

LEADERS

INSPIRING LEADERS AND TEAMS TO GO ABOVE AND BEYOND WHAT THEY EVER THOUGHT POSSIBLE

A large, stylized purple wing graphic with multiple feathers, curving upwards and to the right, set against a background of soft, overlapping yellow and orange circular and triangular shapes.

THE CRAMER INSTITUTE
FOUNDED BY DR. KATHY CRAMER

ABOUT

THE CRAMER INSTITUTE

It's never been more important for leaders to summon the vision and the courage to change the world for the better. That's why we exist: to provoke leaders to realize their potential. In turn, they transform their organizations, their communities, even our culture. Whether we work with Fortune 500 CEOs or up-and-coming middle managers, we see in them the spark that can lead to greatness.

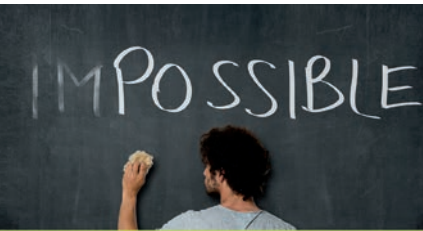
Founded by psychologist Dr. Kathy Cramer, The Cramer Institute began its own "Leader's Heroic Journey" in 1985, weaving together neuroscience and psychology to create powerful tools for leadership development. It's now a team of highly experienced experts working with managers, teams and entire organizations to transform the way they think, communicate and work, yielding improvements in collaboration, productivity, innovation and customer loyalty.

The Institute's unique intel of Asset-Based Thinking® serves as the foundation for a robust suite of Lead Positive training and coaching initiatives: powerful programs, books, videos, and thought leadership serving leaders who truly desire change.

CLIENTS

TCI now serves clients in the United States, Canada, South America, Europe and Asia. This list include giants such as Microsoft, Starbucks, MasterCard, Nestlé Purina, Monsanto, Express Scripts, Bank of America, Edward Jones, as well as many universities, non-profits and independent firms. We are thrilled and inspired by the range of people and institutions committed to finding new ways of thinking and creating the next, best version of themselves and their futures.

"Tonight was extraordinary and the Washington University students were buzzing about all the actionable tools you gave us to shoot for the moon! I can't even sleep I'm so motivated." – Maxine Clark, Founder, Build-A-Bear Workshop



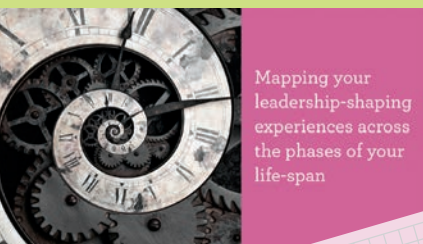
What would the problem look like if it were solved?



Table 1: Signs of Adrenaline Responsiveness

| When I'm in a stressful situation, I feel ... | almost always | often | sometimes | rarely | almost never |
|---|---------------|-------|-----------|--------|--------------|
| 1. Enthusiastic | 5 | 4 | 3 | 2 | 1 |
| 2. Hopeful | 5 | 4 | 3 | 2 | 1 |
| 3. Engaged | 5 | 4 | 3 | 2 | 1 |
| 4. Energetic | 5 | 4 | 3 | 2 | 1 |
| 5. Curious | 5 | 4 | 3 | 2 | 1 |
| 6. Resilient | 5 | 4 | 3 | 2 | 1 |
| 7. Creative | 5 | 4 | 3 | 2 | 1 |
| 8. Proactive | 5 | 4 | 3 | 2 | 1 |
| 9. Open-minded | 5 | 4 | 3 | 2 | 1 |

"Your Lead Positive messages were amazing! I hope you realize you just changed 240 lives." – Tony Hutti, CEO, Renaissance Executive Forums



Mapping your leadership-shaping experiences across the phases of your life-span



SERVICES

PREPARE YOUR FOUNDATION

ASSET-BASED THINKING® (ABT)

Change the way you see everything — the world and yourself — and unleash your power, expand your circle of influence and increase your impact.

ABT is a revolutionary mindset management process that shows how to make small shifts in perception and thinking that lead to positive, transformational change in your organization and your life.

People become more engaged and are more attracted to working with you. You get more done. You go farther. Faster.

Ways to engage

Workshops
Coaching Programs
Consulting
Keynote Speeches
Books

"When you change the way you see things, the things you see change." – Dr. Kathy Cramer

START YOUR HEROIC JOURNEY OF TRANSFORMATION

LEAD POSITIVE

In a world that cries out for organizational transformation, innovation and culture change, learn to accelerate and dramatically elevate your leadership journey using parallels to the classic patterns of the Heroic Journey.

Discover how to navigate your own path. As you do, you can become a leader who shows unwavering optimism, personal magnetism and unshakable self-confidence. And you can inspire others to go beyond what they ever thought possible.

Ways to engage

Workshops
Coaching Programs
Consulting
Keynote Speeches
Books

*"Imagine a world where leaders routinely operate in the upper range of their potential."
– Dr. Kathy Cramer*

BRING IT INTO YOUR ORGANIZATION

TRAIN THE TRAINER

What if your own people were able to train and powerfully motivate employees to embrace and even drive change? Make inspiring presentations? Resolve polarizing conflicts? Foster top performing teams? Develop leaders over the trajectory of their careers?

The easiest, most cost-effective way to spread the impact of Asset-Based Thinking® and Lead Positive throughout your organization is to use your own leadership professionals and talent management experts. We will certify them as ABT and Lead Positive trainers and license your organization or consultancy.

Ways to engage

Certification
Licensing
On-going Coaching

DEVELOP FURTHER

THE GLOBAL COMMUNITY OF TRANSFORMATIONAL LEADERS

*"We awaken leaders to their heroic journeys of transformation."
– The Cramer Institute*

Tens of thousands have learned to become Asset-Based Thinkers and Lead Positive Leaders. We are now creating a global community to offer them ongoing learning and development and capitalize on the synergy of each other's experiences. Members will reinforce their learning and practice new techniques to increase effectiveness, reach their highest potential and create their greatest impact.

Ways to engage

21-Day Challenges
Webinars and Self-Study Packages
Interviews and Success Stories

TEAM

John Davis, MBA

Managing Partner

With years of organizational development and management experience on the international level, John's specialty is working with individuals and leadership teams. He moves his clients to heightened levels of performance, particularly, he says, during times of great organizational change. John's executive coaching revolves around client self-awareness, communication, influence, team building, conflict resolution, and bringing big ideas to life. He is most inspired when, as he says, "clients show up 'from the heart,' transcend pre-imposed limitations, and discover exactly what they are capable of."

Joyce Dear, BS

Senior Partner

Joyce's journey is quite unique: from Cramer Institute client, to advocate, to partner. First, as a senior vice-president of TALX Corporation and Equifax Workforce Solutions, she hired our leadership specialists multiple times to guide change, overcome obstacles and propagate common visions. Joyce quickly became a vocal and avid TCI advocate, because, as she says, "I saw positive changes truly take hold." Energized by these transformations, Joyce joined The Cramer Institute and now is often the first contact with companies and leaders seeking paths to the "next level," connecting them with the most appropriate coaching, consulting, and workshop opportunities.

Judy Dubin, MA

Senior Partner

Like Michelangelo who worked with stone to release the potential from within, Judy's calling reflects the same

intention — seeing and releasing each individual's potential by shining a light on their strengths, talents and goals. Judy was involved in developing Asset-Based Thinking® and infuses our executive coaching programs with the tools of that unique intel. Her input was instrumental in creating some of our Signature Programs, including Courageous Conversations, a key initiative for breaking barriers in corporate cultures. Judy specializes in coaching leaders and high-functioning leadership teams in business organizations and academic institutions.

Peggy Guest, PH.D.

Senior Partner

Peggy specializes in executive coaching and leadership development for individuals and for teams. She coaches high level executives who aspire to use their talents to achieve their dreams, while becoming more effective leaders and company stakeholders. Peggy has worked as a psychotherapist and as an instructor in Women's Studies at Washington University. She is actively engaged in the community. Peggy has a firm belief in our ability to continually transform ourselves, our companies, neighborhoods and communities for the better.

Colleen Moore, MBA

Director of Operations

Colleen is nicknamed "Command and Control Central" by her colleagues. With her MBA in Human Resource Management and 19 years experience working at the Cramer Institute, she works hand-in-hand with all clients to ensure their needs are exceeded every day. Colleen is particularly inspired by adventurous and visionary individuals who are not afraid to take chances and go where life takes them.

OUR FOUNDER

Dr. Kathy Cramer envisioned The Cramer Institute as a team of professionals helping leaders and others transform themselves and reach the upper ranges of their potential. Her death in 2016 was felt deeply by all who knew her, and we are committed to continue the work she began. Her unique genius, profound thinking and powerful example inspire and drive The Cramer Institute forward.

Kathy was a best-selling author, speaker, coach, trainer and executive consultant. She dedicated her career to Asset-Based Thinking®, a way of looking at the world that helps people make small shifts in thinking to produce extraordinary impact. A psychologist, she authored nine books, including *Lead Positive*, named by *Inc. Magazine* as "One of the Ten Best Leadership Books of the Year for 2014," and *Change the Way You See Everything*, which started the Asset-Based Thinking® movement in business, healthcare and education. Today this movement continues to transform and propel individuals, organizations and communities.