

From: Dave Ramos
Date: Monday, November 25, 2024 at 8:58 AM
To: Alan Mulally
Subject: Exciting SHIFTPOINTS Announcements

Hi there,

Happy Thanksgiving!

In January 2024, we began our fifteenth year of operation.

To celebrate, we decided to reimagine and reinvent the entire business.

Last week, we presented our new content to Alan Mulally, the retired Chairman and CEO of Ford.

When we finished, he said, "**that was the most amazing single hour of my entire professional career!**"

Our new solutions include:

- The Navigation Index - a brand-new assessment of Executive Team Alignment (ETA).
- The Pit Stop Program - a 90-day engagement culminating in a one-day offsite meeting. This features all new content and exercises.
- The Top Gear Program - a transformational engagement that helps companies unleash the accelerating power of alignment.
- The Jump Start Program - a one-hour keynote that is perfect for executive team meetings or all-hands meetings.

We remain convinced that alignment is the ultimate competitive advantage. Our ***Drive One Direction***[®] methodology provides the roadmap.

If you are interested in learning more (or just catching up), I would love to chat with you ... please book a meeting using the link below.

Thanks for your continued friendship and support.

Godspeed,

Dave

P.S. Alan Mulally is one of the most remarkable people I have ever met!!! He has been an advisor and mentor since I first interviewed him for my [Drive One Direction](#) book. I am eternally grateful for everything he has done for us.

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