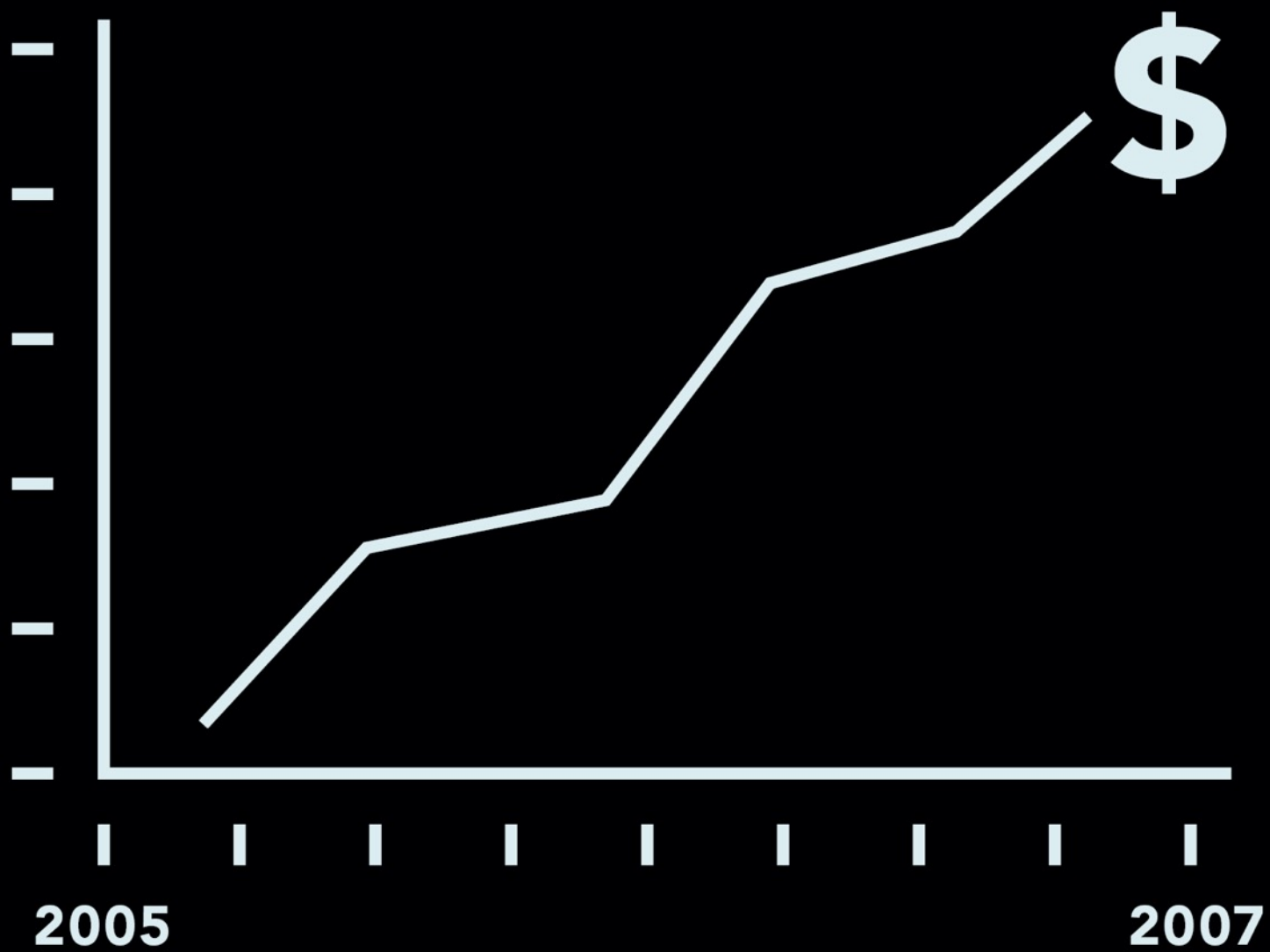
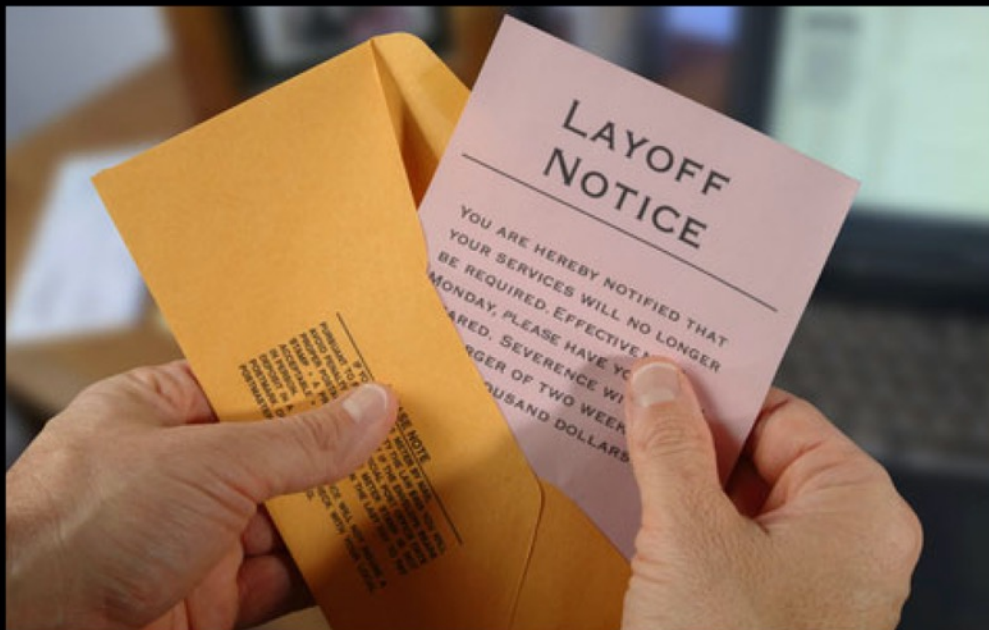


HELLO!



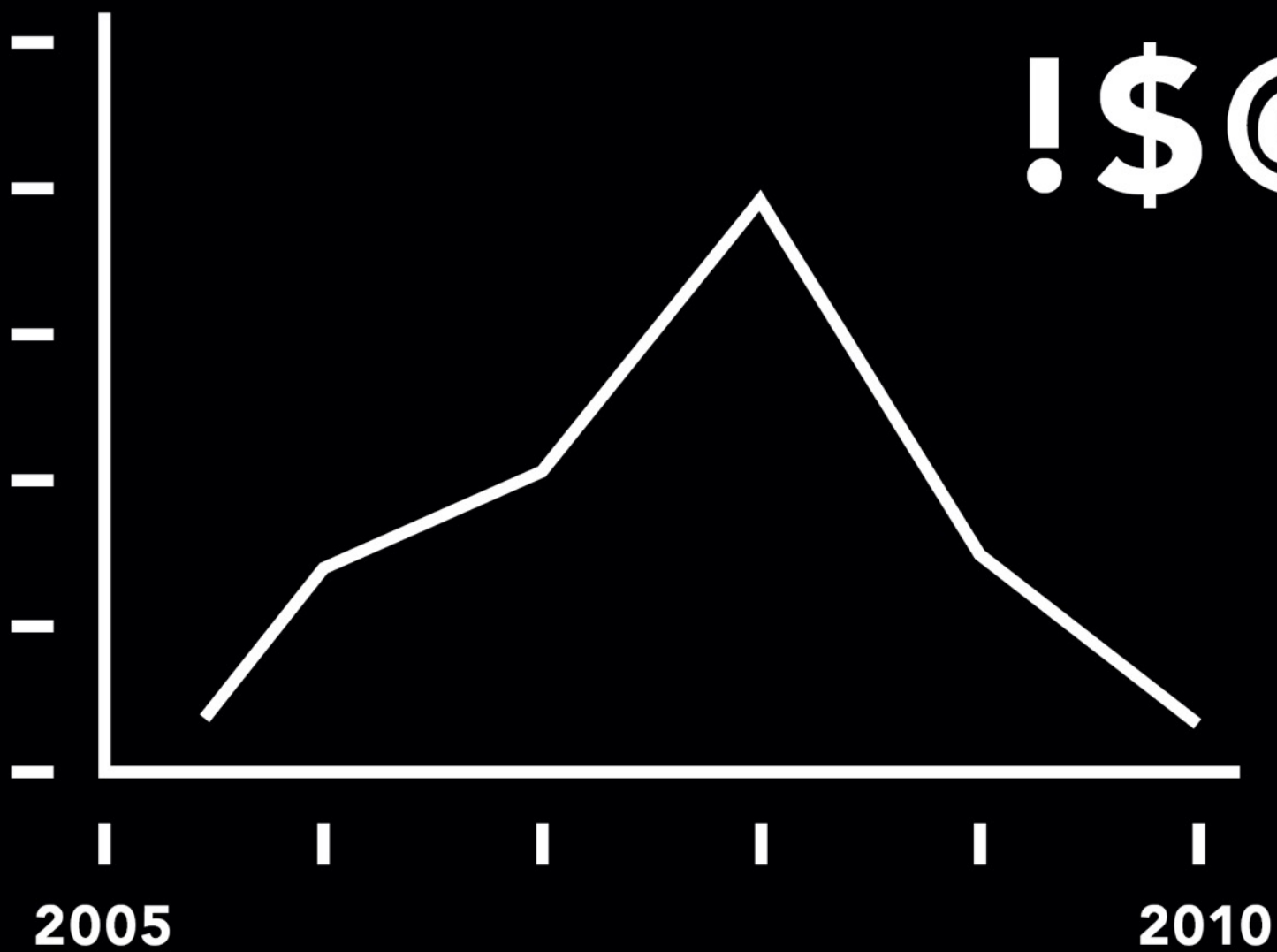
2008



7,030,000  
JOBS LOST

SEPT 2008-SEPT 2009



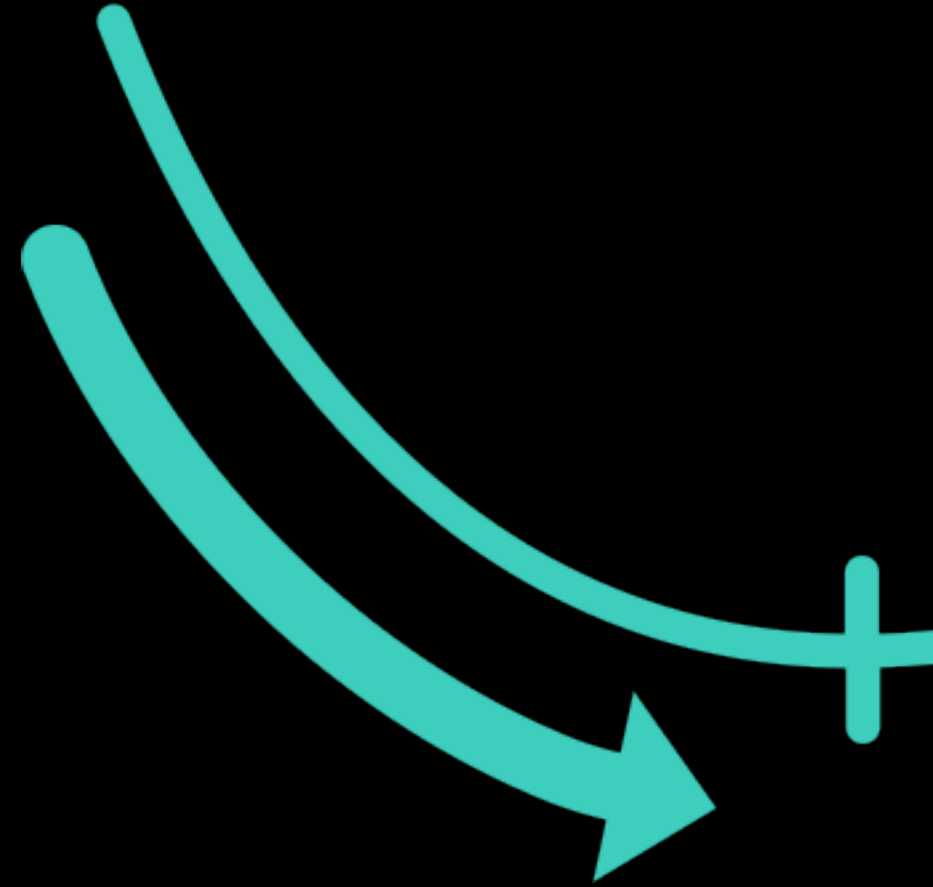


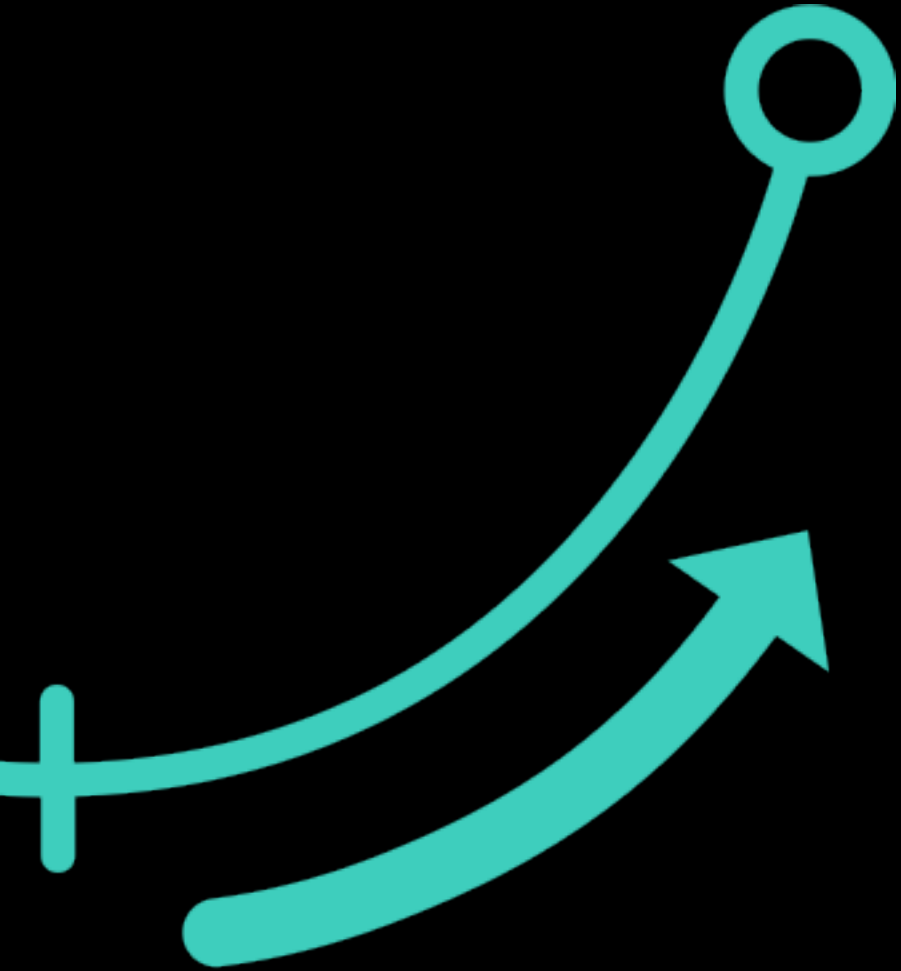
**!\$@#**



RECESSION  
**RESILIENCE**

How can we position  
our business to  
emerge **strong** from  
the next downturn?





You can't control  
the market – but  
you can control  
how well you  
**respond.**

1979













Real Estate

Motorcycles+Jet Skis

Hot Dogs (!)





30 YEARS  
LATER









REITMEIER

*Bringing balance to your environment.*



SOLID FORM

**STREIMER** 

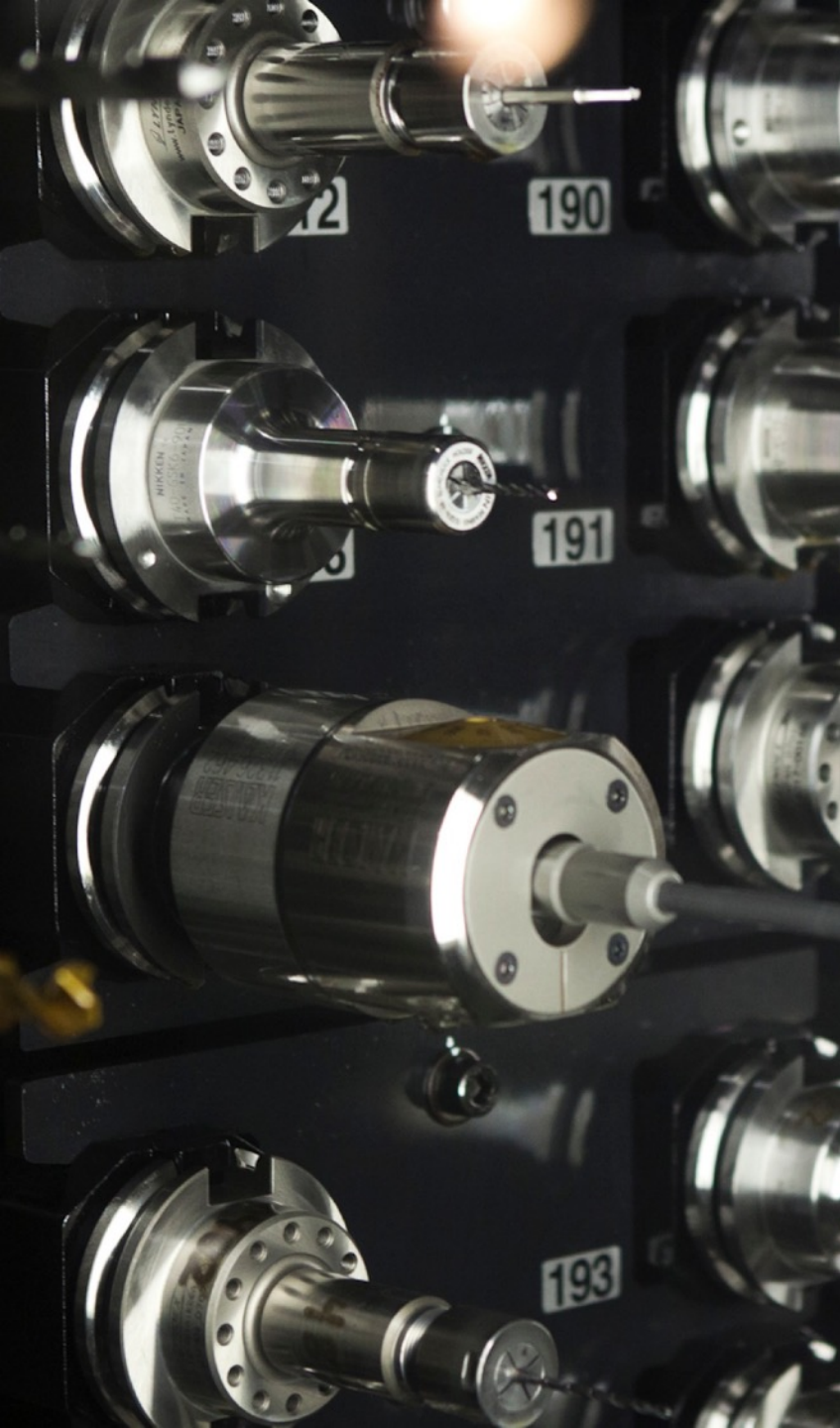


**WATTS**

HEATING & COOLING

**If I face another 2008,  
what will I have done  
differently?**





RECESSIONS AGGRAVATE  
**3 WICKED PROBLEMS**









**EVERYBODY**  
HAS A MAKING





WICKED PROBLEM #1

# MARGIN COMPRESSION











WICKED PROBLEM #2

# DISENGAGED WORKFORCE

32%

**ENGAGED WORKERS**









THE  
800#  
**GORILLA**



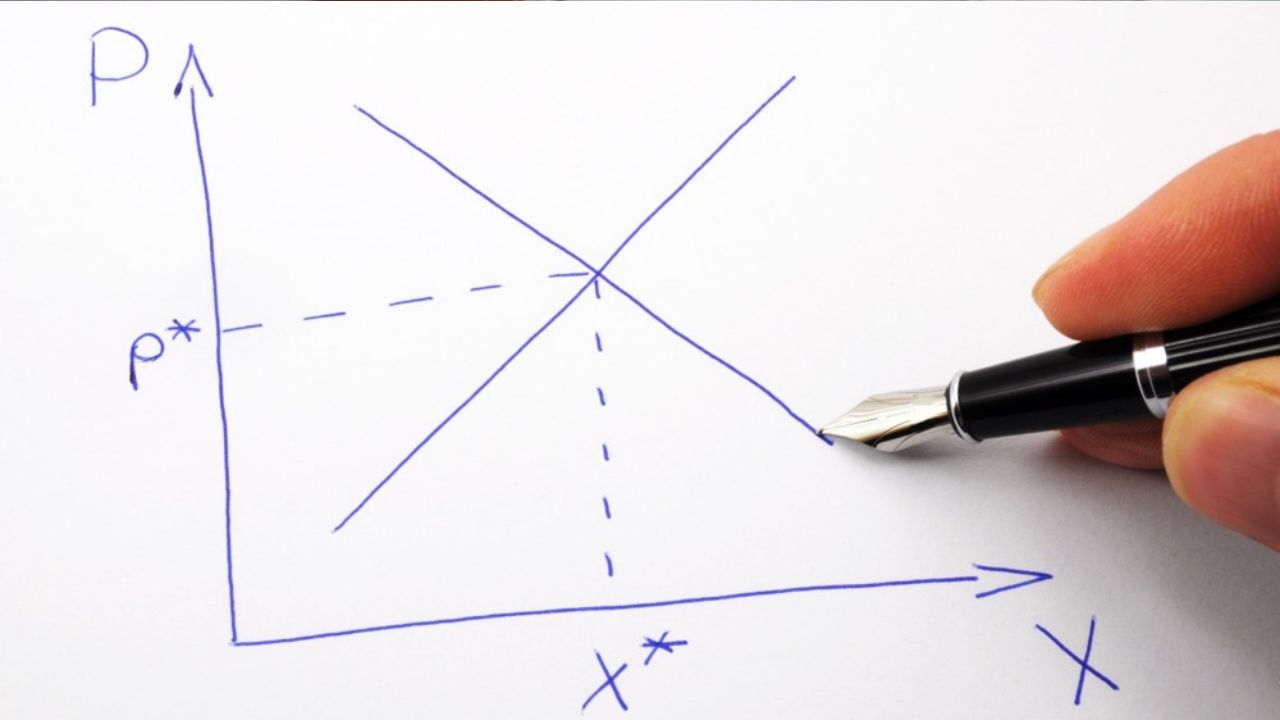


WICKED PROBLEM #3

# CONCENTRATION RISK



# ADDITIONAL **CHALLENGES**







**DEBT**



**GENERATIONAL  
TURNOVER**



**MARKET  
DEMANDS**



**TECHNOLOGY**

WHAT'S **POSSIBLE?**



An aerial photograph of a large, intricate hedge maze. The hedges are a vibrant green, and the paths are dark, creating a complex, winding pattern. The text "PROTECT / EXPAND HEALTHY MARGINS" is overlaid in the center in a bold, white, sans-serif font.

**PROTECT / EXPAND  
HEALTHY MARGINS**



# ENERGIZE YOUR TEAM







**BUILD YOUR BASE**

WHAT DOES  
**SUCCESS**  
LOOK LIKE?



9%

**FLOURISHED**

“Companies that respond to a slowdown by examining **every aspect of their business model** [...] reduce their operating costs on a permanent basis.”

MIND

SHIFT





WICKED PROBLEM #1

# MARGIN COMPRESSION

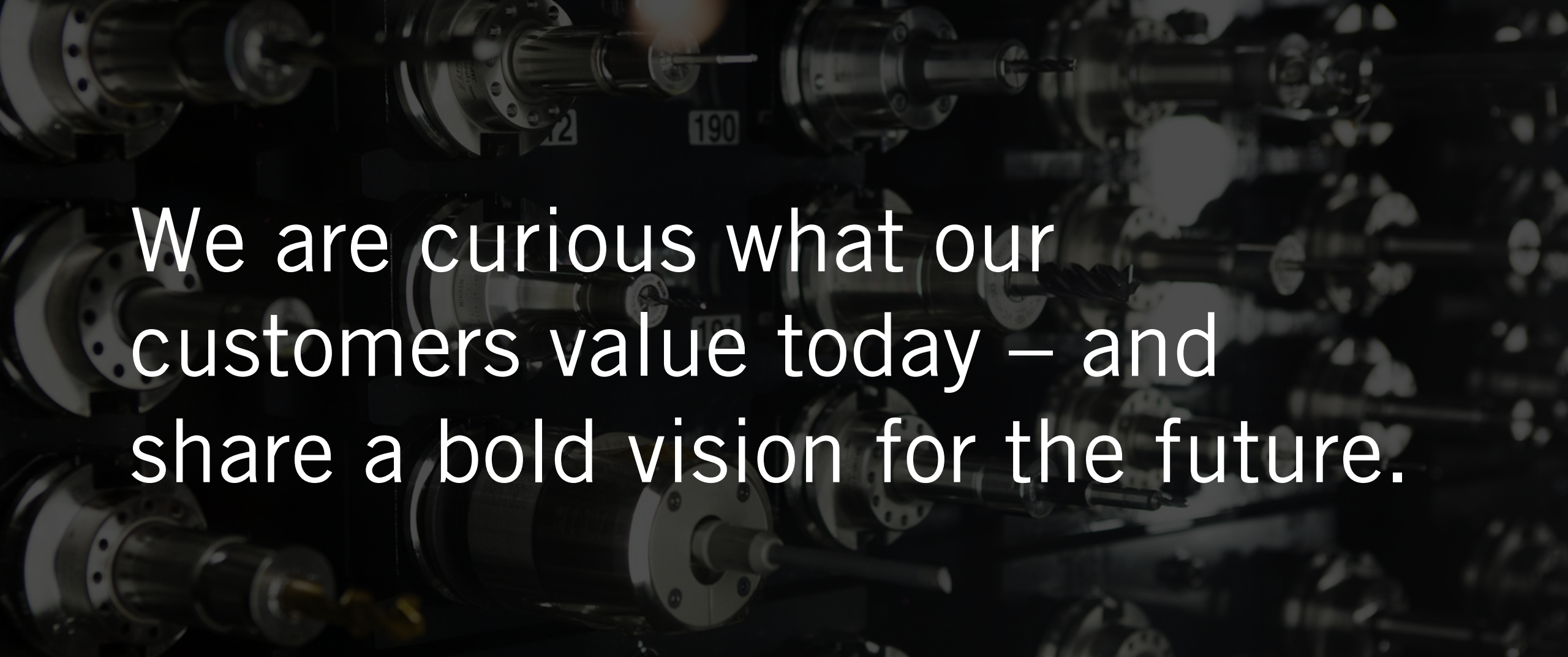


We know what our customers  
want and fulfill their needs.

#1 MARGIN COMPRESSION **MINDSET**



WHAT IF...



We are curious what our  
customers value today – and  
share a bold vision for the future.

#1 MARGIN COMPRESSION **MINDSHIFT**



# YAHOO!

Web | Images | Video | Audio | Directory | Local | News | Shopping

Search:

Web Search



Yahoo! Answers: What is the difference between a road and a street?

My Yahoo!

My Mail

- Autos
- Entertainment
- Finance
- Games
- GeoCities
- Groups
- Horoscopes
- HotJobs
- Kids
- Maps
- Personals
- Photos
- Real Estate
- Shopping
- Sports
- Travel
- Yellow Pages

All Yahoo! Services

Small Business

- Web Hosting
- Domain Names
- Sell Online
- Search Marketing

Featured Services

- 360°
- Downloads
- Health
- Mobile
- TV
- Personal Website

Featured

Entertainment

Sports

Money



## Who will your team pick?

Y! Sports' Charles Robinson breaks down Saturday's first round. [more](#)

- Cris Carter: Who I'd take No.1...
- Dan Wetzel: Young and priceless
- More Y! Sports NFL Draft analysis



NFL Draft: Who will your team take?



Tips for fighting allergies



VIDEO: 'Da Vinci' judge hides code in ruling



'Idol' viewers boot Pickler, leaving five

In the News

World

Video

- Bush visits New Orleans as FEMA criticized
- Congress struggles to act on gas prices
- Rice says U.N. must act over Iran nukes
- Sago air equipment has history of problems
- Prominent Belarus opposition leader jailed
- Colombians seek refuge in squatter villages
- Ten states sue EPA over global warming

[» More News](#)

Markets: Dow: **+0.2%** Nasdaq: **+0.5%**

Stock Quotes:

Go

Marketplace



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Free mail: [Sign Up](#)



Mail



Messenger



Music



Weather



Local



Movies

## Yahoo! Photos



Bring your photos to life.  
Share memories with friends  
and family.

- Free, unlimited storage
- Easy uploading
- Available in over ten countries

[» Start sharing](#)



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Plan a Summer Trip

Top 10 Beaches  
National Parks Guide  
Summer Road Trips  
Romantic Getaways  
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Special Offer



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AMERICAN EXPRESS

Book any trip.  
Anytime. Anywhere.

## Yahoo! Pulse

### Most Popular Sedans



1 **Honda Civic**  
[Read user reviews](#)



2 **BMW 3 Series**  
[Read user reviews](#)

3 **Mazda MAZDA3**  
[Read user reviews](#)

4 **Toyota Corolla**  
[Read user reviews](#)



Search Google or type URL







CLARUM  
HOMES



1.

QUESTIONED THE  
STATUS QUO

2.

SHARED A  
COMPELLING VISION



OFFER A  
**MEANINGFUL** CHOICE

# THE TRANSFORMATION:

Escape commoditization and  
build strong customer bonds.





WICKED PROBLEM #2

# DISENGAGED WORKFORCE



In our industry, people move  
jobs for \$1 more per hour.

#2 DISENGAGED WORKFORCE **MINDSET**



WHAT IF...



Purpose inspires  
loyalty and creativity.

#2 DISENGAGED WORKFORCE **MINDSHIFT**



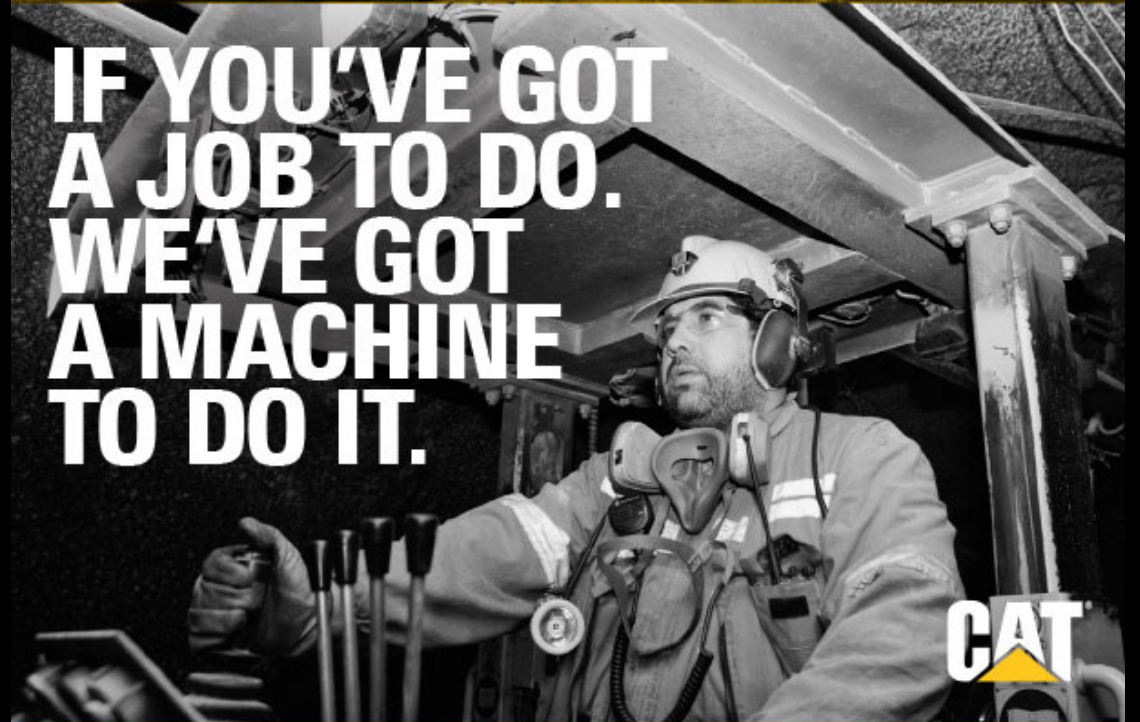


Whether you're on a job site or in a mine or driving cross-country or in the middle of the ocean, the machines, engines, and generators you rely on need to be as strong as who stands behind them. *Cat.com*

**BUILT FOR IT.**



**IF YOU'VE GOT  
A JOB TO DO.  
WE'VE GOT  
A MACHINE  
TO DO IT.**

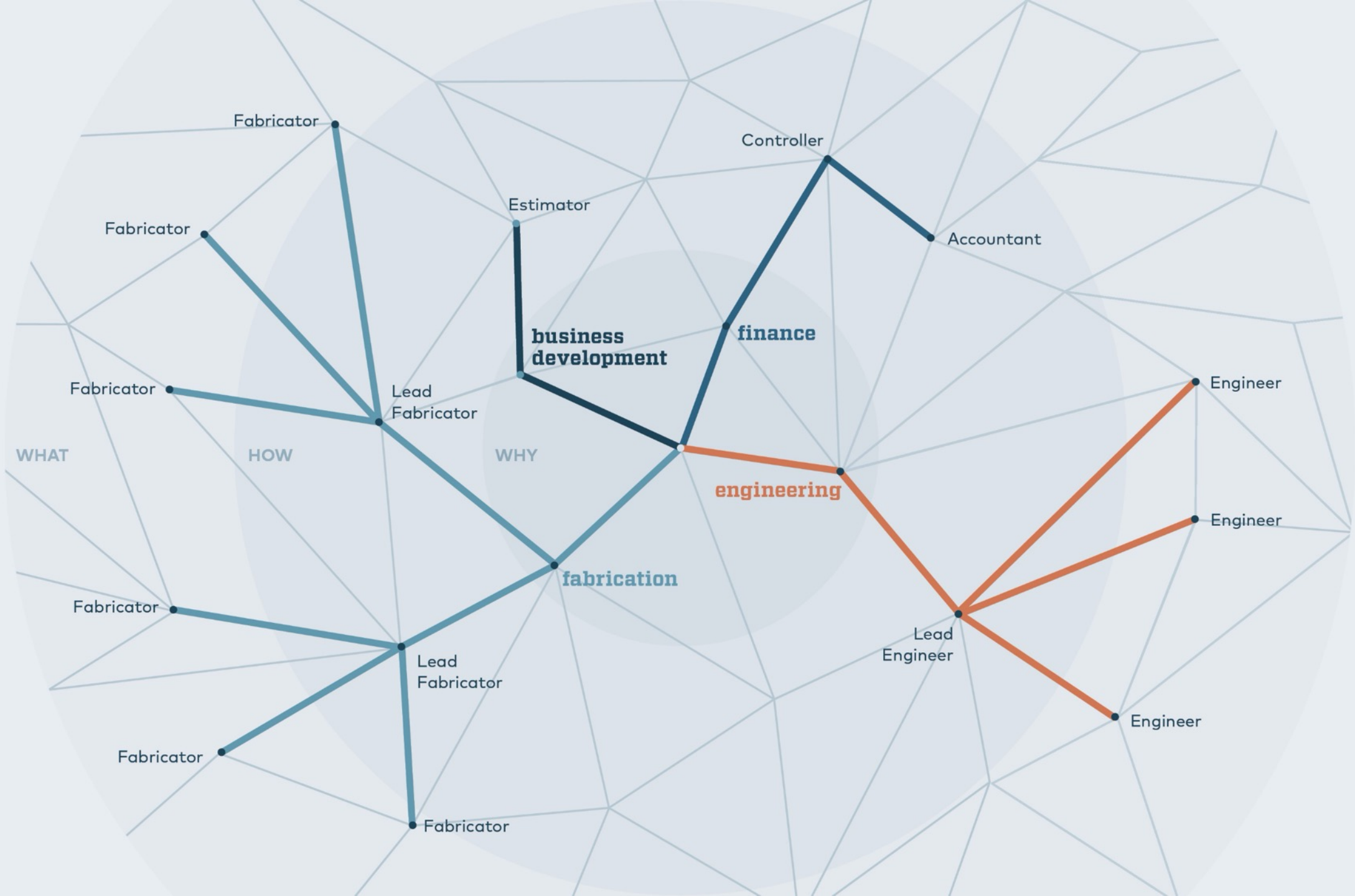


**CAT**











## charting your course **forward**

Think of your Growth Map as your back-pocket resource. Use it to plan the future, track the present, and reflect on the past as you grow in your role at Solid Form.

By seeking out new challenges, you help our whole team rise together.



SOLID FORM

NAME

START DATE

COMPLETION DATE

# growth map





**TRUST & LOYALTY**



# FOUNDATION: **YOUR MISSION & VALUES**



# THE TRANSFORMATION:


Create a culture of shared responsibility, inspire commitment, and unlock creativity.



WICKED PROBLEM #3

# CONCENTRATION RISK





In order to grow, we need to  
take on more work.

#3 CONCENTRATION RISK **MINDSET**

WHAT IF...





In order to thrive, we need to  
focus on right-fit customers.

#3 CONCENTRATION RISK **MINDSHIFT**





REITMEIER

*Bringing balance to your environment.*





+



9mm Feet





Jarrood

# 40k Filters Recycled



MEH.

**YES!**



RIGHT-FIT CUSTOMERS

**BRING RIGHT-FIT WORK**

RIGHT-FIT CUSTOMERS

**REFER RIGHT-FIT LEADS**



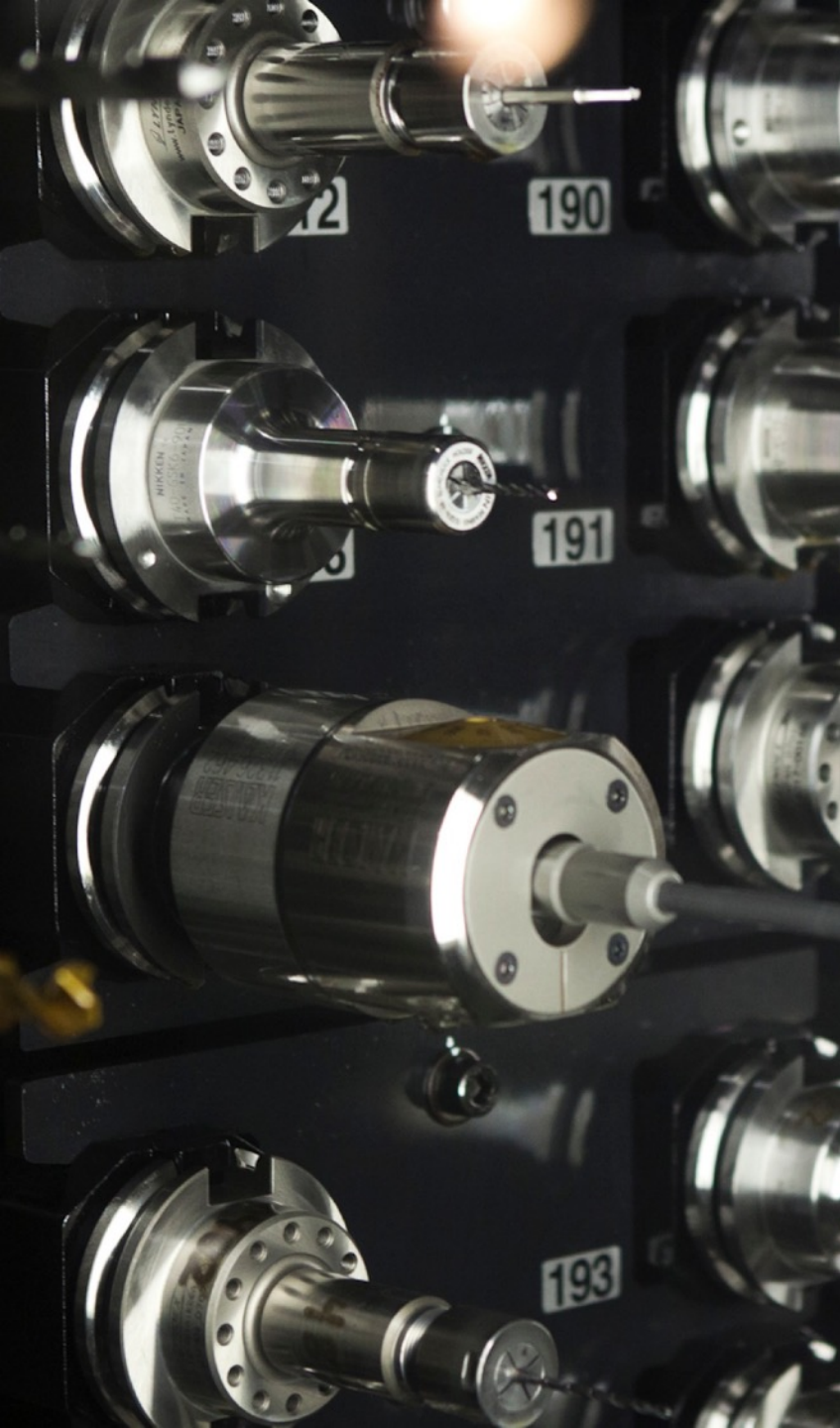
RIGHT-FIT CUSTOMERS

**SIMPLIFY SALES**

# THE TRANSFORMATION:

Build relationships with right-fit clients, diversify your base, and eliminate the friction of wrong-fit prospects.



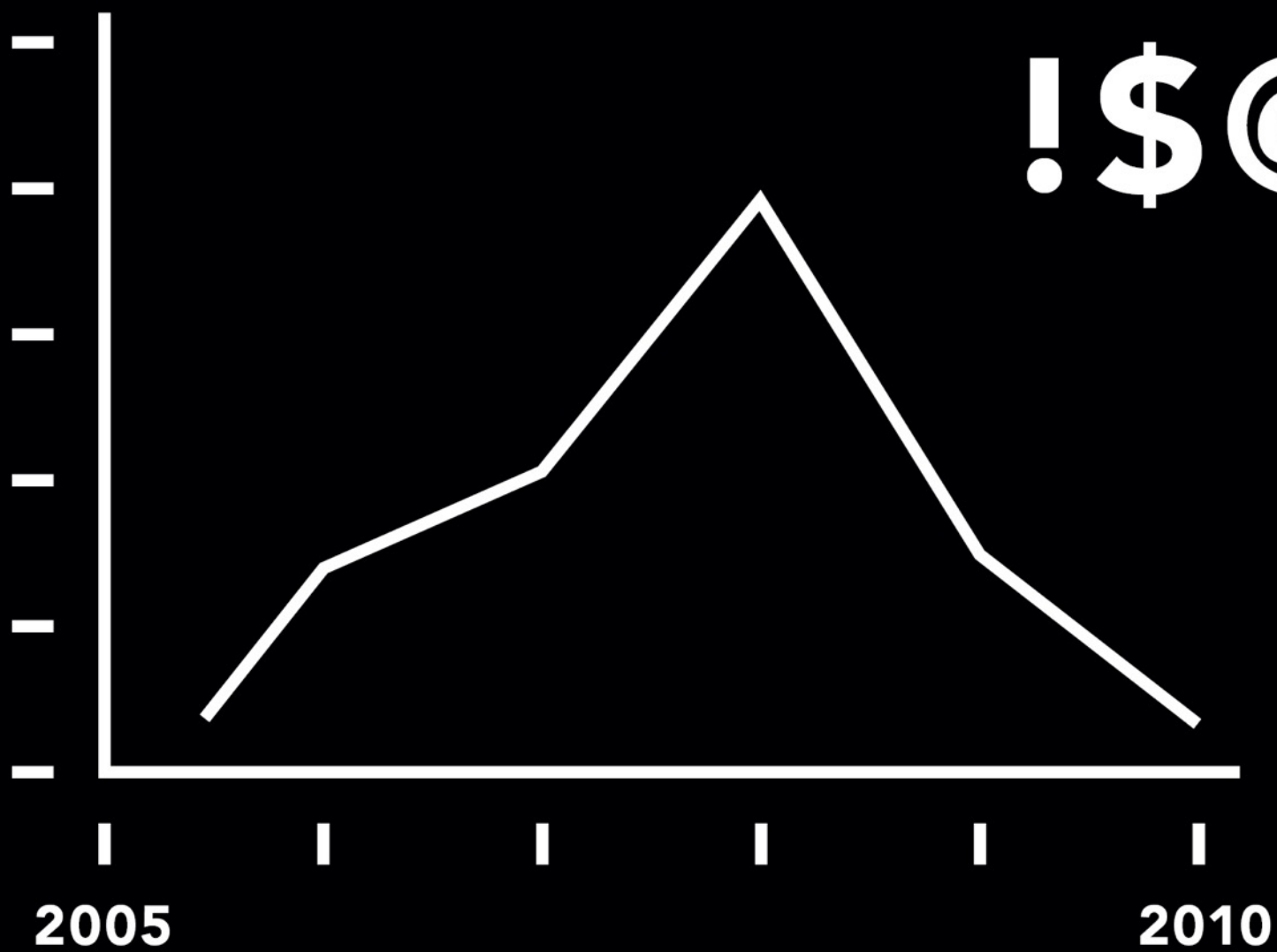


ASK NEW **QUESTIONS**



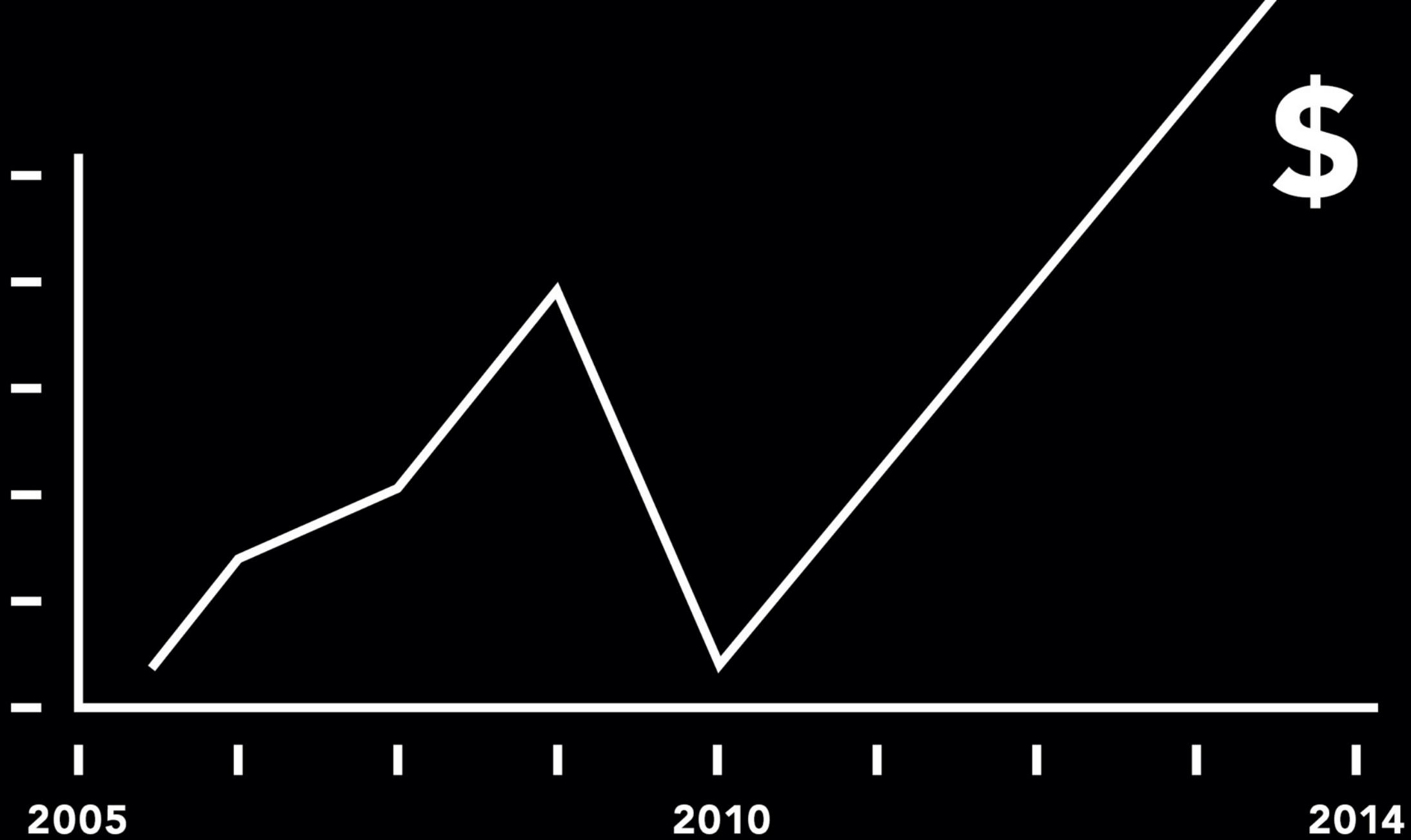
A photograph of three women in a modern office setting. The woman on the left is partially visible, wearing a white patterned top. The woman in the center is wearing a black blazer over a grey top, holding a yellow notepad and a blue pen. The woman on the right is wearing a dark blue long-sleeved shirt and dark pants, also holding a yellow notepad. They are all looking towards the left side of the frame. The background shows a blurred office environment with a desk, a laptop, and another person in the distance. The text 'Q&A' is overlaid in the center of the image.

Q&A



**!\$@#**













**THANK YOU!**

