

PRODUCTIVITY ENHANCEMENT PROGRAM

UNLOCK RUSSIA'S POTENTIAL



BECOME A KEYSTONE COMPANY



Former CEO of Tyson Foods, Inc., Leland Töllet (center), meets with a PEP poultry delegation. Tyson Foods was a Keystone Company for two delegations

KEY WHAT IS A KEYSTONE COMPANY?

Keystone Companies are businesses which stand out as leaders in their industries and communities. Speaking from success and looking for opportunities to “give back,” they are perfectly positioned to be major players in communicating crucial information to dynamic Russian entrepreneurs who are the pioneers rebuilding Russia today. By spending just two or three days sharing the secrets of their success, these companies can directly transform Russian businesses.

It's a win-win situation. When we look at our company to explain our system to Russians, we learn in the process. With Russia, anything we can do to help their economy is just simply a smart thing to do.

-Patti Norris, President, Albuquerque Metropolitan Board of Realtors, Albuquerque, NM, PEP Business Host, October 1999

KEY HOW WILL THIS BENEFIT MY COMPANY?

- ◆ Boost company and staff *pride* by supporting economic development, political stability, income growth and an improved quality of life for the larger global community
- ◆ Gain local and national *exposure* as a company engaged in community-based foreign assistance
- ◆ Obtain firsthand information about the growing Russian market—and the opportunity to develop excellent *contacts* “on the ground” in Russia
- ◆ Get a *fresh perspective* on your business as you share your achievements and aspirations with others



KEY WHO HAS HOSTED PEP?

Thousands of cutting edge and well-known companies have already generously donated time and training to PEP. Companies include: Tyson Foods, Inc., PricewaterhouseCoopers, LLP, Proctor & Gamble, Mercedes-Benz, CBS, Coca-Cola, Weyerhaeuser, Chevron, Costco, Home Depot, Levi Strauss, Pacific Bell, SAFECO, Caterpillar, Pillsbury-Green Giant, Archer Daniels Midland, Ernst & Young, General Mills, 7-UP, Sun Microsystems, Nestle Corporation, KPMG Peat Marwick, Lockheed Martin, Land O'Lakes and thousands more! Please contact CCI for a complete list of PEP hosts.

NM BUSINESS WEEKLY

Russians in Albuquerque

A delegation of Russian Real Estate professionals is learning the art of the deal, Albuquerque style

The Morning News

OF NORTHWEST ARKANSAS

Russian Visitors Check Out Tyson's

During the next four weeks, they'll visit various sites to observe operations of Tyson Foods, George's and other area industries

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I was initially worried about filling up our time with the Russian delegation—but we actually ran out of time! The Russians were much more interested in the 'specifics' of running our business rather than the 'generalities.' They were great to work with!

—Kym Anderson, CPA, Starr, Colton, Pena, Vogel & Co.,
El Paso, TX, PEP Business Host, September 1999



KEY WORKING WITH RUSSIAN EXECUTIVES

- ◆ Training sessions can be held on *nonconsecutive days* so they don't interfere with the weekly operations of your company
- ◆ Training can be shared by *various departments* within your company so that individual presenters aren't overburdened by participating
- ◆ *Off-site visits* (to clients, building sites, warehouses, branch offices, etc.) can be used to demonstrate your company's entire business operations step-by-step
- ◆ *Communication* between your company and the delegates is maximized thanks to CCI's bilingual support staff (each PEP delegation travels with both a Group Facilitator and a Professional Interpreter)

SAMPLE TWO-DAY TRAINING SCHEDULE

Day One

- 9:00 Welcome and Introductions
Morning Presentations:
- 9:15 Company History & Operations
- 10:00 The Organizational Principles that Guide your Company
- 10:45 Determining Business Objectives and Creating Strategic Plans
- 11:30 Q&A: Russians compare their methods
- 12:30 Lunch with staff
Afternoon Presentations:
- 1:30 Quality Control: Key Principles and Factors
- 2:15 Efficient Inventory Management
- 3:00 Q&A: Russians compare their methods
- 4:00 Delegates Brainstorm Relevance for Russia
- 5:00 Conclusion of Training Day

Day Two

- 9:00 Arrival
Morning Presentations:
- 9:15 Finding Your Niche & Beating the Competition
- 11:00 Q&A: Russians compare their methods
- 12:00 Lunch with staff
Afternoon Presentations:
- 1:00 Effective Management: Hiring, Training, and Motivational Strategies
- 2:30 Q&A: Summary of Training
- 3:30 Photo Opportunity with the Press
- 4:00 Delegates Brainstorm Relevance for Russia
- 5:00 Conclusion of Training Day



Expand your web presence: All *Keystone Companies* will receive recognition on CCI's web site at www.ccisf.org. We can even add a link to your homepage!