



ACCLAIM FOR BOB PROSEN'S

Kiss Theory Good Bye: Five Proven Ways to Get Extraordinary Results in Any Company

"Most management/leadership books I read are confusingly complex and deliver no actionable information. Kiss Theory Good Bye is the exception. It lays out a nuts-and-bolts map for successful execution in any business."

Ken May, President and CEO, FedEx Kinko's

"If any one of the five attributes is missing, you'll never reach peak performance- no matter what business you're in."

Maura Donahue, Chairman, U.S. Chamber of Commerce

"Robert's ideas are expressed clearly and with vigor; his style is lively and provocative. He encourages executives to be both passionate and practical in their pursuit of extraordinary results. Everyone should be able to learn from Prosen's book regardless of the level or stage of business career."

Dan T. Cathy, President and Chief Operating Officer, Chick-fil-A, Inc.

"Bob's book provides an excellent framework for increasing organizational and personal performance. Best of all, this book is down to earth and focused on operation and execution."

Kiss Theory Goodbye is a practical, insightful way to get results."

Peter Altabef, President and CEO, Perot Systems

"Will Rogers once said, 'Nothing is more common than a good idea and nothing less common than a good idea carried out.' In a hard charging and confident manner Bob Prosen attacks head-on the problem that is at the core of so many companies' and organizations' lack of success, the glaring gap between planning and achieving the plan, and provides a crystal-clear road map to eliminating that gap."

Garrett Boone, Chairman, The Container Store

"I really enjoy Bob's straight talk. His ability to cut to the chase and focus on the significant few versus the important many is right on target. This book sets the standard for getting things done!"

James Pinckney, General Manager, Microsoft Corporation

"Tons of wisdom! A must read for any executive - especially those ready to take their company to the next level. Whether you're in packaged goods or capital goods, Kiss Theory Good Bye provides actions that will increase your company's profitability."

John Signorino, CEO and President, Chicken of the Sea International

"Insightful. Prosen captures the essence of execution. Kiss Theory Good Bye helps you find the right way to engage and energize your organization for measurable results. His approach made such an impact on me I hired him to train my management team."

John Thompson, President, CROSSMARK

"Kiss Theory Good Bye cuts through the mountain of theory and politics that bog down organizations and gives leaders simple and easy to use tools that immediately improve execution."

Dennis Maple, Executive Vice President, ARAMARK

"There have been many books on business leadership. However, Prosen takes the intangible and dissects it into a very precise recipe for success. I really enjoyed the comprehensive and no nonsense approach and, in fact, think it would make a great MBA text."

Peter Thonis, Senior Vice President, Verizon

"I must be nuts recommending Bob's darn book. If more executives were to follow and actually execute on his straight forward "how to" performance recommendations, guys like me would have fewer troubled companies to help lead out of the financial and operational swamps. His book is definitely unfair to turnaround folks."

Sam Coats, President and CEO, SI Restructuring, Inc.

"All the ingredients a leader must have to be successful, and more... the recipe to convert vision into execution!"

Skip Moore, Managing Partner, Deloitte & Touche

"Refreshingly straightforward... No theory here. Instead, Bob Prosen provides the playbook for getting consistent results all the time."

Ka Cotter, Vice Chairman, The Staubach Company

"Finally a book that decodes exactly what organizations must do to produce great results. All employees will benefit greatly from Bob's experience."

**Deedra Bouline, VP of Organizational and Employee Development
Sabre Holdings**

"School systems committed to improving accountability will keep Kiss Theory Good Bye close at hand. Bob Prosen has done education a great service."

Dr. Mike Moses

Former Texas Commissioner of Education

"Direct and to the point; Bob has done an excellent job pulling together all the essential components of execution into one place. I kept wishing I had access to this information years ago."

Al Lynch, Retired President and CEO, JC Penny International

"Bob's hit the nail square on the head! Non-profit leaders (boards and staff) can truly move their mission forward by applying the principles he has compiled."

Linda L. Schoelkopf, President, Junior Achievement of Dallas, Inc.

“Proven principles organizations can use immediately to produce real results.”

Dr. Samuel Ross, Chief Medical Officer, Parkland Hospital

“Companies are always looking for ways to outperform the competition. Bob shows you how to identify and focus your entire organization on what matters most –results!”

Gary M. Dixon, Partner, Human Capital, Ernst & Young LLP

“If you demand superior results, this is the real thing. Mr. Prosen cracks the code and gives us exactly what we want: step-by-step instructions on how to achieve results that count. Do yourself a favor. Buy it.”

Walter Jones, Group Technology Executive, Wells Fargo Bank

“Unlike so many business books that focus on the past, Kiss Theory Good Bye provides a blueprint for guiding companies into the future. Bob Prosen has done us all a service.”

**Jim Davidson, Former Executive Vice President and General Manager
Hitachi Data Systems**

“Bob's sharply illustrated tools and techniques will help our international architectural practice be better managed and more profitable. What our management team has learned will continue to return many times our investment.”

Ralph Hawkins, CEO, HKS

“This work is truly a gift to leaders everywhere. I had the feeling I was stealing secrets from someone as I took notes and highlighted the many nuggets of wisdom Prosen has given us. Prosen's perceptions of what makes quality leaders and how to attain operational excellence is some of the clearest and most motivational material I have read.”

Patrick F. Quinn, Executive Director of Operations, Saint Paul Public Schools

“This is the definitive how-to book on business execution. A must-read for all experienced as well as new leaders and managers.”

Ed H. Bowman, President and CEO, SOURCECORP

“To get results with certainty, read Kiss Theory Good Bye. You will discover the formula for combining the power of people and the need to get things done that will help you produce extraordinary results.”

Jack Lowe, Chairman, TDIndustries

“Regardless of the nature of your business, Kiss Theory Good Bye will give you specific solutions and strategies that you can begin implementing immediately to improve results.”

Ted Schweinfurth, Partner, Winstead, Sechrest & Minick

“Experience matters! Bob brilliantly spells out what leaders must do to produce great client, employee, and financial outcomes.”

Russ Labrasca, Executive Vice President, Wells Fargo Private Client Services

“Bob is a master at building high performance teams. He understands the importance of hiring the right people, and the importance of leadership. If you want to learn how to attract and retain top talent, read this book.”

Steve Watson, International Chairman, Stanton Chase International

“Kiss Theory Good Bye is a compelling read, offering a toolbox to public and private sector managers alike to help establish clear focus, effective management, and measurement of outcomes. In an era of rapidly diminishing resources, this is a must-read for executives to prioritize on those things that bring an organization the most value-added return on investment.”

Michael A. Eugene, Business Manager, Los Angeles Unified School District

“Bob, you have a winner! I like the elegant simplicity and unique focus on how to achieve sustained profitability.”

Mark Laney, President, Cook Children’s Physician Network

“Bob’s experience, proven track record and easy-to follow method help companies large and small achieve results that count.”

**Arturo Violante, Former President
Greater Dallas Hispanic Chamber of Commerce**

“Bob Prosen showed us how to work collaboratively and get results we never thought possible. His breakthrough book, Kiss Theory Good Bye, is a requisite read for all public and not-for-profit organizations.”

**Carol Francois, PhD, Former Chief of Staff
Dallas Independent School District**

“Packed with 100 percent useful information every leader should have at his or her fingertips.”

Mary Suther, Retired CEO, The Visiting Nurses Association of Texas

“Strong, clear, fundamental advice for building organizations based on integrity and committed to excellence and results.”

Don Franklin, Chief of Police, Addison, Texas