

A personal message from ELAINE PARKE,
CMI President, Author: "Join the Golden Rule Revolution,"
Practice One Habit Each Month of the Year, Caring Media International



I truly believe that, working together, we can make the corporate world a better place. Yes, I used the word "working" for a reason. What we do 40 hours a week is vitally important, it's how we make a life. I started CMI to help companies like yours make both aspects of work more rich and rewarding. Real change takes courage and conviction , , , and it must come from the heart. I believe you want to become a Golden Rule Company. Let me share with you the tools to take you there.

"Here's what the Denver-Post said about Elaine Parke and the "right-on" quality of her work (February 18, 2001 issue:)

"The Golden Rule is a guide to bettering society and oneself in the process," Parke says. "This simple idea goes beyond 'people-pleasing, doing for others so they will like you,' to doing for others so we'll have a more civil society." A 30-year study of Harvard graduates cited in "The Art of Happiness," by the Dalai Lama and Howard C. Cutler, M.D. (Riverhead Books, 1998), found that an altruistic lifestyle contributed to good mental health, more energy and calmness.



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Workshops, Training, Seminars STAFF DEVELOPMENT THAT WORKS AND KEEPS ON WORKING

... ONE MONTH AT A TIME



Energize your COMPANY with the 12 POWER HABITS Success System!

Imagine a workplace where people:

Approach every day with enthusiasm (passion)

- Live up to their full potential
- Work together to solve problems
- Treat customers—and each other—with respect
- Make smart decisions with confidence

Have strong work ethics

- Serve the community
- Enjoy happier home lives
- Love their jobs and wouldn't dream of leaving

Golden Rule Habits can help your company become that workplace! We offer a full menu of training sessions strategically designed to create a community of workers who really care - and who treat one another the way they would like to be treated. For more information, read on! Or call CMI tollfree at 866-453-8090 for a rate schedule and availability.

"Civilization is just the slow process of learning to be kind."
-Will and Ariel Durant, The Lessons of History, (1968 Simon & Schuster)

The GOLDEN RULE HABITS System - 12 monthly habits for a corporate climate where customer service and productivity thrive.

The 12 Habits of a Golden Rule Company

Is your workplace really working? Is your Company achieving its highest potential? You may have the most intelligent, highly trained staff in the world. And the most sophisticated equipment. And the most brilliant marketing plan. But unless your people—the heart and soul of your company—can work together in harmony and serve your customers with kindness, truth, and conviction, your greatest potential is lost.

We have great news! It is possible to create a community of happy, energetic, productive employees . . . and in the process, build a stronger company that thrives together.

Transforming your corporate culture, one month and one habit at a time. CMI Group has developed a practical business tool aimed at helping employees achieve a positive, sustainable “We’re all in this together” state of mind. We call it the 12 POWER HABITS Success System . . . and it *can* transform your workplace.

We use proven marketing techniques to achieve your corporate goals. With simple-repetition and reinforcement of actionable themes-based on a natural twelve-month cycle. We inspire your people to embrace the Universal Golden Rule: Treat others the way you would like them to treat you. Simply put, everyone in your company practices the same “Golden Rule Habits” at the same time.

Our training sessions will get you started. And our ongoing, year-round monthly maintenance system will keep your employees focused on healthy relationships, teamwork, performance and customer service attitudes. The POWER HABITS Success System. It’s simple. It’s powerful. And it works.

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| January POWER HABIT Principle: | Lend A Hand |
| Corporate Focus: | Improving Your Serve |
| Power Color: | <i>Gentle Aqua</i> |
| February POWER HABIT Principle: | We All Count |
| Corporate Focus: | Achieving mutual respect...company wide |
| Power Color: | <i>WOW! Fuchsia</i> |
| March POWER HABIT Principle: | Resolve Conflicts |
| Corporate Focus: | How to get along with difficult people |
| Power Color: | <i>Dove White</i> |
| April POWER HABIT Principle: | Take Care of Our Environment |
| Corporate Focus: | Corporate climate is as corporate climate does |
| Power Color: | <i>Spring Green</i> |
| May POWER HABIT Principle: | Be Appreciative |
| Corporate Focus: | Winning with the Gratitude Attitude |
| Power Color: | <i>Grateful Pink</i> |
| June POWER HABIT Principle: | Get Out of a Rut |
| Corporate Focus: | Intelligent Risk-Taking |
| Power Color: | <i>JOLT! Orange</i> |
| July POWER HABIT Principle: | Become Involved |
| Corporate Focus: | The Exponential Extra Mile |
| Power Color: | <i>Patriot Red</i> |
| August POWER HABIT Principle: | Know Who You Are |
| Corporate Focus: | The LISA Profile and Mind-Mapping |
| Power Color: | <i>Thoughtful Blue</i> |
| September POWER HABIT Principle: | Do Your Best |
| Corporate Focus: | The Excellence Factor |
| Power Color: | <i>Award Gold</i> |
| October POWER HABIT Principle: | Be Patient and Listen |
| Corporate Focus: | It’s a Balance, Not a Juggle |
| Power Color: | <i>Slow-down Lavender</i> |
| November POWER HABIT Principle: | Show a Positive Attitude |
| Corporate Focus: | The Productive Power of Positive Attitudes |
| Power Color: | <i>Sunny Yellow</i> |
| December POWER HABIT Principle: | Celebrate Community, Family and Friends |
| Corporate Focus: | Work - A Glorious Adventure or Nothing |
| Power Color: | <i>Ever-Green</i> |

Define your corporate social responsibility.

Here’s the real beauty of being a POWER HABITS Company: you and your employees become more *profitable* and—more *motivated* to help others. It’s the perfect recipe for creating *positive change*!

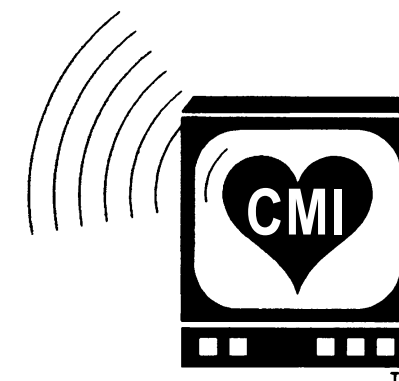
The POWER HABITS Success System offers an optional “commitment component.”

We’ll help you find the service opportunity that’s right for your company.

Perhaps it’s sponsoring a POWER HABITS classroom. Or beautifying a local neighborhood. Or working with families who need a helping hand. Whatever touches your heart.

Imagine how great it will be to come to work everyday, knowing you are truly making a difference in yourself and in the world. More resources to share and more desire to share them. That’s the POWER HABITS way . . . now it can be your way, too.

Want to learn more about the POWER HABITS Success System and how it makes other team-building, business ethics, and retention programs obsolete? Please call CMI Group at 866.453.8090 today. We provide two-hour lunch workshops for senior managers and executives, half-day managerial workshops, half-day programs for employees (from 5 to 500), and monthly update training sessions that provide continual support for the 12-month program.



Caring corporate cultures work.