



score**BIG**

SUCCESS IS AN INSIDE JOB



scoreBIG: a strategy for creating a competitive edge

scoreBIG is a powerful partnership to facilitate you in realizing your most important business goals. It is a strategy for creating your competitive edge. A methodology that ensures your company will achieve significant and sustainable growth.

success is an inside job.

At **scoreBIG**, we believe your ability to successfully navigate your organization's future is a direct reflection of what's going on inside your company. Too many companies spend too much time looking externally, missing the most powerful and accessible vehicle for driving success: themselves. As you grow yourself, you grow your success.

how does **scoreBIG** deliver your competitive edge?

- ⊕ By taking the four **scoreBIG** requirements for creating unlimited success and integrating them into the DNA of your company.
- ⊕ By implementing strategies for growth that will allow your organization to perform at its highest level and maintain it.
- ⊕ By providing an in-depth understanding of the psychology of success. Success is not spontaneous, it's not a fluke, it's planned for. We facilitate you in putting that plan in place.

*we set you up for
future success—results
begin immediately*

the scoreBIG requirements are:

1

FOCUS

be a connected, committed, courageous critical mass

- ⊕ Clarify and align with your vision
- ⊕ Unify all your actions; make them purposeful and effective

Value to your organization: Be an Unstoppable Force

2

ALIGNMENT

be aligned with the four psychological keys to success:

- ⊕ Clear direction and boundaries
- ⊕ Positive challenges
- ⊕ Encouragement
- ⊕ Love (an authentic commitment to the well being of others)

Value to your organization: Be an Unstoppable Team

3

RESULTS

be a consistent, high achiever

- ⊕ Structure your business to produce at its highest level
- ⊕ Fine tune/change your systems to focus and free up your people
- ⊕ Be a bureaucracy buster; get rid of anything in the way of innovation

Value to your organization: Have Unstoppable Goals

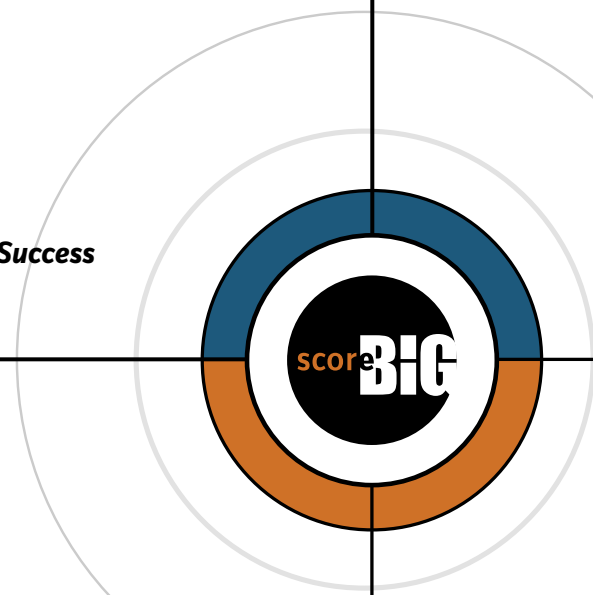
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FUTURE PERFORMANCE

be ahead of the curve

- ⊕ Avoid the pull to equilibrium
- ⊕ Make change and adaptability an asset
- ⊕ Build momentum; share & celebrate learnings

Value to your organization: Have Unstoppable Success





the race is on. are you primed for peak performance?

As you consider the value of **scoreBIG** you might ask yourself some **key questions** to determine your organization's competitive edge.

- ⊕ Is your company growing as fast as you'd like?
- ⊕ Is your organization stuck in the gravity-like pull to operate in a business-as-usual manner, not propelling it forward?
- ⊕ Is management highly skilled at inspiring team and individual performance?
- ⊕ Are you fervently removing unnecessary and redundant steps that eat up precious time and energy?
- ⊕ Are you delivering greater quality services or products while controlling costs?
- ⊕ Are you able to consistently innovate and change before change is even required?
- ⊕ Are your teams operating at their full potential, feeling inspired, engaged, energized and happily delivering the goods?
- ⊕ Are you experiencing team and customer loyalty?
- ⊕ Are you seeing opportunities you hadn't previously envisioned?
- ⊕ Are you and your team having fun in the process?

*are you ready to be
even more successful?*

how can your company scoreBIG?

1 **STEP ONE: the scoreBIG reality check**

one month that will change the way you view your business forever

During this initial intake phase, **scoreBIG** dives right in to assess your “success levels.” The **scoreBIG** Reality Check provides an in-depth look at what’s going on in your company and how people are thinking, feeling and acting.

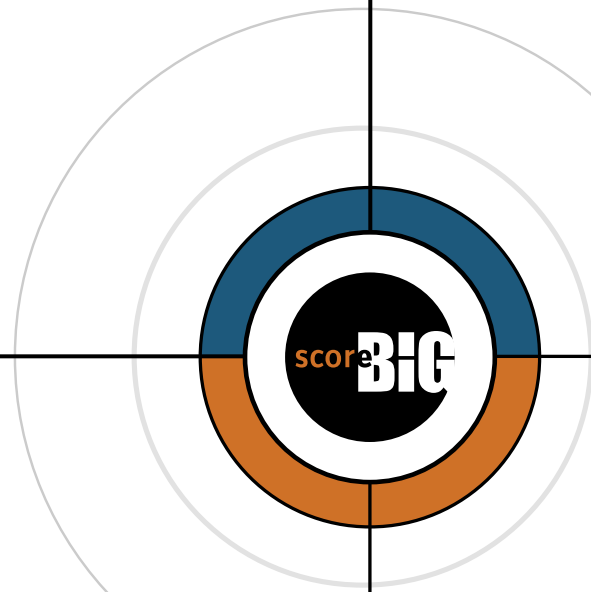
The Reality Check provides clarity surrounding your organization’s strengths, challenges and future performance. We anticipate some areas of your business and systems will only require fine-tuning while others may call for profound change.

scoreBIG delivers this important data through the use of:

- *The scoreBIG survey to assess team engagement on six critical levels*
- *Executive audits (one-on-one) to discuss what’s working and what’s not*
- *Team intakes on organizational and operational dynamics*

The value of the Reality Check to your organization is an unbiased, honest assessment of:

- ⊕ Clarity of Purpose, Vision, Goals
- ⊕ Team Alignment
- ⊕ Individual and Team Greatness
- ⊕ Employee and Customer Loyalty
- ⊕ Ability to Innovate
- ⊕ Your Future Success



2

STEP TWO: opting in

committing to your company's future success

Over the course of twelve months, the natural cycle for behavioral change, **scoreBIG** will create a “success plan,” tailored specifically for you.

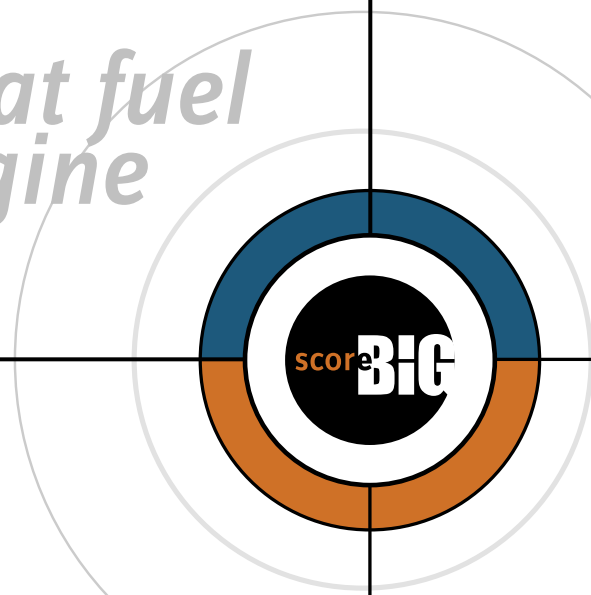
This plan may include, but is not limited to:

- ⊕ Monthly coaching sessions with top executives to ensure full focus on the agreed directions
- ⊕ Team building and monthly team facilitation meetings to clarify goals, create actionable plans and successfully meet the challenges together
- ⊕ Quarterly team training sessions
- ⊕ Weekly on-site, on-call, individual coaching sessions
- ⊕ **scoreBIG** feedback protocols; individual reviews, team reviews, self analysis, **scoreBIG** survey
- ⊕ Monthly, open to anyone, round table, brainstorming lunches
- ⊕ Monthly evening workshops on topics such as: accountability, team performance, a full feedback environment, the new global economy, stress management, 21st century leadership, unlocking your creativity, health and balance in the workplace, goal setting, personal branding, living visions, finding your greatness, living a life 'on purpose'
- ⊕ Monthly CEO generated **scoreBIG** progress reports
- ⊕ Email support- questions answered, encouragement given, course correction offered
- ⊕ Three company off-sites focusing on core principles for creating unlimited success:
 - 1 **the psychology of success.** This program includes a focus on: purpose, vision, intention, seeing the end first, overcoming limiting beliefs
 - 2 **the language and behavior of a winning team.** This program includes a focus on: gaining alignment - becoming one, building trust, saying what has to be said, looking for feedback - not approval, mutual accountability, the art of conflict resolution, acknowledging wins
 - 3 **the art of innovation.** This program includes a focus on: playing to win, healthy discord, failing fast and furious, course correcting, seeing opportunity everywhere

what results can your company anticipate?

- A razor sharp focus that drives your business forward
- An effective plan to architect your future
- A productive relationship with change that moves you in directions you hadn't previously considered
- A purposeful allocation of time and energy that delivers the highest level of productivity
- Dynamic products and/or services that distinguish themselves in the marketplace
- An aligned and caring relationship with your team that inspires them to reach greatness
- A powerful flow of new ideas that fuel your success engine

*a powerful flow of
new ideas that fuel
your success engine*





what sets us apart

With their combined twenty-one years of experience in the field, founders **Debbie Robins & Daniel Pitlik** have created the **scoreBIG** method to help companies achieve the often elusive prize: *a competitive edge that results in sustainable success.*

When you work with scoreBIG, you'll notice some important differences:

- ***We stick around to make sure you attain your goals.*** scoreBIG is a one-year process to ensure your organization receives the vital support it deserves to change, grow and successfully compete.
- ***We work with critical mass.*** We don't just work with your senior team -- that's not deep enough into the organization. We work throughout your company to make sure you achieve your most important goals.
- ***We ensure you've got the skill set to make change.*** Our training and one-on-one coaching leads you to peak performance.
- ***We set you up for future success.*** We put an operating system in place that will allow you to continue growing, changing and innovating for years ahead.
- ***We're facilitators not fixers.*** We work on the assumption that you and your team have the answers to your most important questions. We pull forward solutions and you end up with ownership over the process and the results.
- ***We understand the psychology of success.*** We help you get the most from your team.
- ***You get us, the founders.*** You receive counsel and advice from the source. Our only agenda is your success.

*we put an operating
system in place that
grows your success*

the right experience

DANIEL PITLIK *biography*

Daniel Pitlik makes a positive and lasting imprint on companies he works with. His approach, principles and energy assist organizations to accelerate the growth of their people and leverage the performance of working teams.

For more than 14 years, Daniel has provided practical, insightful solutions that allow clients to make needed changes and improvements. He has a track record of helping organizations to improve collaboration, strengthen relationships, build trust and provide a framework for learning and development. His expertise traverses the areas of team building, leadership development, sales training, supervisory skills, time management, strategic planning, persuasive presentations, conflict resolution and meeting facilitation.

Focusing on these vital areas, he has successfully worked with large and small companies, always pushing them to perform at the next level.

His clients include:

DELOITTE & TOUCHE

U.S. AIR FORCE

VIVENDI UNIVERSAL

SONY

BEAR STEARNS

INITIATIVE

THE IRVINE COMPANY

KETCHUM

EDWARDS LIFESCIENCES

PRICEWATERHOUSE COOPERS

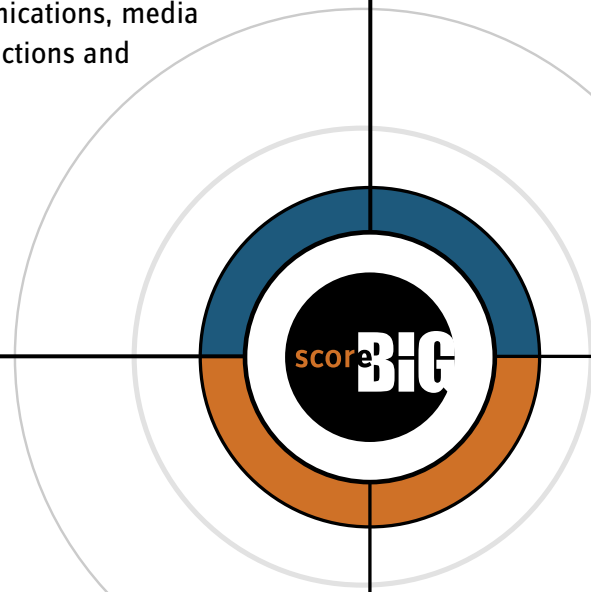
TOSHIBA

OMNICOM

BASKIN-ROBBINS

HILTON

Prior to opening his own consulting practice, Pitlik worked at Fleishman-Hillard, one of the nation's largest marketing/public relations firms. There he consulted with numerous companies in areas including marketing communications, media strategy, corporate training, issues management, product introductions and community relations programs.



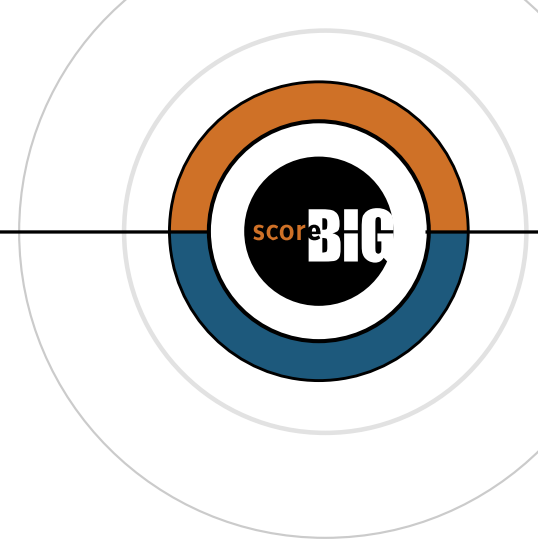
DEBBIE ROBINS *biography*

Debbie Robins is a highly respected corporate, executive, career coach with deep roots in the entertainment industry. She is affiliated with the prestigious Rockport Institute of Career Change and Counseling in Washington, D.C., lauded by Bill Clinton as pioneers in the field, and the recipient of a Masters degree in Spiritual Psychology from the University of Santa Monica in Los Angeles, California. A world class professional Debbie has extensive expertise in supporting clients in creating enormous success. To date, she has successfully coached over 1,000 executives and entrepreneurs. Her vision and ability to facilitate growth is unparalleled.

For over twenty years Debbie was an established Hollywood film and television producer. She was President of Roland Joffe's Warner Brothers company, a producing partner with director John McTiernan and his wife, Donna Dubrow, a producing partner with director Penny Marshall, and a Vice President at Disney. She produced "Calendar Girl," "Amanda," "Fat Man And Little Boy," "The Right To Remain Silent," "The Challenger," "Samaritan; The Mitch Snyder Story" and "Boner the Dog," working with such talent as Paul Newman, Martin Sheen, Cicely Tyson, George Segal, Jason Priestley, Dennis Haysbert, Kieran Culkin, Laura San Giacomo, Amanda Plummer, Patrick Dempsey, Sandra Bernhardt, Robert Loggia, LL. Cool J, and more. She has overseen the development and production of numerous other television and film projects.

Debbie graduated cum laude from Kenyon College and is actively involved with The Heartfelt Foundation.

Born and raised in New York City, Debbie enjoys many strategic alliances on the East Coast as well as in Europe. Debbie is also the author of two books, "Where Peace Lives" and "Where Happiness Lives."



scoreBIG's vision

- *To inspire organizations to boldly reach their full potential.*
- *To create a culture committed to unlocking each individual's highest aspirations born out of an environment of dignity and respect.*
- *To make a difference and accept nothing less.*

scoreBIG AND ACHIEVE YOUR MOST IMPORTANT BUSINESS GOALS

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