



Philosophy #1:

The last thing anyone needs is more consultant-speak, more reports or training binders that sit on a shelf, someone who suggests they have all the answers but doesn't provide actionable steps to follow, someone who hangs around forever generating billable hours, or someone who takes their knowledge with them when they leave.

Philosophy #2:

Only customers create cash flow & profit, and only the ideas, talent, and commitment of motivated employees can create valuable solutions to customer needs that induce them to part with their money. Creating value, building it deep into the organizational DNA, and only then reaping the rewards, is the key to Legendary Value™.

The Legendary Value Institute:

It's different from conventional consulting and teaching organizations in two ways: 1. simple, uncommon thinking is leveraged to create tangible results that are measured every step of the way; and 2. knowledge transfer that helps clients become self-sufficient in using the tools and methodologies to transform the value of the organization is a key outcome.



Anne C. Graham
Managing Director,
The Legendary Value Institute

Transformational leadership expert and dynamic knowledge-preneur Anne C. Graham is committed to **inspiring and impacting the lives of 1 million business leaders**, their employees, and their customers by helping them build truly great companies more quickly and easily than they ever thought possible.

As a proven business leader, successful consultant, and author of the very timely ***Recession Proof and Recovery Ready: The 91 Day Business Tune-up Toolkit***, Anne achieves that goal in two ways: with programs *guaranteed* to deliver results within 91 days, and with hands-on support to make it happen.

Clients benefit from and attest to Anne's uncommon and enjoyable transformational leadership approach for creating **stunning results**, developed over twenty five years of success creating business growth strategies, building high-value organizations, and achieving rapid corporate turnarounds in a wide variety of industries including high-tech, pharmaceuticals, financial services, professional services, wireless telecom, academia, and most recently, non-profit and membership-based organizations

Her track record includes leading a last-place division to first place within nine months, successfully launching a new professional services company, exceeding national product launch expectations by 100%, improving top-line results by 583%, developing highly effective brand and positioning messages that cut through the clutter, designing customer and membership acquisition and retention strategies that produce results, and building line-of-sight strategic plans that can be executed more quickly and easily. Today, all of Anne's 1:1 consulting results from referrals from ecstatic clients.

Motivated business leaders eager to rediscover their passion for their business by building a truly great company find that Anne's practical, down to earth programs and support helps them achieve that **more quickly and easily than they ever thought possible**.

Anne pursues ongoing applied research related to building high-performance organizations as an Executive in Residence at the Sauder School of Business at the University of British Columbia, where she served as Assistant Dean and now lectures regularly in the MBA program. She's been published in leading business magazines and named to the list of **Who's Who in Canada**.

As part of her commitment to give back, Anne sits on several business advisory boards and volunteers with several non-profit organizations. When not pursuing the fascinating art-and-science of building great businesses, she's found on Whistler's ski hills in the winter, exploring the beautiful coast of BC in her 36' Trojan sportfish in the summer, or traveling to exotic destinations, including a fund-raising trek to the top of Mount Kilimanjaro in 2006.

