

About ME Card



about me™

What you can expect from me

- There's a better way than this.
- Enjoy each moment.
- Be good at who you are.
- There's more to you than this.
- I'm gonna shake your tree.

DOs

- Show me enthusiasm.
- Find a way to make it fun.
- Trust me with what I'm

DON'Ts

- Don't tell me what can't be done.
- Don't be less than you
- Don't tell me you e

Joe Kiedinger - Branding In-Chief



about me™ international

What you can expect from me

- Uncovering your fire within.
- Achievement together.
- If you want the moon, reach for it.
- Resistance helps me grow.
- I want to learn from

DOs

- I

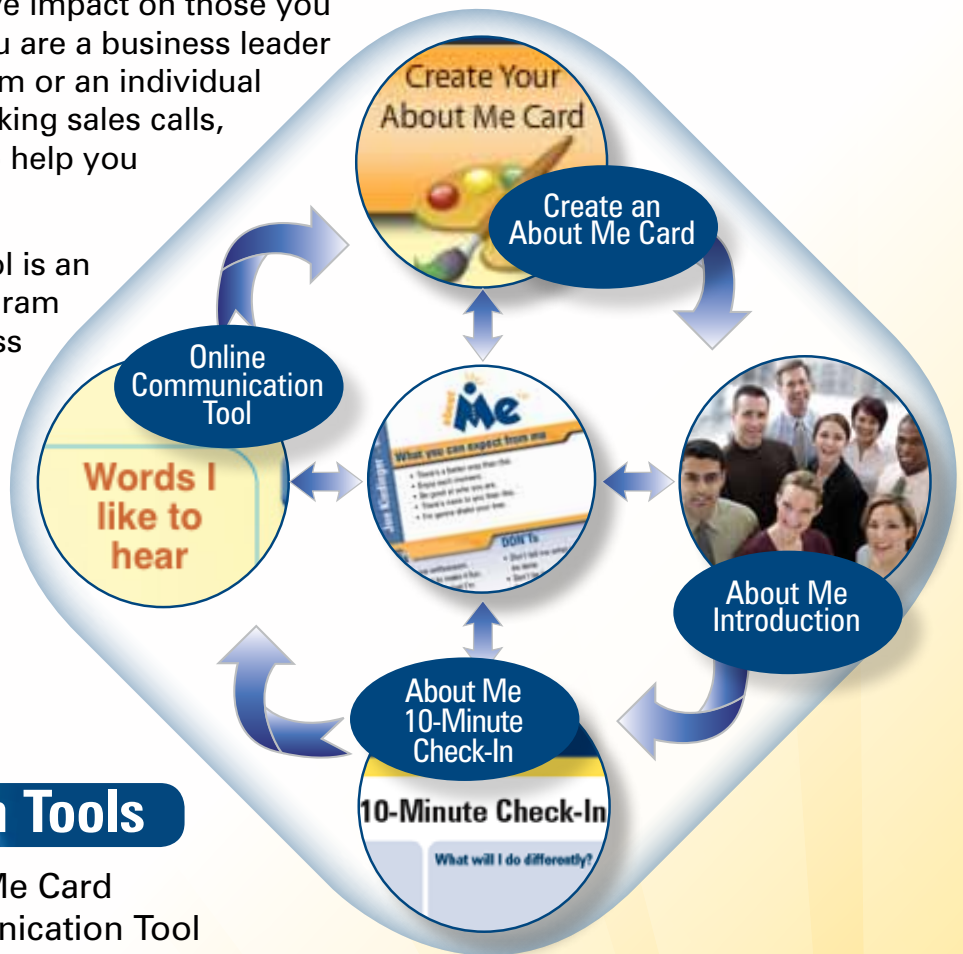
Chris Elliott - Managing Director



About ME Card

Never before has effective communication been so easy! The About Me Card is a personalized card and program that will help you make a positive impact on those you communicate with. Whether you are a business leader wanting to develop a strong team or an individual networking, interviewing, or making sales calls, the About Me Card is the tool to help you succeed.

This culture building tool is an easy-to-implement program that fits into any business and brings immediate results in as few as four simple steps.



Program Tools

- About Me Card
- Communication Tool
- Snapshot
- Servant Leadership Training
- W.I.N.R. Interview

This program will allow you to

- Communicate more effectively
- Hire the right people
- Conduct effective reviews
- Reduce workplace conflict
- Motivate associates you lead
- Motivate customers to buy
- Create transparency and understanding
- Put the right people in the right seats



The Process

10-25 Minutes

- Log into the system
- Select from 56 positive traits
- Rate your selections
- Rank your top 5
- Create your About Me Card

The Benefits

- Helps get to know yourself better
- Validates how you succeed and why
- Promotes self-expression

Servant Leadership Concepts

- **Humility:** Being authentic and without pretense or arrogance
- **Honesty:** Being free from deception

Introduction

About ME Card



The Process

5 - 10 Minutes per colleague

- Meet as a team
- Each colleague individually hands out his/her card to each team member
- One at a time, read each statement on your card to the team followed by, "What I mean by that is..."
- Further explain what you mean by the phrase through story or example

The Benefits

- Helps get to know others better
- Creates understanding among team members
- Allows you to express yourself further
- Initiates open dialogue about the differences in people

Servant Leadership Concepts

- **Patience:** Showing self-control
- **Respectfulness:** Treating others as important people

10-Minute Check-In

About ME Card



The Process

10 - 25 Minutes

- Leader and associate rate each other on how well each meet the legitimate needs of the other
- Document Satisfaction Score
- Develop plans for improvement

The Benefits

- Provides team members a voice
- Allows for constructive and effective feedback on a timely basis
- Creates dialogue through motivations rather than emotions
- Creates further understanding of others
- Increases employee retention

Servant Leadership Concepts

- Flip the organizational chart upside down
- Hold team members and leaders accountable
- **Selflessness:** Meeting the needs of others
- **Kindness:** Giving attention, appreciation, and encouragement
- **Forgiveness:** Giving up resentment when wronged

Online About ME Card Communication Tool

Words I like to hear

- Patient
- Attentive

Communicate clearly with Joe Kiedinger

Write or speak to me using **MY WORDS**, not yours.

Words I like to hear

- Don't Follow The Crowd
- Self Assured
- Different Drummer
- Laughs
- Enjoy
- Light Hearted
- Self Assured
- Certain
- Leader
- Loyal
- Committed
- Trust
- Make A

What you can expect from me

- There's a better way than this.
- Enjoy each moment.
- There's more to you than this.
- Be good at who you are.
- I'm gonna shake your tree.

DOs

- Trust me with what I'm good at.
- Find a way to make it fun.
- Show me enthusiasm.

DON'Ts

- Don't tell me you can't change your behavior.
- Don't be less than who you are.
- Don't tell me what can't be done.

Communicate YOUR message through MY words and motivations.

About **ME** Card Complete Sustainability Model



About ME Card Testimonials

March 2010

The About Me Card program helps bring servant leadership to the lives of people in a meaningful way. This is not soft stuff. This is significant. This is critical. This is how we should treat other human beings so that they can grow and develop as better human beings.

Tom Thibodeau
Director, Masters in
Servant Leadership
Viterbo University



April 2010

Since I have been with Dahl, back when we didn't have the About Me Program, just in our Quick-Lane alone we were losing an employee once a month to a competitor. I'm proud to say now that everyone of our employees in the Quick-Lane has been with us for over a year. They're happy and all getting benefits. A lot of it has to do with the About Me Program.

Tim McCallson
Parts Manager
Dahl Automotive



Tim has saved us between \$120 and \$200 thousand in employee retention.

Andrew Dahl
5th Generation Owner
Dahl Automotive



About ME Card Testimonials

The interesting aspect of the "About Me" process is the built-in design for the follow-up and experiential value derived from it. In so many other personality identification models, you discuss your profile for about two weeks with friends or co-workers, and the experience is over. Non-profits, especially those with smaller staffs, may feel in a sense like a small family. There are issues and misunderstandings, but it is always important to settle arguments and, well, get along. The About Me process helps people to understand each other better, with the positive result of less friction, and fewer times where there is discord in the family.

Gregg Hetue
President and CEO
Brown County United Way



May 2010

I have a better understanding of what my leader wants, the things that are important to him and a tool to address things in a non-confrontational manner.

Nick Arlt
Director of Public Relations
Festival Foods



About **ME** Card Testimonials

June 2010

We had 3 finalists for a key position and the About Me Card helped clarify for us so we didn't make a bad decision or a rushed decision. It has been very helpful with key hires.

The way Nick and I interacted wasn't as productive as it could have been until we developed our cards. We have a better relationship. We enjoy talking about our cards; identifying where we are missing each other and where we are doing well.

Mark Skogen
President and CEO
Festival Foods



We want to make a meaningful difference in the lives of other people and we need tools to do it. In order to appreciate people to their fullest, we need to know more about them. At our company we are always looking for what's missing and the About Me Card is the missing piece.

Dave Skogen
Chairman
Festival Foods



About **ME** Card Testimonials

June 2010

We've used the About Me Card with our Leadership Development programs in China. Being able to express themselves without feeling like they were bragging about themselves was a huge win for the Chinese students. The About Me Card is what caused the break through.

John Hemken
Owner and CEO
TBL Business Development

tbl leadership
partners

August 2010

I just wanted you to know that I used the About Me card for an associate when discussing a new plan for her area, and subsequently in an email to follow-up with our meeting. Using her About Me Card to craft both the discussion and the email was a sincere help. We connected on the issues, and we are off and running with the plan - enthusiastically and with a strong feeling of being a team. Thanks for helping me help her create this "can-do" approach.

Michael Frohna
President
Bellin Health Foundation

bellinhealth

about
MeTM
international

About ME Card Testimonials

September 2010

I used the About Me Card for job interviews to help fully explain who I am as a person. It especially helped to express my likes and dislikes and how I succeed. I was able to read a statement, and then back it up with examples in my professional portfolio. My card set me apart from other candidates and impressed the interviewers. They even asked for extra cards. Now I use it to explain who I am when I facilitate meetings at my new job.

Katie Thiel

Customer Service
Schneider National

Quite a lot was revealed in the Introductions. We spent probably 5-10 minutes on each person. That led to a discussion regarding what each of the team members had to offer to the Boys & Girls Club and to each other. That too was an interesting discussion. A lot of feelings were uncovered. A couple of people even cried a little when hearing the good about themselves or trying to express how they felt towards others. All in a good way...although a few were uncomfortable opening up in a real honest way....but that was probably healthy for them. Some staff had never heard that kind of honesty from them before. It cast things in a whole new light.

Mike Desmond

Executive Director
Boys and Girls Clubs of
Greater La Crosse



About Me Card

Contact Us

- Looking for a keynote speaker?
- Need more information on the About Me Program?
- Want to learn more about Servant Leadership?

Contact us at:

info@aboutmecard.com

or call

920.435.4878



about Me™

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- Enjoy each moment.
- Be good at who you are.
- There's more to you than this.
- I'm gonna shake your tree.

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- Show me enthusiasm.
- Find a way to make it fun.
- Trust me with what I'm good at.

DON'Ts

- Don't tell me what can't be done.
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Joe Kiefer - Chief



about Me™ international

What you can expect from me

- Uncovering your fire within.
- Achievement together.
- If you want the moon, reach for it.
- Resistance helps me grow.
- I want to learn from your story.

DOs

- Take the time to understand.
- Enjoy the achievement.
- Embrace change.

DON'Ts

- Don't settle.
- Don't be negative.
- Don't give up.

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Chris Elliott - Managing Director