six months! Many double profits and size within three years!
7. Two of the businesses she started from scratch **received state and national awards for "Entrepreneur of the Year."**
8. It seems impossible...but **in just a few hours, she transforms a team** to stop excuses and whining, and "decide to go."
9. **She's a hoot**—audiences say she missed her calling as a comedian.
10. Nobody EVER falls asleep or walks out during one of her sessions—no matter how tough the audience.
11. Who says a ten-step list can't include a number eleven? Roxanne makes your transformation easy **by giving your people step-by-step action plans they can apply immediately.**

Find out how Roxanne can show you how to create a motivated workplace!

Call us at **(952) 820-0360** or visit **[www.RoxanneEmmerich.com](http://www.RoxanneEmmerich.com)**