

Motivational Madness TODAY

PAUL VITALE...ENGAGING | INSPIRING | ENTHUSIASTIC

POWERED BY VITAL COMMUNICATIONS, INC.

SEPTEMBER 17, 2015 | VOLUME XIII | ISSUE 2



FRESHENING OUR LOOK!

As electronic connectivity grows and options expand, it is our goal to bring you fresh content in the most user friendly way! During the past few months, you may have noticed my team and I have been making changes to our online presence, one being in the way we share photos of our outstanding clients and the events they host.

We are excited to announce our new presence on [Flickr](#), a photo management and sharing website dedicated to accessibility and quality. When you have a moment, please check out our Photostream and various [Albums](#) to get a glimpse of the organizations I have had the privilege to serve!

NATIONAL FOOTBALL LEAGUE STEPS UP

Recently, Matt Birk, Director of Football Development for the [National Football League](#), made time to arrange opportunities for me to gather wisdom and insight from him and his colleagues within the NFL. I was fortunate to have the chance to sit down with four NFL greats; each man sharing not only of his time, but also his knowledge and wisdom during one-on-one interviews at the [League's](#) studio. What each executive shared on camera will be instrumental in the continual development of students and student athletes I have the privilege to serve.

My signature program, [A Hero Within – Today's Youth, Tomorrow's Leaders](#) and my new presentation [Peak Performance U](#), will both benefit greatly from the passionate content shared by these industry leaders. With such emphasis on essential skills for the workplace as well as life-skills strength training, content shared by Troy Vincent–Executive Vice President of Football Operations, Merton Hanks–Vice President of Operations, Keith Elias–NFL Alumni, and Matt will make a tremendous difference. To the film crew, those staffers who assisted in the process, and to each NFL executive who participated, I appreciate your time and attention to our future generation of leaders. With the students' willingness to listen, learn, and implement the content, positive outcomes are that much more attainable, thanks to you!





ARMOR SEED: TURNROW TOUGH

I recently had the privilege of working with an organization that gives farmers the very best chance for success. With a mission that states "Every Seed. Every Field. Every Farmer Counts," Armor Seed provides much more to farmers than seed to plant a crop. This was evident to me during their recent gathering at company headquarters in Jonesboro.

The individuals who comprise [Armor Seed's](#) team are well versed in the science of Agronomy. This discipline encompasses work in the areas of plant genetics, plant physiology, meteorology, and soil science, and is the science and technology of producing and using plants for food, fuel, fiber, and land reclamation. As Armor Seed so eloquently states, "At every turnrow, farmers are called to fight the elements, risk it all and, in the end, make a difference. It's more than a job. It's a way of life. A way of life this is important to us at Armor Seed, but more importantly, it's a way of life that changes the world for the better." I commend my friends at Armor Seed for providing farmers with the tools needed to be their very best!

TRUE VALUE—THE VALUE OF WOW

[True Value](#) believes that building empowering relationships with customers, retailers, and associates is the foundation of their success. Headquartered in Chicago, they are one of the world's largest member-owned cooperatives. True Value supports a spirit of entrepreneurial thinking, appreciates a passion for excellence, and fosters a workplace that promotes teamwork and shared knowledge, all without losing sight of individuality.

I had the privilege today of presenting a session, *Inspired Leadership in Action*, during the True Value Retail Best Practices Conference held in the Windy City. The excitement of the retailers assembled for the 2015 Fall Reunion was palpable as I interacted with the attendees. Possessing a worldwide presence, the True Value cooperative serves 58 countries with more than 4,000 retail locations, 13 regional distribution centers, and approximately 2,500 associates. Many of True Value's retailers enjoy a rich history spanning generations in their local communities.

In an age of retail chains and big boxes, [True Value](#) understands that customers still value quality products, exceptional service, and expert advice. They are a company with a proud heritage of supporting the growth and success of independent retailers. I hope to have the opportunity to work with this outstanding organization in the future!



BRIDGEWATER STATE SETS THE TEMPO

Bristaco, the [Bridgewater State University](#) Mascot, made me feel right at home recently when I visited his campus! I thoroughly enjoyed presenting *Setting the Tempo for Achievement* during BSU's 12th Annual Development Day.

Founded in 1840, Bridgewater State has remained steadfast in its commitment to empower individuals and instill in its students and faculty a deep appreciation for advancing the public good. These missions are at the very core of who they were then and who they are now. BSU's strategic vision and resulting priorities rest squarely upon this foundation—and the university leaders possess the foresight, experience, and civic awareness that will move the university forward along this path. It was a privilege working with these dedicated professionals. I hope to have the opportunity to return in the future!



BOOK PAUL FOR YOUR NEXT EVENT!



As you continue gathering information for your next event, my team and I at Vital Communications, Inc. are on standby to assist. Whether motivating, team building, facilitating, or educating others, I will bring knowledge and professionalism to your organization. For specific information, please visit our online [brochure](#) or call 501-663-1454 to speak directly with me!

A TOUCH OF CLASS

I can say with certainty that it is easier and faster today to communicate via the written word than at any other time in our history. From our beginnings with the Pony Express to mail that travels via wireless satellite signals, correspondence has become instantaneous and accessible to anyone with a keypad—whether on a mobile device, computer, or cell phone. While the instant gratification of today's electronic communications has increased the frequency and speed with which we converse, the element of the personal touch is becoming rarer...[more from Paul's Blog](#)

Vital Communications, Inc. appreciates the opportunity to send you our enewsletter. If you wish to be removed from our list, please send an e-mail to: pvitale@paulvitale.com with "UNSUBSCRIBE" in the subject.

Vital Communications, Inc. | www.paulvitale.com | Post Office Box 2042
Little Rock, Arkansas 72203 | (501) 663-1454

Copyright © 2015 Vital Communications, Inc. All rights reserved.