

What People are Saying About Frontline Heroes

"Finally an author who actually tells us to pick and choose the best parts to consume!" – *Bill Renick, President, Xten Industries LLC*

"If Bruce Hodes was a physician, he'd have the skills of a neurosurgeon; the wisdom of an internist; the insight of a pathologist; and the bedside manner of a general practitioner. As such, he is the perfect healer for whatever ails your company." – *Bob Clouston, Retired Corporate Executive (formerly President and Chief Customer Officer, Sargento Foods, Inc.)*

"Who would think that a business book could also be so beautifully written. Great flow. An easy must-read for anyone on top of a small-mid-sized business." – *Craig Freedman, President, Freedman Seating*



It is possible to develop and grow powerful organizations in challenging times—it just takes courage, determination, and actionable techniques that work.

In *Front Line Heroes*, Bruce Hodes offers executives and business leaders advice culled from 30 years of coaching privately held companies ranging from \$5 million to \$100 million in size. With humor, real-world examples, and step-by-step guides, the book explains:

- How to make mission, values, and BHAGS relevant to daily organizational life
- 7 essential rules for effective strategic planning
- How to transform groups into high-performance teams
- 4 organizational enigmas and the missing link that solves them
- How to eliminate mediocrity from employee performance—for good

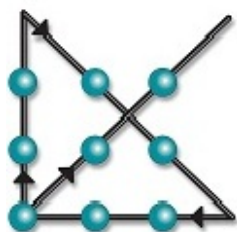
If you are ready to stop playing victim to the times, *Front Line Heroes* will arm you with the tools you need to achieve sustainable business growth.

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BOB CLOUSTON, RETIRED CORPORATE EXECUTIVE (formerly President and Chief Customer Officer, Sargento Foods, Inc.)



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"Finally, a real business book for real business people who are in the trenches day in and day out."
CRAIG FREEDMAN, PRESIDENT, FREEDMAN SEATING

FRONT LINE HEROES:

BATTLING
THE BUSINESS
TSUNAMI *with Performance
Oriented Cultures*

BRUCE HODES



"What we need to remember is that these same waters are rife with opportunity for growth and profit- if you're willing to build your own boat"
-Bruce Hodes

<http://www.cmiteamwork.com/Hodes-Front-Line-Heroes.htm>

Just a taste...

In the mid-afternoon of October 26, 2011, the following headlines glared at me from Yahoo Finance:

“Wall Street Anxiously Awaits EU Debt Plan Details”

“A Greco-Roman Tragedy: Europe wrestles with financial crises”

“Your Debt: The one thing killing the economy”

“The Economic Agony of Today’s Twenty-Somethings”

This is just the tip of the pessimistic media iceberg that has loomed over us since 2009. Executives and business leaders are caught in the biggest business tsunami in the last 50 years, and it takes real courage and determination to grow and develop in this type of environment.

Buffet Options

- High-Performance work teams
- Family Business
- Getting the most out of middle management
- Kick off meetings
- Going green
- Team development

Vision Mission Culture

Not What, but How

Most business books talk about what other companies did to succeed and not about how to do it. Front Line Heroes is not only all about the “How” but also bold, cheeky and accessible. This book’s chapters include, “Posters, Plaques, and Horse Manure,” “Stop the Past & Start the Future” and “Why Stoopid Games?”

Real Life Experiences

As a business owner himself and having worked for his family’s business in his formative years, Bruce shares stories and best practices resulting from his work with clients over three decades. Each tale enlightens business owners with the steps necessary to implement positive, sustainable change that leads to increased revenue generation, employee engagement and profitability.

About the Author



Bruce Hodes

As President of CMI, Bruce has been coaching business executives and leadership teams for over 30 years. Bruce’s strategic business planning and team building programs are specifically designed for small-to-mid-sized companies and is especially valuable for family company challenges.

Bruce is a graduate of the Kellogg School of Management at Northwestern University. He has also earned a Masters degree in Social Work from George Williams College. This dual accreditation and companion experience allows him to recognize and address behavioral and systemic blocks to corporate and professional development.

Bruce actively gives talks and facilitates on many of the topics that the book discusses. A list of references and detailed information, see the back of the pamphlet.