

*"There is only one way to see things until someone shows us  
how to look at them with fresh eyes."*

Pablo Picasso

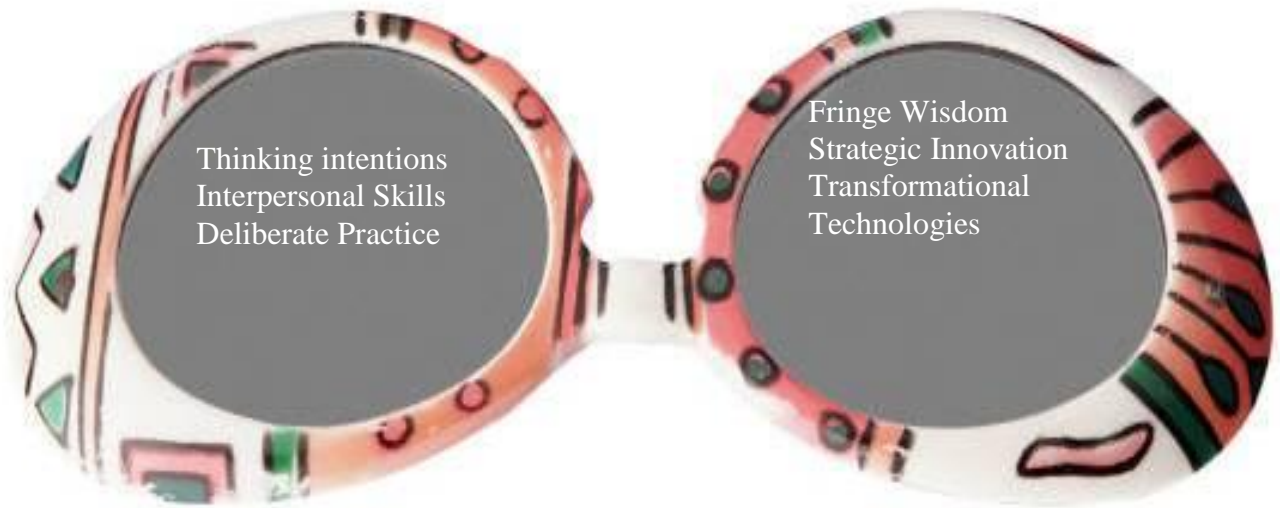
**WHAT WE STAND FOR:** Our purpose is to contribute to the evolution of workplaces where fear, resignation, and grim persistence vanish, and where imagination, inspired action, and freedom to invest in new possibilities flourish.

We have healthy respect for the awesome courage it takes to stand for a result, while it is still only a possibility, and to pioneer a future that is beyond the extrapolations of yesterday's success formula.

### **WHAT IS FRESH EYES CONSULTING?**

The intent of fresh eyes consulting is to stimulate wakeup calls in our clients who are willing to exercise the humility of giving up what they know and embrace the risks of engaging in the domain of what you don't know you don't know. Through powerful conversations and coaching methods our client's co-create blinders-off wakeup calls—either insights into their own self-imposed performance plateaus or new distinctions for seeing their professional challenges as vastly enlarged opportunities. Armed with "twas blind but now I see" recognitions, our client's gain leverage to drive performance breakthroughs that were previously impossible.

# THE BASIS OF FRESH EYES CONSULTING



The most fundamental reason clients hire Art Turock is for his unique perspective. Clients frequently say, “Art, you have an original take on this issue” and “When we have conversations, I always walk away thinking differently.”

Why does this assessment occur so reliably?

Art’s perspective is derived from a career spent in concentrated study and application of the 6 models of expertise. By making these models transparent, you gain a better understanding of the perspective Art brings to his engagements, whether a speech, coaching relationship, or strategic innovation consultation.

PERSPECTIVE	DESCRIPTION	SOURCE	CLIENT BENEFITS
<b>Fringe Wisdom</b>	Ennobling language and culture-shaping methods from organizations and fields outside of conventional business.	Pete Carroll, <i>Head Coach USC Football</i>	Reveals orthodox thinking which leads to tolerating compromises, and provides provocative models from which to conceive innovation.
<b>Strategic Innovation</b>	Distinctions and principles that define a process for generating bold innovations.	Dr. Gary Hamel, <i>Author Competing for the Future</i>	Guide any strategic conversation to a strategy that maximizes competitive advantage
<b>Thinking Intentions</b>	A model that depicts 26 discrete styles of thinking broken into the categories of describing, idea generation, and decision-making.	Dr. Jerry Rhodes. <i>Developer of Thinks Model</i>	Deliver tailored group exercises that get participants into the optimum mode of thinking to produce intended results.
<b>Deliberate Practice</b>	Distinctions and principles based on decades of elite performance research that reveal conditions that produce experts, thought leaders, and consummate professionals in many fields.	Dr. Anders Eriksson, <i>Editor, Elite Performance Research</i>	Translates the elements of deliberate practice to the design of work itself, so that capabilities and skill proficiency increase while work gets done
<b>Interpersonal Skills</b>	A model for interpersonal communications that includes seven skills: empathy, respect, genuineness, concreteness, self-disclosure, immediacy, and confrontation.	Dr. Robert Carkuff, Author, <i>Helping &amp; Human Relations</i>	Facilitate group discussions that create the conditions of accurate understanding, respect, safety, and clarity thereby producing the best quality of ideas
<b>Transformational Technologies</b>	Distinctions and principles that define a process for causing a shift in how obstacles to high performance occur to individuals and organizations.	Werner Erhard, <i>Creator, Landmark Forum</i> Tracey Goss, <i>Author, Last Word on Power</i>	Coaching with a healthy disregard for the unreasonable, altering how obstacles to getting results occur from overwhelming to manageable.

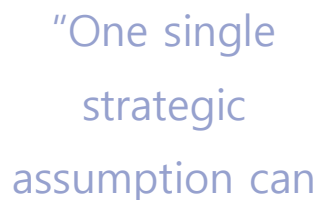
## FORMS OF FRESH EYES CONSULTATIONS

### **Fresh Eyes Meeting Participant**

Many management teams recognize the inevitable influence of group think—that is, the tendency to adopt a consensus way of viewing their competitive situation and work environment. The obvious danger is that the set of assumptions can become antiquated or ineffective, and unintentionally bind a business to becoming predictable and restricted to repeating the past.

Art Turock brings an enlightened fresh eyes perspective to his clients. While recognized for expertise in strategic innovation and elite performance strategy, Art's career was not confined to a single industry, and his viewpoint has been broadened by exposure to a varied business models and forays into sports as a competitive sprinter and translator of USC Football Coach Pete Carroll's Win Forever Philosophy to business. Consequently, clients engage Art to participate in their meetings for a number of purposes including:

- a) To shake up a management team's fixed mindset by pointing out erroneous, antiquated or ineffective assumptions and guiding an examination of the implications
- b) To offer an outsider's feedback on the group's core processes put under the microscope for close scrutiny (e.g., planning for sales calls, 360 degree assessments, strategic planning) or the content of their communication (e.g., the originality and quality of their insights about elite customers, PowerPoint sales presentations).
- c) To help a retailing organization to notice how their store environment is stirring up conversations with shoppers that encourage or discourage purchasing.



"One single  
strategic  
assumption can

### **Fresh Eyes Meeting Designer for ROI**

A huge majority of business meetings conform to the same basic format—largely a series of PowerPoint-driven speeches describing past results and future plans, followed by a few minutes of Q&A, and possibly breakout sessions to discuss the implementation of plans. Sound familiar? If so, you're in danger of producing a weak return on investment. First, listening to speeches produces about a 10-20% retention rate. Second, implementation plans are fine but the take home execution is typically weak in the absence of troubleshooting barriers and injecting course correction followup steps.

Art has designed 100s of interactive learning events and can prevent the inevitable mistakes of business professionals who lack background in meeting design. He co-creates with your planning team specific interactive exercise to produce profound and unforgettable learning experiences that solidify the investment in bringing a team together.

## Plateau-busting coaching sessions/projects

Performance plateaus are an inevitable part of any extended period of professional development. Since elite performers are compelled to pursue audacious long term goals, there is a vital need for advanced level coaching to produce breakthrough results. This need for mastery level of coaching gets magnified during economic turmoil, when people point to an abundance of seemingly-justifiable reasons to account for lowering expectations of skill proficiency or missing performance targets.

Art Turock's plateau-busting sessions enable managers to become adept at self-management and coaching others, in a way that diminishes blaming and encourages embracing 100% accountability for results. The sessions include the following 3 components:

First, in a series of one-on-one coaching efforts, Art demonstrates the master coaching orientation of maintaining "*a healthy disregard for the unreasonable.*" His coaching process has a systematic flow of questions and techniques that enable individuals to reveal the truth about the self-induced nature of their plateau. Result: Self-managements skills improve.

Second, in pairs, participants practice coaching methods with each other. In debriefing the practice rounds, the reasons, justifications, and rationalizations people use to explain plateaus come to be treated as flimsy excuses—not only for an individual but for the entire organization. Result: Coaching proficiency improves

Third, through followup phone and e-mail coaching, Art empowers a team of coaches for time periods ranging from 1-12 months with weekly or biweekly contacts to refine the coaching skills and enable participants to master their performance plateaus. Result: Culture aspires to the unwavering principle of zero tolerance for blaming, and the norm of taking 100% accountability.

“In any results-producing endeavor, there are only two possible outcomes. What’s it going to be reasons or results?”

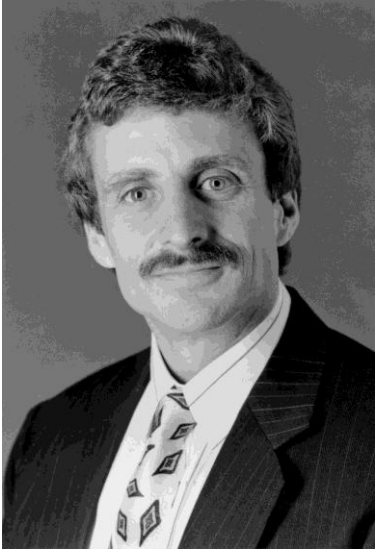
### Executive Coaching.

Art Turock specializes in one-on-one executive coaching in four vital areas:

- strategic thinking and strategic planning process
- interpersonal skills
- healthy/peak performance lifestyle
- public speaking skills
- executive reinvention
- strategic selling and the selling process (pre-call planning, presentation, debriefing)

This coaching program is a 6-12 month customized set of one-on-one interactions with Art Turock. The goal is rapidly accelerate the professional development of one or more individuals who can then contribute their expertise and skill sets to shift a culture's standard for what constitutes unreasonable effort and audacious performance.

## A Unique Resource:



- A diverse skill set: first class skill as a platform speaker, facilitator of interactive learning, designer of customized learning events to deliver specific results.
- Unique perspective of a sales growth strategist and elite performance strategist
- Masters track sprinter who translate the principles of deliberate practice as a competitive athlete to the workplace. Art views the world from the intersection of sports and business in performance management.

## ***Publications***

- *Invent Business Opportunities No One Else Can Imagine* (New York: Career Press, 2001)
- Strategic Report, "Achieving Sales Growth When Wal-Mart Makes the Rules," (2003). A valuable gift for the Wal-Mart account team or anyone seeking to learn about hardball, competitor-proofing strategy.
- Strategic Report: "Creating Sales Calls Customers Would Pay For," (2006).
- *Getting Physical: How to Stick With Your Exercise Program* (NY: Doubleday, 1988).
- *Competent is Not an Option*. Book to be completed in 2010.