



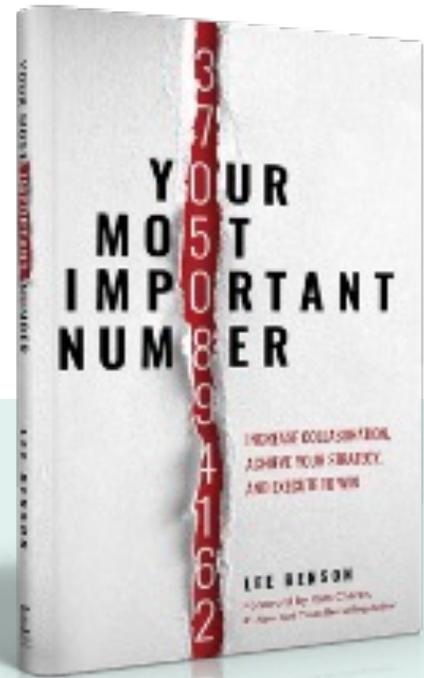
# YOUR MOST IMPORTANT NUMBER™

By Lee Benson

## PRESS KIT



# MESSAGE



Thank you for visiting my media room. I take your time very seriously and don't believe in wasting one second.

If you're interested in scheduling an interview, please complete the form found at the bottom of the Media Room from which this kit was downloaded.

If you need to get in touch with me immediately (24 hours or less), please email [speaking@etw.com](mailto:speaking@etw.com) with your request.

If you're on a deadline, include your phone number, and my team will call you back quickly.

I look forward to connecting with you. —Lee Benson

P.S. Click here to sample [Your Most Important Number™](#)



# SAMPLE

## Interview Questions

- What is the best way to think through identifying Your Most Important Number?
- How does the MIND Methodology™ connect culture to financial results?
- How does the MIND Methodology impact leadership development?
- How quickly do teams buy into the MIND Methodology?
- When is the best time for an organization to start the MIND Methodology?
- Are there other numbers, aside from the Most Important Number, that companies should measure?

# THE MYTHS + TRUTHS:

## Your Most Important Number

### The MYTHS:

- Creating a great strategy means you are most of the way there.
- Sending leaders through leadership development courses will significantly improve their results.
- Management operating systems require a Herculean effort to keep them going.

### The TRUTHS:

- Having a great strategy means you are 3% of the way there. The other 97% is executing the strategy.
- Leadership development needs to be surgical—based on the one or two areas preventing a leader from achieving their Most Important Number.
- Complexity doesn't scale. Management operating systems should not take a high level of energy to keep going.



## **With your Most Important Number, you can...**

Strengthen communities by improving  
workplace culture

Effectively engage employees in the process of  
creating value

Develop an objective scoring system that  
connects culture to financial results

# BIO

## Meet the Author of “Your Most Important Number,” Lee Benson

Lee Benson has more than 25 years of experience as a CEO. He owned and led Able Aerospace, then sold it for 9-figures to Textron Aviation.

Next, he founded Execute to Win (ETW) to help senior leadership teams experience similar results by working better together at improving their organization’s Most Important Number™.

Today, his operating system is used by businesses all over the world. Lee lives in Arizona where he leads ETW and invests in and advises many high-growth companies that use the MIND Methodology™.

He enjoys playing guitar, exercising, and spending time with those who matter most to him.

# Book Description

## Do you know your Most Important Number?

Numbers make or break you. Ask any bankrupt business or successful startup and they'll both agree, numbers don't lie. Unfortunately, most teams focus on too many numbers or the wrong numbers . . . or maybe no numbers at all!

Author Lee Benson knows numbers. He grew his business from 3 employees to 500 with 15 consecutive years of 20 percent compounded average annual growth. Friends and colleagues asked for his secret. He told them it came down to Your Most Important Number™.

Jack Welch, the former CEO of General Electric and "Manager of the Century" raved about Lee's MIND Methodology™ (Most Important Number and Drivers). Welch said, "It is the best business management operating system I have ever seen. Had I used it when running General Electric, our results would have been exponentially better." Because you can't scale complexity, the power lies in its simplicity.

With this book, get ready to:

- Help organizations accelerate profitability, cash flow, and impact.
- Connect culture to financial results.
- Help teams get more aligned, make better decisions, and be more accountable.
- Provide a simple, yet powerful business operating system to accelerate the value businesses create for their customers.

# INTERVIEWERS

## Info for Interviewers

I am deeply honored by your interest for an interview. I'm committed to making you the hero and your audience the focus during our interview. I'm here to serve you, not the other way around. I know that if I do my job well, your audience will feel valued. Here are a few topics that may interest your audience:

- There is a significantly better way to build a business.
- The MIND Methodology™ helps companies do the right work at the right time in the right order.
- The Most Important Number™ is the clearest factor that determines whether your business is winning or losing.
- For the organization to win, every team member should know what is expected to be successful and how well they're performing in their respective role 100 percent of the time.

I've created this online media room in the hopes of making your job easier. If you need anything else, please email me at [speaking@etw.com](mailto:speaking@etw.com).

Over time, I have been featured in a wide range of press and media including several podcasts. I was interviewed on Squawk Box with Jack Welch and have an extensive list of keynote speaking engagements.

To help you get going, here's a quote from the book:

*"Congratulations! You're three percent of the way there..." Many leadership teams are under the guise that doing a strategy session or participating in an annual strategic retreat will cause the strategy to organically happen. It feels good to work through a strategic plan and talk about it for hours or days, but it's a whole other issue to execute on the strategy. Many of us have participated in these strategy sessions, and we leave having completed the plan. After a year or two of the same routine, we stop engaging in the process, knowing that it's going to end up collecting dust on a shelf somewhere. In all reality, the strategy session is about three percent of the process of implementation and execution of what was agreed upon. Much like designing a home, if we just left it at the design, we'd never live in the house.*

*"We're working to change [work] by offering a solution that energizes and rewards employees at all levels." The MIND Methodology creates an environment that levels the playing field and allows all team members to create greater value and experience a winning culture. Nearly all teams want to win because it feels great. Countless clients have shared that our Methodology has impacted their personal lives for the better as well.*

**When I'm interviewed by the media, I point my audience back  
to our interview. This coverage includes:**

