



# The Premier Big Picture Business Overview.

## Navigate Your Organization Through Uncertainty, Toward Success.

Business--Futurism keynoter.

Executive Think Tanks for corporate leadership.

Strategic Planning--Corporate Visioning.

Executive development institutes.

Senior business advisor.



**Hank Moore**  
Futurist, Corporate Strategist™

Big Picture business perspective, customized to industries.

High content.

Handouts-workbooks on every dynamic of business.

Original, trademarked concepts-processes-methodologies.





## Create and Sustain the Vision.

Did you ever wonder where the most successful corporations get their ideas for future growth? They are coming from Hank Moore, internationally known business advisor, speaker and author. He has presented Think Tanks for five U.S. Presidents.

Hank Moore is a Futurist and Corporate Strategist™, with his trademarked concept, The Business Tree™. Hank conducts independent performance reviews, Strategic Planning, Visioning and growth strategies for organizations of all sizes. He conducts Executive Think Tanks...the result being the companies' destinies being charted.

His client list includes more than 2,000...including 90 of the Fortune 500 companies and many public sector entities. He advises at the Executive Committee and board levels, providing Big Picture ideas.

As a Corporate Strategist™, he works with boards of directors, CEOs and executive teams of corporations...guiding them toward a profitable Vision and increased shareholder value. He facilitates decision-maker "think tanks" based purely upon his own ideas and creative concepts.

Hank Moore was a White House advisor to President Lyndon Johnson, serving as one of the authors of the Civil Rights Act of 1964 and the first trade-with-Mexico bill. He also advised President George Bush, as one of the architects of the Thousand Points of Light program for volunteerism and community stewardship. He has won more than 150 awards for client work and community stewardship. He has been inducted into two professional halls of fame.

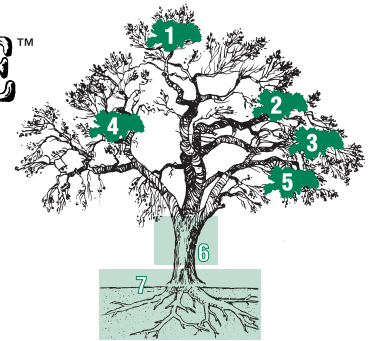
He is that rare 1 out of 100,000 senior business advisors, a Big Picture strategist, with original, cutting-edge ideas for creating, implementing and sustaining corporate growth throughout every sector of the organization. His Business Tree™ is a trademarked approach to growing, strengthening and evolving business, while mastering change.

Hank Moore has published more than 250 articles and monographs in business publications, journals and consumer magazines and has written five books: The Business Tree™, The High Cost of Doing Nothing™, Pop Culture Wisdom, The Classic TV Reference and It's Almost Tomorrow™. Four more books are in production: Secrets of the CEOs, The Children's Tree™, Confluence™ and The Book of Words.

# Signature Presentations Based Upon His Trademarked Business Concepts and Books.

## THE BUSINESS TREE™

1. The business you're in
2. Running the business
3. Financial
4. People
5. Business development
6. Body of knowledge
7. The Big Picture



**Big Picture Business Issues: The Business Tree™**, analyzing the 7 parts-components of a successful company. How to conduct Strategic Planning and Visioning processes.

**Corporate Visioning: The High Cost of Doing Nothing™**, why good companies go bad and how to improve them.

**Crisis Management and Preparedness: Achieving the Best by Preparing for the Worst.** Predicting and surviving any kind of crisis. Case studies, pointers and methodologies to pre-empt company damage.

**Futurism: It's Almost Tomorrow™.** Benefiting from trends in business, organizational transformation, capturing and building shared Vision.

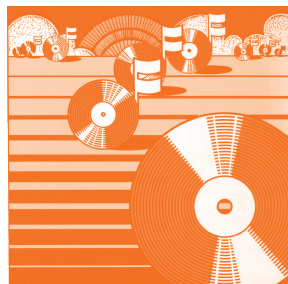
**Executive Think Tanks: Secrets of the CEOs...Pop Culture Wisdom™.**

**Leadership Development Institutes--Mentorship: The Learning Tree™, The Organization Tree™.**

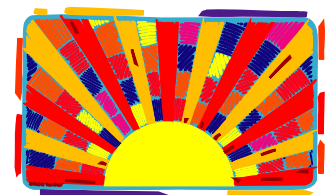
**Change Management: Trees in the Forest™.** Distinguishing your company from the pack and move to new levels.

**Investor Relations: Increasing Your Company's Book Value**

**Diversity: Management Perspectives on Creative New Opportunities**



Pop Culture Wisdom™



*It's Almost Tomorrow™*

**The Big Picture of Futurism...  
Capitalizing Upon Change.**



# Hank Moore

Futurist, Corporate Strategist™

## Grow Your Company.

### Main Messages.....

1. Injecting Big Picture thinking into each aspect of the organization.
2. Focusing more upon substance in the business...putting misperceptions, myths and false idols within the proper perspectives into which they belong.
3. Leadership development.
4. Developing and profiting from your own learning curve.
5. Steady progressive growth...outliving shortcuts that don't work.
6. Developing of thinking and reasoning skills throughout the organization.
7. Managing and benefiting from the future...rather than becoming a victim of it.

### Benefits-Outcomes.....

1. Understanding how and why The Business Tree™ (any organization) stands and grows...instead of looking at each leaf, twig or branch.
2. Inspiring executives to think wholistically about each component of the business in terms of the Big Picture, master change and take companies to new tiers.
3. Fresh approaches toward re-applying past knowledge and experiences. These become Lessons Learned But Not Soon Forgotten.
4. Strategies to reduce The High Cost of Doing Nothing™ ...making business more creative, effective and profitable.

### Background Industries:

All major industries over 40-year career: Construction, Education, Energy, Environmental, Financial, Healthcare, Hospitality, Insurance, Manufacturing, Non-Profit, Professional Associations, Public Sector (government, municipalities), Technology, Utilities.

## Organizations that have benefited from Hank Moore's dynamic presentations and consulting services:

Amfac • Aramco • ARA Living Centers • ARCO Chemical • Associated General Contractors • AT&T • Barnes & Noble • Baskin-Robbins • Bayer-Miles Laboratories • Bramalea Ltd. • Burlington Resources • Campbell Soup • Century 21 • Charter Hospitals • Chase Bank • Chevron • Coca-Cola • Concession Air • Container Service Corp. • Cooper Industries • Coors Beer • Cyclops Corp. • Dayton Hudson • Dean Witter Reynolds • Disney • Dow Corning • Dowell Schlumberger • Dupont • Eli Lilly • Emmett & Chandler • Ethyl Corp. • L.B. Foster • F.T.D. • Genentech • General Dynamics • General Instrument • General Mills • GTE • Halliburton • HCA • Health Economics Corp. • Hewlett-Packard • Hormel • Hydril • IMAX Camera Corporation • Italian Trade Commission • Johnson & Johnson • S.C. Johnson • Kentucky Fried Chicken • Kraft- General Foods • Lloyd's Bank • Marriott • Metropolitan Life Insurance • Mobil/Superior Oil • Monsanto • Nutrasweet • NL Industries • Optical Data Corp. • Oshman's • Paper Group • Pennzoil • Perrier Water • Pfizer • Philip Morris • Pizza Inn • Procter & Gamble • Quaker Oats • Sandoz • Santa Fe Energy Resources • Schering-Plough • Shell Oil • Sheraton Hotels • Sprint • State Farm Insurance • Sysco Food Service • Texaco • Uniroyal • Walden • Wells Fargo Bank • Westin Hotels • The White House • Wyeth Ayerst • Non-profit and public sector organizations • National and state associations • External sponsored conferences for customers-stakeholders.

## Navigate Business Waters.



## Hank Moore Has the Largest Catalog of Original Business Monographs (150+ titles), Utilized for Workshop Handouts and Reference Books.

Topics, from a Big Picture business perspective, include:

Acronyms • Annual Reports • Association Trends & Management • Board Development • Branding • Budgeting & Planning • Business Trends • Change Management • Community Stewardship • Corporate Communications • Creative Idea Generation • Crisis Management & Preparedness • Customer Service • Diversity • Ethics • Futurism • Growth Strategies • Leadership • Marketplace Strategies • Mergers & Acquisitions • Non-Profit Trends & Management • Oxymorons • Performance Reviews • Pop Culture Wisdom • Professional Development • Quality Management • Re-engineering • Small Business Management • Strategic Planning • Technology • Training • Visioning.

Testimonials offered for speaking and consulting expertise:

*"He is the only speaker or business advisor whom I heard this year who is truly the CEOs' peer. Hank Moore is the only one with an Ethics Statement, which CEOs understand and appreciate."*

—Peter Bijur, Chairman, Texaco

*"Hank Moore speaks from the brain and from the heart. I've personally observed his futuristic projections and insights since 1958."*

—Lady Bird Johnson, former First Lady

*"Hank Moore really works miracles in changing stuck mindsets. He empowers knowledge and action by enthusing executives to reach within."*

—Dino Nicandros, Chairman, Conoco Inc.

*"You certainly accomplished our overall objective, which was to spark enthusiasm for learning and organizational improvement. If survival depends on becoming a 'learning organization,' you launched a program for us that will pay dividends for many years."*

—Pat Kiley,  
Associated General Contractors of America

Keynote speaker,  
Executive Think Tank  
presenter.

Big Picture strategic planning,  
corporate visioning.

Independent company studies,  
performance reviews.

Advisor at the board, CEO,  
executive committee  
levels

Consulting Services.....  
Client Advising-Consulting  
Activities:

Strategic Planning  
Marketplace repositioning  
Community stewardship  
Corporate Visioning  
Crisis management-  
preparedness  
Growth Strategies programs  
Quality management  
Strategy and development,  
board of directors  
Creative idea generation  
Re-engineering  
Mergers-acquisitions  
Company reorganizations  
Taking clients public  
Executive Think Tanks  
Performance reviews  
Non-profit consultation  
Board & CEO advising  
Big Picture viewpoint



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