

THE DU ρ IT GROUP™

YOUR BUSINESS MAVERICKS

Created in Auckland, New Zealand • June 22 1992

WE PROVIDE THE UNCONVENTIONAL STRATEGY!

During a routine game of Football[soccer], English student William Webb Ellis, picked up the ball and ran with it. That young maverick gave the world...Rugby!

Aussie, Kerry Packer despaired about dwindling support for the often no-result, five day game of Cricket. This maverick gave us the One-Day International phenomenon!

Team New Zealand, wrested the world's oldest international sporting trophy from its long-time holder, the USA,, and defended it 5-0. These Mavericks gave us the Cup!

Have you challenged the status quo, defied tradition and offered unique solutions? If you are a maverick, you can really make a difference. That's if you're gutsy enough...

We are **Business Mavericks**. THE DU ρ IT GROUP hosts the unconventional strategy alternative to the *traditional* practice of *business delivery* and *personal accomplishment*. There are very few genuine business mavericks in the world!

We are the source, of the three key elements of the *sustainable edge of advantage*™. They are: people passion, focused imagination and applied originality. We focus on the human factor. Very few do...

We **challenge** the essence of the **status quo** to better equip everyone to make a more **creative response** to the growing demands of this *third millennium*. That's why we use the symbol ρ ...which is the icon for change.

WE DELIBERATELY CHOOSE 3-PERCENTERS ©!

Businesses disproportionally allocate resources to technology, systems, image, finances or just about everything else, than they allocate to their people's aspirations and expression of talent. If your business puts people first, congratulations! We work with **3-PERCENTERS**! We have an excellent profile of such an individual.

As *people performance professionals* we make people's lives more effective, interesting and fulfilling, and excite business leaders, to provide vibrant, challenging and nurturing environments for everyone, including themselves! 'Does your organisation have a **SOUL**?' If so, who is in charge of it? If not... why? We ask lots of **unusual** questions!

WE ENHANCE THE UNDERDOG

THE DU_pIT GROUP™

YOUR BUSINESS MAVERICKS

Page 02

OUR BUSINESS ENTERPRISE PHILOSOPHY IS:

**NURTURED TALENT + FULFILMENT =
ACCOMPLISHMENT + PROFITABILITY**

The secret of your success depends mostly upon fostering your people talent! If you do not believe this...try to win without it! If you fail to nurture the talents of your people, and fulfil their aspirations, they will leave and become your competitors. Worse... they will stay and progressively... sabotage your company potential! You should read our first book, "*Mind Your Own Damn Business!*" It's a seriously funny business book!

Talented people want a career with meaning! After that, they pursue remuneration and benefits. We are disappointed at the archaic 'human resource' practice in many business enterprises. Mergers, take-overs and some disastrous re-engineering experiments, have adversely affected team morale. Morale fuels the performance apparatus at your place. If it runs down, or stalls, in the resulting wreckage, will lie your irretrievable profits...

We are also Business Humanists. So, we represent a new wave of people performance professionals, dedicated to creating contemporary **performance dynamics**. Too many traditional solutions are no longer viable, or a good spend!

Finally, we are Business Strategists, and we use unconventional means to win! Not many people, even understand the concept of strategy, or how best to apply it...

So, do what you have always done, and amazingly, you'll get what you've always got. Good luck! But, if you are ready to *embrace a different tomorrow, today*, choose **THE DU_pIT GROUP**. You do have choices. Pick carefully where you will invest your resources. The wastage with wrong-fit consultants can be substantial!

Remember that we do prefer to work with **3-PERCENTERS**. All we ask is that you have... **a willing heart, an open mind and a fierce determination**

ARE YOU READY? OK, HERE IS WHAT YOU DO...

Review **The DU_pIT FIRST XV**, next, on Page 03. We do NOT do it like everybody else! That is because we are **Business Mavericks**! The definitions below will help to remind you of this. The **FIRST XV** is not our complete repertoire, but it represent our favourite key changers. Our audiences have ranged in size from three to several thousands. We have recorded some world-uniques on platforms in 40 world nations too ☺.

MAVERICK : An **unorthodox** or **independent-minded** person[Oxford Dictionary]

MAVERICK : A person of **independent** or **unorthodox** views[Collins Dictionary]

WE BOOST THE RUNNER-UP

CURRICULUM 2002

Θ THE DU_pIT FIRST XV Θ

- Θ **SOUL LEADERSHIP** : 'BEST BOSS' PRACTICE
- ▼ **CONNECTION DYNAMICS** : THE COMMUNICATION BREAKTHROUGH
- ▼ **THUMBPRINT PARTNERSHIP** : BEYOND 'CUSTOMER SERVICE'
- ▼ **THE CH_pNGE FACTOR** : CONQUERING THE GRIP OF 'STATUS QUO'
- ▼ **SHAPING SUPER TEAMS** : PROFITABLE POSITIVE PEOPLE POWER
- ▼ **ONE-WITH-1**® : MAVERICK COACHING SESSIONS[3 HOUR FORUMS]
- ▼ **psr-PEOPLE**® : THE HUMAN FACTOR IN QUALITY
- ▼ **STRESS FOR LESS** : THE PREFERRED LIFESTYLE FORMULA
- ▼ **THE NON-PERFORMANCE PHENOMENON** : INSPIRING THE FRONT LINERS
- ▼ **PROJECT POTENCY** : DOING THE BUSINESS BY PROJECTS
- ▼ **THE RETREAT**® : RE-INVENTING CORPORATE CULTURE[2 DAY FORUM]
- ▼ **COACHING THE CATALYSTS** : THE BETTER ' TRAINING OF TRAINERS'
- ▼ **ME INC.** : CRAFTING THE POWER INDIVIDUAL!
- ▼ **THE HUMAN WORKPLACE**® : THE PEOPLE VENTURE!
- ▼ **X△SELL**® : NON-SELLING BUSINESS DELIVERY[2 DAY FORUM][world-unique]

These XV concepts, have been tested and applied in New Zealand and international locations. We don't offer academic theories. We have **lived** them! We agree with Albert Einstein who once said: "*Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world!*" Are you innovative enough? Hullo?

If you really want to be different from the others, pick US!
If you prefer to stay mostly the same, pick them! Cheers.

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