

ABOUT US

and the Value We Offer You



Building
Passionate
Thinking
Pure-Performance
Organizations™



You want a team full of *passion* and *commitment*, true believers whose *investment in the cause* goes far beyond mere "satisfaction" and "engagement."

You want a team not only made up of smart people—but a team made up of smart people who collectively make decisions much sharper than the sum of their individual intelligences.

You want all of this to lead to even more than "performance" or "high performance." You want it to lead to *Pure Performance™*—to *performance and nothing else*.

If you want these three things—if you want to build a *Passionate, Thinking, Pure-Performance Organization™*—Luman is the firm you need. This is what we've been doing since 1983.

ABOUT LUMAN INTERNATIONAL

Luman provides highly practical thought leadership to public, private, not-for-profit, and government organizations. We work with our clients to create *Passionate, Thinking, Pure-Performance Leadership™*. We develop teams and leaders into effective advocates who deeply care about and consistently advance their organization's overall vision, mission, strategy, goals, and values.

Vision

We are the quintessential leadership development and cultural design firm, dedicated to helping our clients in *Building Passionate, Thinking, Pure-Performance Organizations™*.

We develop long-term, trust-filled, successful relationships with our clients, staff, partners, and vendors.

Mission

We achieve our Vision for you by focusing on our distinct and powerful *Diamond of Excellence™* to deliver mutually reinforcing leadership development and cultural design.

Values & Behaviors

Our values are at the center of everything we do at Luman International. We live by 5 core values, which determine how we choose to act and interact:

- ♦ *Truth* - finding it and telling it
- ♦ *Freedom* - unleashing human potential
- ♦ *Passion* - displaying care and commitment
- ♦ *Relationships* - making them count
- ♦ *Excellence* - creating lasting value

WHAT LUMAN OFFERS YOUR ORGANIZATION

Luman builds a dynamic working relationship with you that's tailored to your business realities. We offer 4 modes of collaboration with your organization:

World-Class Presentations

Powerful, actionable keynotes, seminars, workshops, and facilitated roundtables customized for your team or event. Internationally acclaimed speaker, author, and Luman CEO Jim Lucas is available for some events.

Assessments & RoadMaps™

State-of-the-art diagnostics that provide benchmarking data, custom measures, and full reports on *Critical Themes & Issues™*. Assessments include *RoadMaps™* (recommendations) to close gaps and to leverage insights.

Leadership Development Courses

Hands-on, information-rich courses packed with proven principles and actionable *PMATs™* (practices, mechanisms, and tools) that can be taught by Luman instructors or licensed and supported for use in your organization.

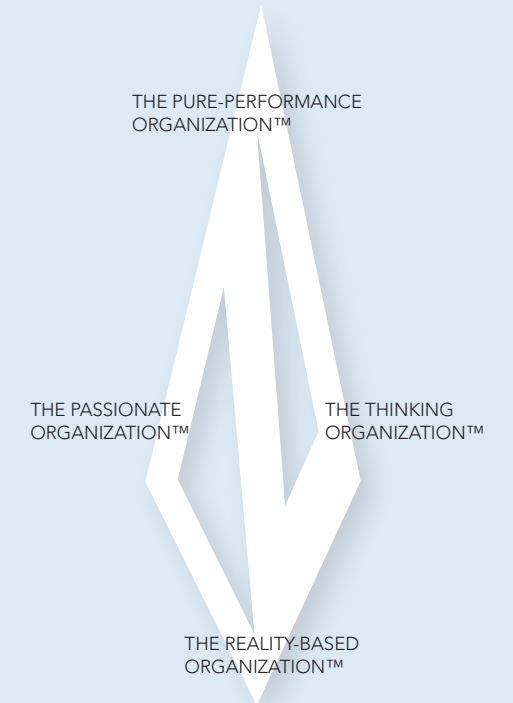
Cultural Design Consulting

Signature processes that produce customized, data-based, results-driven *PlayBooks™* (action plans) to meet your organization's performance goals—and a full range of concrete approaches to carry out those plans.

THE DIAMOND OF EXCELLENCE™

Organizations can maximize their potential with the right framework to guide them to top-tier performance. The *Diamond of Excellence™* provides a comprehensive yet manageable framework, guiding organizations through 4 specific facets they must address to achieve powerful results and create substantial value.

Luman guides you in designing and building 4 facets of organizational culture essential to producing first-tier teams and consistent bottom-line results:



PASSION is an organization's single most valuable resource. People who are passionately committed to the vision, mission, values, and strategy of the organization will deliver much more than any benefits package or motivational scheme could inspire. Passion is not an emotion; rather, it's a choice to invest time and talent in a worthy objective. World-class organizations design the culture that effectively draws out this investment.

If you want to design and build an organization that wins the hearts of your people, Luman offers a full range of solutions.

"Passion and related commitment are the Holy Grail for great leaders and organizations. Most organizations know they need it, know they don't have it, and know they don't know how to get it. And yet it's theirs if they can only see that it's a matter of design."

- James R. Lucas

"Passion is the lifeblood of organizations [and] what differentiates great companies from mediocre ones. In an enlightening way, James Lucas demonstrates the competitive advantages."

- Manfred Kets de Vries, Clinical Professor of Management & Leadership, INSEAD, France, Author of *Leaders, Fools, and Imposters* and *The Leadership Mystique*

"Jim Lucas's book [The Passionate Organization] is a brilliant compendium of trenchant observations about the release of human spirit. The ultimate weapon for the 21st century."

-Arthur D. Wainwright, Chairman & CEO, Wainwright Industries, Inc. (Winner of the Malcolm Baldrige Quality Award)

Presentations To Unleash Passion

When you're looking for a way to harness the passion of your organization or team, your event needs a fast-paced presentation that will inspire people—and give them clear concepts and practical tools. Whether you're planning a board retreat or an all-hands meeting, Luman can tailor a presentation to ignite passion—and get it working for you.

Assessments & Roadmaps™

The Passion Quotient™ is a sophisticated assessment that allows you to measure your organization's passion level along 5 crucial dimensions – against other organizations and against your own baseline – and to determine your level of *Passion Capital™*.

Leadership Development For Passionate Organizations™ & Teams

Luman offers two groundbreaking courses for leaders who want to know how to move beyond employee "satisfaction" and "engagement": **Course 1: Building a Passionate Organization™** and **Course 2: Leading Passionate Teams™**. Prepare your people to stop managing lethargy and start leading passion.

Signature Processes For Designing & Building A Passionate Organization™

Luman's proven processes efficiently build your organization's capacity to fuel and then capitalize on passion. Charter your *VMVB™* (*Vision, Mission, Values, and Behaviors*) to produce maximum alignment. Implement effective *TeamsBuilding™*. Transform your "Human Resources" team into leaders who produce high *ROHI™* (*Return on Human Investment™*). And start developing *Constructive Dissent™* and *Consensus Management™* in your organizational discussions.

Presentations To Power Thought

If you need a way to stop all the smart people in your organization from making "unsmart" collective decisions, your event needs a path-breaking presentation that will engage people—and give them new insights and a fresh approach. Planning a senior-level strategy session or an organization-wide call to arms? Luman will tailor a presentation that clears the path for innovative thinking—and gets people ready to contribute to it.

Assessments & Roadmaps™

The Thinking Quotient™ is a provocative assessment that allows you to measure your organization's level of thinking along 5 crucial dimensions – against other organizations and against your own baseline – and determine your level of *Thinking Capital™*.

Leadership Development For Thinking Organizations™ & Teams

Luman has two clarity-inducing courses for leaders who want to understand how to design and build thinking organizations and teams: **Course 1: Building a Thinking Organization™** and **Course 2: Leading Mergers of Competing Ideas™** (*paradoxes*). The time for robust thinking has arrived.

Signature Processes For Designing & Building A Thinking Organization™

Luman's incisive processes strip the confusion from your most complex issues—and replace uncertainty with clarity. Use Luman's straightforward *Strategic Planning Framework™* to formulate and execute strategy that matters. Identify the critical success factors that will drive your key performance indicators—and choose the right metrics. Start merging competing ideas to exploit their combined power with *Paradox-Based Leadership™*. And implement Luman's *PitStop Protocol™* to review current performance and devise strategies for continuous improvement on crucial topics.

If an organization is going to compete effectively today, it must be designed not only to fuel passion, but also to unleash and multiply the raw innovative potential locked in the heads of people and teams. The organization has to be more than a collection of smart people or a "learning organization." It has to be a *Thinking Organization™*, a fine-tuned, thinking machine ready to exploit opportunities and produce results.

If you want to design and build an organization whose collective thinking leads to highly reliable decisions and profitable directions, Luman offers a full range of solutions.

"Thinking collectively in a clear and powerful way is an all-too-rare occurrence. Great leaders and organizations want to tap into the best and most creative thinking of all of their people, not just individually but in dynamic combination."

- James R. Lucas

"Jim Lucas gets it just right in this provocative book [Broaden the Vision and Narrow the Focus]. You can't lead what you don't understand, and the only way to surmount the challenges of today's organizations is to master paradox—learning to lead with the heart and the head, in the present and the future. Lucas shows how in this readable and practical guide."

-Lee G. Bolman, Marion Bloch/Missouri Chair in Leadership, Bloch School of Business and Public Administration, University of Missouri-Kansas City

The *Pure-Performance Organization™* produces outstanding results and consistently delivers *Intelligent Growth™*. It draws on the vast reservoir of power that each person in the organization possesses but can choose not to use. It creates *Unavoidable Accountability™* at every level. It builds leadership around substance rather than personality. And it operates on 10 ethical principles critical to creating durable performance.

Luman offers a full range of solutions to design and build an organization with an unrelenting focus on performance.

"It's either about adding and creating value, or it's not about anything. If it isn't related to building a Pure-Performance Organization™, it's just white noise."

- James R. Lucas

"The momentum is building. We are on a countdown to the most significant culture change since the founding of the company. You did a great job guiding us on this. You were absolutely on the top of your game, if not over the top of your game. Brilliant!"

- Cary Stockdell, SPHR, Director, Organizational Development, Swift Energy Operating, LLC

Presentations To Drive Performance

Need your people to ditch the distractions and aim for strong results? Your event needs a dynamic presentation that will stir people—and give them ideas and tools to drive results. Whether you're planning an executive summit or launching a new initiative, Luman can customize a presentation that focuses everyone on the goal—and shows them how to achieve it.

Assessments & Roadmaps™

The Pure-Performance Quotient™ is a value-creating assessment that allows you to measure your organization's performance level along 5 crucial dimensions – against other organizations and against your own baseline – and determine your level of *Performance Capital™*.

Leadership Development For Pure-Performance™ Organizations & Teams

Luman has designed two powerful courses for leaders who need to design and build *Pure-Performance™* organizations and teams: **Course 1: Building a Pure-Performance Organization™** and **Course 2: Leading with Power and Principle™**. Get ready to bring an execution focus to your organization's mission and strategy.

Signature Processes For Designing & Building A Pure-Performance Organization™

Luman's breakthrough processes align your organization to unleash potential and produce powerful results. Build an organization or team in which everyone has a clear line of sight from their individual responsibilities to the overarching vision, mission, and strategy. Design effective mechanisms for *Dynamic Delegation™* and for *Deciding Who Decides™*. Use Luman's *Succession Pipelining™* and *12-Part Mentoring™* processes to prepare your organization for continuous, *Intelligent Growth™* in the future. And weatherproof your team or organization with the revolutionary process for *Capitalizing on Change and Challenge™*.

Presentations To Exploit Reality

Great organizations look for a way to shred their *Fatal Illusions™* and replace them with fact-based knowledge. If your event needs a lively presentation that will enlighten people, we have what you're looking for. Executive meeting or annual conference? Luman will prepare a presentation that reveals common illusions, myths, and distractions—and shows people how to trade them in for truth.

Assessments & RoadMaps™

The Reality Quotient™ is an illusion-shredding assessment that allows you to measure your organization's basis in reality along 5 crucial dimensions – against other organizations and against your own baseline – and determine your level of *Truth Capital™*.

Leadership Development for Reality-Based Organizations™ & Teams

Luman offers two out-of-the-box courses for leaders who want to design and build reality-based organizations and teams: **Course 1: Building a Reality-Based Organization™** and **Course 2: Leading Communication that Counts™**. Prepare to make reality your ally instead of your auditor.

Signature Processes for Designing & Building a Reality-Based Organization™

Luman's no-nonsense processes stop unreality in its tracks—and get necessary information moving to the value centers. Diagnose which of the 12 *Fatal Illusions™* threaten your organization's performance—and take clear steps to start acting on reality instead. Use Luman's *Communication that Counts™* process to get important knowledge flowing through the organization—and to stop distractions, filler, and falsehoods. Assess leaders using Luman's *Multi-Facet Insights™*, which is different and deeper than the typical "360° review." And coach for results with the powerful system of *Concise Coaching™*.

Without facing reality, it is impossible to uncover both the true opportunities for growth and the challenges that stand in its way. Reality provides the foundation for everything else an organization must accomplish. The *Reality-Based Organization™* relentlessly shreds illusions, shuts down falsehood, and gets true information moving to the people who can use it to deliver results.

If you want to design and build an organization aligned with reality—an organization that gets vital knowledge to those who need it and capitalizes on realities its competitors won't face—Luman offers a full range of solutions.

"Great leaders push their organizations to have a healthy relationship with reality. They want their teams to face reality and define it accurately – first, so they can align with it, and second, so they can change it."

- James R. Lucas

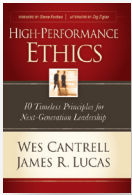
"Provides 'forward-focus' tools that clarify where you want to go, help you see the gap between the target and your current reality, and show you how to close the gap. I haven't seen anything else that gives such a clear picture of how to achieve key organizational goals."

-Ed Oakley, CEO, Enlightened Leadership Solutions, Inc., coauthor, Leadership Made Simple



THE RESEARCH THAT UNDERLIES LUMAN SOLUTIONS

Luman President & CEO James R. Lucas has published our groundbreaking work in numerous articles and essays, as well as in several *internationally acclaimed books*:



"This is a truly wise, remarkable book! Comprehensive in scope, beautifully written, compellingly illustrated, Cantrell and Lucas illuminate the mind, heart and soul of high-performing leadership."

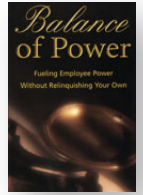
-Dr. Stephen R. Covey, Author, *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*



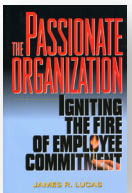
The Performance Principle:
Delivering Results through the Power of Passion

The Confidence Principle:
Discovering Your Life's Passion and a Place to Live It

"Author Jim Lucas displays a marvelous ability to blowtorch the ill-conceived, misunderstood, and poorly executed management fads of the last decade, while at the same time salvaging the positive elements.... Offers creative solutions to satisfy the changing management challenges of the millennium."



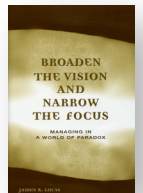
-John G. Hughes, Jr., President, Creative Leadership Strategies



"Jim Lucas has taken this issue of passion head on. There are lots of self-proclaimed experts out there pitching passion as a differentiator but Jim owns that space. His research and writings set him apart from 'all the rest.'"

-Pete Luongo, Executive Director, The Center for Leadership Education and Executive Development, University of Dayton School of Business

"Understanding and dealing with paradox is critical for leaders to unleash the 'power of both'. Jim Lucas takes on this topic in a very practical manner.... Readers will come away with a much deeper understanding of how to balance their brains, hearts, and courage."



-Andrew K. Tipping, Vice President, Organization and Change, Booz Allen Hamilton

The Passionate Organization™

The Thinking Organization™

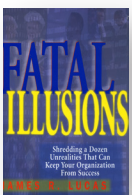


The Passion Principle:
Designing a Passionate Organization

The Attraction Principle:
Finding, Keeping, and Teaming Passionate People

The Thinking Principle:
Using Passion to Innovate and Create Value

The Paradox Principle:
How Passionate Leaders Merge Competing Ideas



"Every now and then a business book comes along that really will revolutionize the basic ways you think about business and yourself as a businessperson. This is one of those times.... Worth its weight in trendy management and organizational theories, this

book focuses on one single central premise: the problems facing business today can be effectively addressed by a commitment to truth."

-Newbridge Executive Program, when making the book a Main Selection

The Reality Principle:
Exploiting Change and Crisis with Courage and Passion

The Influence Principle:
Communicating and Coaching to Ignite Passion



The Reality-Based Organization™



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