

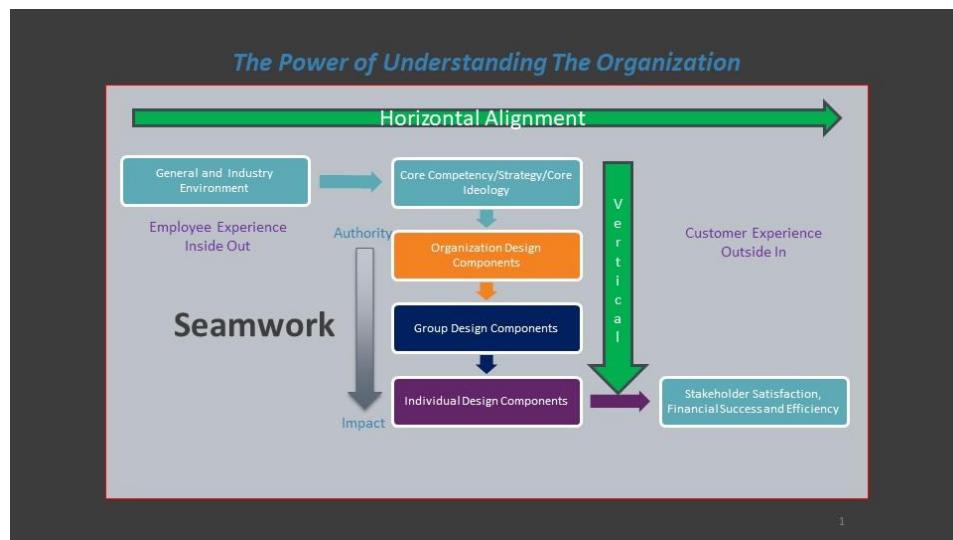
## The Metrics of Peak Performance Culture

*The Metrics of Peak Performance Culture* provides participants with the tools necessary to evaluate the current state of their organization and map out a strategy for maximizing performance and creating a desired future state of operational excellence and robust fiscal success. From Dave Mitchell's fourth book, *The Five Metrics of Peak Performance Culture*, scheduled for release in 2020 by John Wiley and Sons Publishing, participants will get a first look at this award-winning author's newest material.

### Overview:

*The Metrics of Peak Performance Culture* focuses on five key elements that combine to create a high performing culture:

- *Horizontal Alignment* – this strategic perspective involves the clear identification of the general environment and market conditions existing in your industry, the desired success metrics in profitability, efficiency and stakeholder satisfaction and the organization's core ideology that connects those two.
- *Vertical Alignment* – this tactical perspective involves ensuring that all corporate level, group level, team level and individual level policies and practices support the core ideology identified during horizontal alignment.
- *Leadership Ideology* – this involves the identification of critical personal characteristics that must be promoted and modeled by leadership and manifested by each employee as well as an understanding of the interactive style demographics that guide leadership, communication, teamwork and "seamwork." Seamwork is the coordination of efforts across functional and geographic units within an organization.
- *Client Experience* – this involves an evaluation of the critical interactions that impact the client's impression of your operation and how you brand is defined from the outside in.
- *Employee Experience* – this involves an evaluation of the employee's impression of your policies and practices and how your brand is defined from the inside out.



**Dave Mitchell, M.Ed.**  
**Founder/President**  
**The Leadership Difference, Inc.**



Since founding **the Leadership Difference** in 1995, over 350,000 people have attended Dave's "enter-TRAIN-ment" seminars on topics that include leadership, customer service, selling skills, and personal performance enhancement. His clients include Allstate Insurance, Bank of America, Universal Studios, Hilton Worldwide, Sub-Zero Wolf Appliances, Electrolux Appliances, Trek Bikes, Walt Disney World and the CIA. In July 2013, Meeting Professionals International selected as the Meeting Madness winner for Best Speaker of the Year at their World Education Congress in Las Vegas. In September 2015, Meetings and Conventions Magazine named Dave one of the Best Speakers of the Year.

He has a B.A. in Mass-Communications with an emphasis in Business Administration and a master's degree in Global Human Resources Development. Dave has served as an adjunct professor at the University of Illinois and is designated as a Certified Advanced Wine Sommelier by the International Wine Guild. Having failed to achieve his dream of playing professional baseball, he went on to a successful coaching career at the tee ball level.

Dave is the author of the book ***Live and Learn or Die Stupid!*** The book focuses on personal contentment and performance excellence. His second book, ***The Power of Understanding People***, was released in December 2013 and was immediately named **Best Business Book of the Month by Amazon**. Dave's third book, ***The Power of Understanding Yourself*** was released in January 2019. Dave's fourth book, ***The Five Metrics of Peak Performance Culture*** is scheduled for release in 2020. He is also a founding shareholder of Pambrun Wines.

Dave lives in the Walla Walla Valley wine country with his wife of 33 years, Lori; has two adult children, Brooke and Slade; three horses and three dogs and two barn cats: Socks and Stinker bell.

*"Dave's ability to keep people engaged and laughing throughout the experience and truly teach them something is incredibly powerful." – Kim Janson, Vice President of Global Leadership and Organizational Development, H. J. Heinz*

*"He's an absolute professional. He promises a lot but delivers more. He more than over delivers- he hits it out of the park." – Roger Bird, TREK Bicycle Corporation*

*"Dave's understanding of human behavior is only outmatched by his personality, charm, wisdom and wit. His ability to connect with individuals, teams and organizations, while truly entertaining them, makes his concepts even more impactful. Dave cuts to the soul and spirit of the human experience in today's complex business world and immediately connects with his audience. I highly recommend Dave as a speaker, as well as his books, for any individual or group looking to improve the results they aspire to achieve." - Brian Bergdoll, SVP of Sales, BMC Software*