

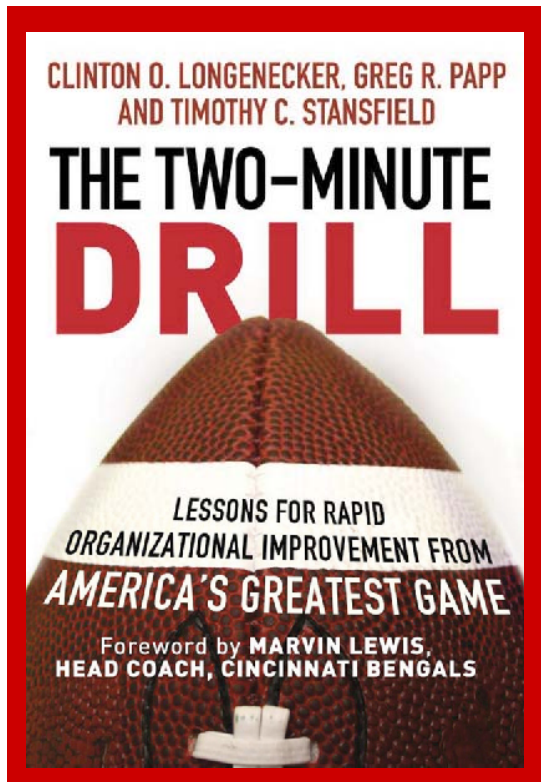
# THE TWO-MINUTE DRILL:

*Lessons for Rapid Organizational Improvement from America's Greatest Game*

Clinton O. Longenecker • Greg R. Papp • Timothy C. Stansfield

*America's Leaders on Rapid Organizational Improvement*

**Do you need improvement now?  
Do you like to win?  
You need to run a TMD!!**



*America's leaders on rapid organizational improvement share their research findings on over 1,000 organizational change initiatives to equip leaders to make real and rapid performance improvement. Using the game plan outlined in **The Two-Minute Drill**, leaders can apply the same disciplined practices that work so well in football to win in today's fast-paced organizational improvement game.*

*The Two-Minute Drill is a refreshing, easy-to-understand and tested business mindset that has been used by hundreds of organizations to:*

- **Accelerate sales growth**
- **Implement a lean manufacturing initiative**
- **Ensure six sigma delivers bottom line results**
- **Speed up a cost reduction program**
- **Roll out an improved customer relations process**
- **Implement all types of Rapid Organizational Improvement**
- **Breathe life into a stale change process**

Filled with classic football contests and illustrative case studies and tools, **The Two-Minute Drill** shows business leaders how to assume the role of quarterback, define winning, create a sense of urgency, get the right players on the field, create game-winning improvement play packages, and reveals how to measure the progress of each play in order to accelerate the game and score. The Two-Minute Drill also reveals how to make improvement stick and conduct a post-game analysis to improve performance the next time you need real and rapid performance improvement.

Ask yourself this question: **“Are you ready to get in the rapid improvement game and play to win?”** Business leaders who are truly serious about real improvement use **The Two-Minute Drill**.

**Available in bookstores September 17**  
Pre-order TODAY at [Barnes & Noble \(bn.com\)](http://Barnes & Noble (bn.com))  
or [Amazon.com](http://Amazon.com)

**NO SPECTATORS ALLOWED!!**

***The Two-Minute Drill provides a refreshing mindset and a set of compatible tools to help you accelerate Lean, Six Sigma, and other improvement processes***

**Clinton Longenecker, Ph.D.**, is the Stranahan Professor of Leadership and Organizational Excellence in the College of Business Administration at the University of Toledo. He is an award winning business educator, popular motivational speaker, researcher, corporate consultant, and media source. He was chosen as Entrepreneur of the Year by Ernst & Young in 2004.

**Greg Papp** is president of Cube Culture Corporation, a consulting firm specializing in rapid performance improvement and is an executive coach and advisor. He has over 30 years of management experience in finance and engineering in several Fortune 500 enterprises and was formerly controller of Aeroquip-Vickers Corporation.

**Timothy Stansfield Ph.D.**, is president of IET, Inc., a consulting firm specializing in creating high performance organizations and has worked in over 1400 manufacturing and service operations around the world. Tim is a passionate business educator and was selected as Entrepreneur of the Year by Ernst & Young in 1999.

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