

“Get the Best from Your People”

Character-based Capitalism at Work!

*Engage employees. Drive profitability. Sustain your enterprise.
Build a character-based business.*

Utilizing a triple bottom line will help you:

- develop relationships that engage others
- build trust and share knowledge
- increase sales
- improve services
- lower costs
- create higher satisfaction
- drive effective execution

All in the name of capitalism

This series of **five, two-hour** workshops will be held from 7:30 to 9:30 A.M. on every other Thursday of each month from May 17th through July 12, 2012.

Dr. Ray Benedetto, D.M., a recognized speaker



and business expert, will facilitate the sessions.

Dr. Ray's exceptional experience in government, business and academics as well as his dynamic presentation methods make this program incomparable to others. He

is an expert on character in the workplace and is also the facilitator and guiding light for the Elk Grove Village Character Counts Coalition.

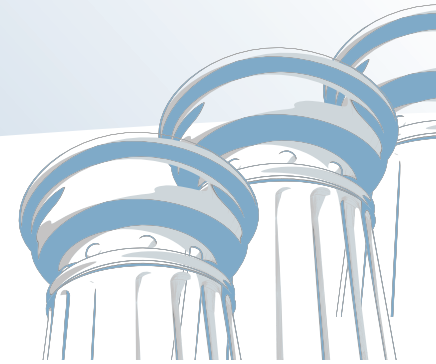
*“Pertinent to my business...
I could use it immediately! Great Job!”*

Character-based capitalism focuses on
the triple bottom line:
social, community and financial capital.

social capital resides with the people within an organization and includes trust in relationships with, between, and among employees.

community capital results from relationships with customers, suppliers, and other people in your community where trust exists

social and community capital feed **financial capital** because real economic value exists within relationships that support the exchange of goods and services between trusted suppliers and delighted customers.



Seminar Topics

The topics in each workshop of the series will help business leaders develop a deeper understanding of character-based capitalism that can lead to better performance and outcomes.

May 17, 2012

Character and Your Bottom Line
Assessing Your Values

May 31, 2012

Putting Values into Action
Walking the Talk to a Better Image

June 14, 2012

Success Stories
The River of Character

June 28, 2012

Hiring for Character
Training for Character

July 12, 2012

Recognizing and Rewarding for Character
Integrating Character-based Capitalism into
Organizational Culture

The Seminar Series will be held at:

Elk Grove Village Hall
Lower Level Meeting Room E
901 Wellington Ave
Elk Grove Village, IL 60007

Seminar Registration

The investment cost is \$125
for the five unique sessions.
Individual and group discounts are available.
Continental breakfast with coffee,
juices & water included

Payment Options
Cash or Check
make checks payable to:
Community Character Coalition of Elk Grove Village

100% money back guarantee
After attending all five seminars if you do not see the
value, we will return 100% of your money.

**** Attendance limited to 36 participants ****

To sign up or for more information contact:
Larry Walter
larry@tastycatering.com
(847) 593-2000 ext. 210

Business Seminar Series

Presented by Community Character
Coalition of Elk Grove Village

Sponsored by Waste Management



**Get the Best from
Your People:
Character-based
Capitalism at Work**

