



WHEN FAILURE ISN'T  
AN OPTION, YOU NEED

# FLAWLESS EXECUTION<sup>SM</sup>



## BRINGING THE SIMPLE PROCESSES OF MILITARY AVIATION TO COMPLEX BUSINESS CHALLENGES.

Since 1996, more than 1.5 million professionals and **over 40% of Fortune 500 companies** have experienced the power of Afterburner's combat-proven performance improvement techniques in today's increasingly complex world of business. Through a wide variety of high-energy keynotes, seminars, workshops and other training programs, teams of any size and function can leverage Flawless Execution<sup>SM</sup> to break down communication barriers, drive accountability and build cultures of learning.

**It's not about perfection, it's about the relentless pursuit of flawless outcomes.**



Born in the high reliability world of military aviation, Flawless Execution is a simple, scalable approach to performance improvement. It comprises three critical areas: the Platform, the Purpose and the Process. This process, the Flawless Execution Cycle<sup>SM</sup>, is the core of the model, driving continuous learning at every level.

**PLAN** - the Six Steps of Mission Planning is a simple, scalable planning process that creates alignment and accountability. **BRIEF** - Clear and effective communication of the plan and of expectations drives stronger execution. **EXECUTE** - Avoid the performance-draining effects of Task Saturation<sup>SM</sup> with combat-proven tools. **DEBRIEF** - the Nameless, Rankless Debriefing process develops lessons learned for incorporation into future planning.



# INDIVIDUAL EXECUTION IS ONE THING, ORGANIZATIONAL EXECUTION IS EVERYTHING.

For nearly two decades, Afterburner programs have defined the group learning landscape with high-energy training that delivers immediate, tangible ROI. Fuel engagement and accelerate performance through one of more than 40 nationally acclaimed programs.



## Nationally Acclaimed Keynotes

In just 60 minutes, our elite military professionals-turned-executive consultants introduce Flawless Execution to your group using high-energy videos, first-hand stories and specific application to your audience's day-to-day challenges.



## Team Building Seminars

Exhilarating and fast-paced, Afterburner team building seminars will eliminate your performance barriers in as little as four hours. Highly customized half and full-day programs leverage interactive group learning to align, motivate and equip your team with the tools to drive immediate ROI in your daily operations.



## Experiential Learning Programs

Full-day workshops allow your teams to target—and eliminate—performance challenges at the strategic and tactical levels. Through cutting-edge training techniques and combat-proven techniques, your teams will learn to leverage cognitive diversity and team member experiences to Plan, Brief, Execute & Debrief more effectively.



"The first month following our Planning Workshop, we had the largest sales month in our history, thanks to Afterburner."

- **CORPORATE EXPRESS**



"Afterburner is a solid way to form and develop strategies and tactics...an outstanding program to help focus a diverse team around a common objective and drive towards a plan of attack that everyone agrees with."

- **CISCO SYSTEMS**



"I'm happy to report we've already begun to already see a return on our investment."

- **GENERAL ELECTRIC**



# SEE WHAT OUR CLIENTS ARE SAYING

## CLIENT CASE STUDY



"The Debrief process has become a religion for us, and we've been able to take the **Flawless Execution**™ process and apply it to pretty much everything we do."

— Mark Paske,  
VP of Sales at VMware

## VMware

"My challenge was to build a successful sales organization in the wake of one of the largest mergers in tech history. With all of our talent and great products, we were faced with the prospect of a couple of down quarters saleswise. A colleague of mine suggested I bring in Afterburner to help get my team hyper-focused.

Afterburner worked with our team on two things: One, getting the post-merger teams aligned around a very clear picture of the future. And two, Afterburner worked side by side with our entire team to get everyone in our globally dispersed team highly disciplined around execution.

Flawless Execution is our offense and defense! We are still working with Afterburner because you can't argue with delivering four straight quarters of exceeding forecast and being a contributing factor to our stock price tripling."

— Jeff Mitchell, VP Worldwide Sales,  
End-User Computing at VMware



## TESTIMONIALS

"I don't think in our wildest dreams we would have thought we would be where we are today. Having Afterburner in and being our partner, really as part of our team, has helped us get to a much better place."



SEE VIDEO AT BOTTOM OF MAIN PAGE

— Jeff Mitchell, VP Worldwide Sales,  
End-User Computing at VMware