"I can't believe the change in people's attitudes and interest in each other's needs. These guys are on fire with enthusiasm.

- David Wilson, CEO, Ventura Printing

"As a result of CEO^2's powerful 72-hour retreat, my staff was able to identify over $14 million in potential savings."

- Barbara Fitzgerald, Director, Ventura County Human Services Agency

"We put $3.6 million into the bottom line during the course of the program. As CFO of a $30 million company, it certainly got my attention."

- Paul Meyer, CFO, Interlink Electronics

"I am genuinely in awe of the magnificent and powerful team that took form before me over the course of a single weekend…and of the caring and commitment that was expressed to me by employee after employee."

- Al Ekert, CEO, WEB Equipment Corporation

"In the three years that I've been working with CEO^2, we've moved to the top of our corporate portfolio of companies in sales, productivity, and revenue."

- Jim McGovern, President, Corona Clipper

"CEO^2 transformed our entire group right before my eyes. That was more than three years ago, and what they began has sustained itself and keeps getting better."

- Ray Inge, Executive Director, Human Resources, Los Angeles MTA

The transformation of the BAI organization under the guidance of the CEO^2 team was astounding. I don't believe I have seen a more difficult turnaround in such a horrible economy. The revitalized BAI team is now cohesive, forward-looking, and proactive...a clear 180 from where they were when CE0^2 began. If you want results and are willing to do the work to get there, CE0^2 is the solution.

- *Rick Barrera, CEO, Overpromise, Inc.*

"Within a few years after I began working with CEO^2, we moved to the top of our corporate portfolio of companies in terms of sales, productivity, and revenue. What's been most gratifying is that it's been the guys on the shop floor, the blue-collar workers, who have stepped forward as leaders and innovators to get the job done. We've come a long way. Thank you, CEO^2."

- *Jim McGovern, President, Corona Clipper, Retired*

"Purpose and Passion. Management gurus say we need it. Spiritual gurus say it's inside. But Tom and Frances show us how to access it. CEO^2's work is extraordinary. This stuff needs to be taught in graduate school."

- *Dennis Gomes, CEO, Gomes Casino Management Company, Former CEO, Steve Wynn's Golden Nugget, Donald Trump's Taj Mahal, Tropicana Resorts*

Sales guys don't get too excited about training. Over the past 30 years I've been to m o s t of them. Intellectually stimulating, but rarely lasting. The way we were connected to one another as people. It made a profound difference to me personally as well as professionally."

- *Charles Beck, Vice President Sales, Business Engine*

"CEO^2 has helped me create the kind of company that people want to work for and invest in. Their ability to generate enthusiasm and focus, combined with a reality-based, bottom-line approach to follow-through, gives their work the one- two punch others are missing. Remarkably, their process is still making a difference nine years later."

- *E. Michael Thoben III, Chairman/CEO/President, Interlink Electronics*

"Frances Fujii is a truly exceptional individual, coach and life guide. In a matter of a couple of days, Frances led me on a journey that showed me the consistent thread woven through the fabric of my life and career. Her work was equally well received by our foundation's Board, as she bridged from my Vision to the work of bringing our Board together during our annual retreat. Her skills with business and facilitation led us to a very successful outcome, including strategies, goals, and next actions. Without her portfolio of skills and wonderful personality, this journey would have never been the same, nor would we have so easily seen where we must guide our foundation as it continues its journey of Love."

— Joe DiDonato, Chairman, The Orphan Foundation

"Tom is a real visionary. He has the unique ability to understand the inner strengths (and weaknesses) of those with whom he works, and to lead them in the important voyage of self-discovery. Tom helped me at a critical time in my career as I transitioned from employee to owner and president of my firm. Through his process and inspiration, I was able to design my style of leadership and service. Above all, Tom helps you be honest with yourself."

- Jim Russell, President, Jim Russell Productions, Former GM and creator of National Public Radio's 'Marketplace.'

"What I learned from Tom and Frances helped prepare me for this job. And Tom's book, The Accidental CEO, teaches leadership principles that are crucial to success for any CEO. It will play an important role in the success of many current leaders and indeed, will launch the careers of many more."

- Pamela Popeilarski, CEO, Tropicana Hotel & Casino

"As CEO of a Deloitte Technology Fast 50 company for 5 years in a row, I had some pretty sharp tools in my shed. However, working with Frances Fujii as my coach, I have made significant changes in my leadership awareness and style. She introduced me to new, leading-edge ideas and methods while we addressed several delicate situations within my company. She has helped me see each issue as a strategic opportunity. By perceiving and then handling these issues differently than I had in the past, my leadership IQ has increased significantly. Frances' coaching accelerated my ability to shift the dynamic and start turning results faster than I was headed on my own. If you have an opportunity to work with Frances, you will be thankful you did. I can't say enough about her intelligence, experience, and professionalism."

— Drew J. Kaplan, CEO, ISWest

"Tom Voccola has a gift of insight and wisdom into leadership and high performance that is truly remarkable. Through his work with over 300 senior executives in an up-close-and-personal way, and his own work on himself, he helps others create major changes in their personal and professional lives and in the businesses they lead. This wisdom and insight assist those fortunate to work with Tom in turning new ideas into effective action. This occurs through a more powerful, clearer, and more compelling vision, enabled by self-awareness, resulting in truly effective leadership that can deliver life-changing business results. I unequivocally recommend Tom as a business partner, professional associate, and friend."

- Paul Dies, President, Essex of Oak Park

"CEO^2 has made a lot of friends here."

- Doug Dickey, CEO, Business Engine, San Francisco

"Frances Fujii's work with our Board was just amazing … pulling together various themes, concerns, needs, emotions, and yet staying in context with where we are now and where we need to go. It was a delight to work with her, and I am so appreciative of the talent/energy that she brings to coaching, facilitation, driving to results — and, yes, she is an amazing listener."

— J. Scheffel, Ed.D., Sr. VP, Enterprise Learning, HR Business Operations, Countrywide University and Director, The Orphan Foundation

"I am genuinely in awe...of the magnificent and powerful team that took form before my eyes over the course of a single weekend... in awe that both individuals and departments were able to openly discuss and take positive steps toward resolving formerly 'impossible' issues... On behalf of the entire WEB team, we thank you."

- Al Ekert, Chairman/CEO/President, WEB Equipment Corporation

"CEO^2 delivers powerful, unexpected, lasting results. I recommend them to any CEO who wants results, not just theories."

- David Berg, CEO, BIG Idea Group, Las Vegas, NV

"I can't believe the change in people's attitudes and interest in each other's needs. These guys are on fire with enthusiasm. Thanks...for taking the intense personal interest that you do when assigned a project of this magnitude. Your methods are obviously successful and your energy is quite contagious."

- David Wilson, General Manager, Ventura Printing

"When I first met CEO^2, I faced critical decisions for myself and for the future of the department. The Los Angeles MTA Human Resources Department (120 professionals serving over 9000 staff) had seen a rash of Deputy Directors before me, and staff viewed me as just another body in the revolving door. The Department was described at the time as a toxic place to work. In my view, this was primarily the result of a poorly handled merger between two giant transportation authorities four years earlier. Overall, the Department was working hard yet creating more problems for itself than it was solving. That was three years ago. During and immediately after the CEO experience, I received almost universal support for my vision of what the department could be. From that day forward, using our internal training and development group to drive the process, we created the kind of environment we all wanted to work in. The CEO^2 approach allowed me to point my people in a new direction. CEO^2 helped me do that by rapidly transforming the group right before my very eyes."

- Ray Inge, Former Director of Human Resources, Los Angeles MTA

"As the Director of the Department of Children and Family Services at the Ventura County Human Services Agency, I contracted with CEO^2 in 1997 to initiate a major change in how we carried out our responsibilities as a Child Welfare Agency. Before our work with CEO^2, our Department was in near-paralysis due to a major labor-management conflict. Key managers in the Department were committed to the traditional "top-down" management style. Our line staff had no voice in developing the Department's vision, mission, or values. There was great frustration among labor, and virtually no dialogue between management and labor. Through an extensive, intensive process, CEO^2 facilitated a shift in management philosophy centered on empowering all staff in Children and Family Services. While this is not the place to describe the process itself, it is important to describe its outcomes. When I retired from the Agency in February 2001, the relationship between management and labor had improved dramatically. And today, in 2005, representatives from our staff believe they have a voice in decision-making and that their input is both respected and important to management. Labor believes this because many of their suggestions have been implemented in daily operations. Union and top management are working together in Sacramento as a team to advocate to the Governor for more social workers and higher salaries for those

social workers. The level of trust between labor and management is at a level never before seen at our Department. This is directly attributable to the work of CEO2. Bottom line, Children and Family Services enjoyed a dramatic increase in the efficiency and effectiveness of service delivery to clients as a consequence of our work with CEO^2."

- Frank Ferrata, Director, Ventura County Children & Family Services (Retired)

"CEO^2 engages people in a way that ordinary management practice cannot. Every person in the company behaves differently than they did before. Their approach quickly helps the CEO align and engage people with the business plan at a level I have never seen before."

- Merritt Lutz, Chairman, Morgan Stanley Technology Holdings

"CEO^2 has an uncanny ability to get people at every level talking - and listening to one another at a much deeper level than the simple day-to-day banter. They take what Tom Voccola calls the 'Surprise Factor' out of running an organization. CEO^2 helped our senior staff relate to one another more meaningfully. It's made a clear difference in our ability to work together."

- Rami Musallum, CEO, ThruPoint Technologies, Inc., New York City

All leaders of great companies will tell you that their greatest asset is their people. I think this is especially true for a small company like OEN. So how do we, as leaders of the business, grow and manage this most precious asset? CEO2gave us the insight and tools to take a group of very special and talented people and turn them into an exceptional team. In my 20 years of running start-ups, I have never had a greater or more exciting and valuable experience than we had with CEO^2."

- *Curtis Overstreet, Chairman, Optical Entertainment Network, Houston, Texas*

"Tom and Frances (of CEO^2) provided the perfect backdrop for our Board and Church leaders, when we met to more clearly define our leadership roles and to uncover more effective ways of attaining our objectives for growth. The balanced styles of presentation and exploration that Tom and Frances brought to us were 'made in Heaven'...what a perfectly attuned team! I know that the

upward movement our church is experiencing today was seeded from the weekend we all spent with Tom and Frances. How great it is that there are people like these who can take all of us who want to make a difference, into new realms of possibility...and attainment. Deepest gratitude for making such a profound difference, guys!"

Rev. Sue Rubin, Pastor, Westlake Church of Religious Science

"Thanks to CEO2, our company has identified its core values and principles as a team. We are learning and living what it means to be a leader and how to make a difference, both as a team member in a start-up company and in our personal lives. Tom Voccola has the ability to understand and connect with a wide range of individuals and his straight-up presentation style engages and stimulates. We are proud to have CEO? on our team."

- *Jo Lynn Foo, VP Content, OEN, Inc.*

"When I was first told we were going to participate in a leadership training my first reaction was 'Good grief, days lost and meetings to suffer through'. CEO was a pleasant surprise. The experience quickly united me with my co-workers, and allowed us to genuinely define our mutual vision. I got to see how personal and professional acknowledgment can strengthen a company, and pave a clear path to our higher purpose as we recognize ourselves in one another. Tom Voccola has a way of setting the room at ease, and before we knew it, we were relating to each other and our most intimate passions toward success."

- *Phyllis Rankin, Creative & Art Director, OEN Studios*

" CEO^2 helped our company manage through a difficult time and really come together as a team. Tom Voccola managed to overcome the initial skepticism and resistance many of us brought to the table, myself included. Now that I'm the new CEO, I plan to implement everything he taught us."

Mark Strauch, CEO, Business Engine

"My Purpose & Passion statement is sitting on my desk and serves as a reminder of what I strive for each day. The two days I spent with CEO2 continue to provide dividends, and I highly recommend them to any CEO that strives to be a great leader and wants to powerfully communicate their vision and supercharge their enterprise. Not everyone will take the 'risk' of digging down into one's core to discover whether they have what it takes, but for those that do, the rewards are tremendous."

- *Peter Quinn, V.P., VOIT Development Company*

"Defining my Purpose, Passion and Values helped me understand the Why of my life. Living from Purpose rather than from Ego has made me a better leader, husband and father."

- *Preston Buck, VP European Operations, OEN*

What Julian Moore, a salesman with Business Engine in London, shared with his Indian counterparts during a conference call when one of the Indian staff asked about the training everyone was doing with CEO^2.

"When I heard about it (the CEO^2 sessions), I thought to myself, 'we are going to have to take three days off from work, we're really busy, I've done these things before.' I had a healthy degree of cynicism. But was it worth it? Absolutely! It was probably the best three days I have ever invested in my entire life. I'm not going to say too much about what goes on with these three days with Tom, but I can say that you are in for a surprise. I really feel Tom and George are part of the BE family...they really get it. I am committed and free in my mind. I'm dedicated, and I'm happy. I'm relishing the prospects for this year. I now know, have the ability to be powerful. I'm really charged up about this. I know you're going to enjoy what's

coming. You're going to love doing this. Don't be frightened; I think we laughed for three days straight!"

- *Julian Moore, UK Sales, Business Engine, London*

John Sims is an Engineer. Not prone to sharing in public. This is what he said at his staff meeting when asked about his CEO^2 experience at the manager retreat by some who had not done it yet.

"Personally, and from a company perspective, we are in transition... a lot of reacting, long hours, and a lot of criticism, too. It's been difficult when you are trying your best, working long hours, and still getting criticism. It hasn't been a fun environment. But over the past six months, even before I knew about the work CEO^2 was doing with us, I started to sense that the management team was in transition, and I was hearing them say, "Hey, we've got a lot of great people in this company, we've got a lot of great leaders and great people. Let's use these people."

CEO^2 is a transformation methodology. Those of you who haven't yet been through the program might be thinking 'Oh no, it's just another team building exercise,' but really, for me there are some key differentiators. I've been on team building exercises; I've been on ropes courses, I've built a boat with John O'Neil (BE Founder) where we had to get on the boat and take it across a swimming pool, and we sank. But the real differentiator of CEO^2 was around relationships. The first part of relationships is understanding the game we're playing; the second is knowing what's expected; the third is knowing where you stand; and the fourth is standing in your personal power. What I've experienced since Atlanta (the manager and supervisor retreat) is to really understand the game we're playing...there's already been a lot of advancement...we know what our roles are...and we know what the mission critical issues are. But, for me, the most important thing I learned is the idea of personal power, which is the fourth step in relationship. Personally, I now feel I have the power to get my job done... You will see that our personal and organizational limiting beliefs are what's holding us back... and it takes courage to face some of them. I've had the opportunity to learn more about myself and access my personal power. I know my role and how I can personally contribute to the company. I look forward to everyone having that."

- *John Sims, Product Manager, Business Engine*

"I found the CEO Visioning illuminating and enlightening. I was impressed and amazed with the ability of the process to draw out subsurface thoughts and crystallize them into actionable plans. I commend you for your overall service to any CEO seeking clarity on goals. I am personally appreciative for the value received. It was well worth my time."

- *Chuck Coonradt, CEO, The Game of Work, Park City, Utah*

"Thank you both from the bottom of my heart. You are both what I consider "angels" here on earth, and I am honored and privileged to have you in my life. sometimes pinch myself in disbelief that my fortune is so amazing... You both have forever changed my life and the lives of everyone around me... You have exploded through any expectations I had (about changing my company)... God Bless you and your family. I look forward to our lifelong friendship."

- *Kathy Bradford, Co-CEO, Coldwell Banker Premier, Thousand Oaks, CA*

"When Tom and Frances from CEO^2 first started working with our real estate firm at the 3-day workshop, my colleagues and I were a bit skeptical. I wondered if they would be like all the other motivational speaker programs I had been to. They weren't. Tom and Frances challenged me to think more deeply than I had before in a workshop. In a fun way, I learned how to appreciate qualities in myself, in my co-workers, and how to work more effectively as a team player. Through it all I uncovered confidence and leadership skills that I didn't know that I had. Tom and Frances are great coaches. Anyone who attends a CEO^2 program will gain much more than most programs out there."

- *Andrea Harlan, Real Estate Agent, Coldwell Banker*

"Tom Voccola and Frances Fujii have developed an incredibly innovative program for creating dynamic transformation in executives and organizations. Their approach is very user-friendly and leads to great improvements in personal and organizational performance. Tom and Frances are both knowledgeable and clear about what they do. I recommend them individually and as a team to anyone looking to create dynamic, positive change."

Jim Lockard, Co-Pastor, Westlake Church of Religious Science

Tom is a great guy and can produce rapid results. He can quickly get a management team to focus on a common goal of success and shed political backstabbing and other non-productive BS. If one buys into his whole program, you'll change your perspective on life and business for the better.

Paul Meyer, Project Team Leader, Interlink Electronics

"CEO^2 is a powerful agent for organizational change. Their program created more effective teams at my company by making people feel accountable and simultaneously empowering them to accept that accountability. This empowerment ranged from the CEO down to the

lowest line worker. They also gave us tools for evaluating the dynamics within a company that will be useful to me for the rest of my career. I would highly recommend CEO^2 for their ability to help get a company engaged and moving forward together."

- Mike Ambrose, VP Engineering, Interlink Electronics

"Tom helped me at an integral transition point. In discussing the turnaround of companies, Tom helped my wife and me get in touch with our own strengths and the contributions we can provide to others. Not coincidentally, what Tom taught us strongly correlates to creating healthy organizations, and the wise business owner will recognize this."

- Ryan Addis, VP Strategic Planning, Countrywide Financial, November 2007

"Tom is an executive coach and mentor who can help transform a leadership staff into a high-performance team. Tom's approach is without question effective, his program is inspirational, and the results speak for themselves. I would definitely hire him again."

- Mark Strauch, CEO, Business Engine, Nov. 2007

"CEO^2 offers a highly unique service in transforming people's personal and professional lives. Tom and Frances' workshops have led me to conduct my life and business with a sense of enormous passion, excitement, and fulfillment that will last forever. And Tom's phenomenal book, "The Accidental CEO," serves as an inspirational, step-by-step guide to business owners who desire to lead with Purpose & Passion."

- Joe Lam, CEO, Shining Light Productions, Nov. 2007

"Thomas is one of the most dedicated and passionate people I have ever worked with. His focus on the stated objectives leads to successful results time and again."

- Don Cummings, President, Cummings Communications, Nov. 2007

"I'm very surprised and impressed with the results I am achieving using CEO^2's principles. Their Purpose & Passion seminar was excellent and led me to discover and overcome some long-standing barriers and limitations. I feel more at peace and look forward to what's next with confidence. I just wish I would have known about CEO?'s work long ago."

- Dr. John Wood, Nov. 2007

"CEO^2's approach to bringing out the best in professional performance through personal introspection was indeed unique and instrumental in improving my personal approach to business. Their ability to facilitate changing attitudes and stimulate higher performance through team interaction, goal setting and systematic process refinement was a true defining moment in my business leadership skill suite."

- Charles Beck, VP Sales, Business Engine Corp.

"Frances and Tom and the technology they have developed helped transform my management team and company on two separate occasions. They have incredible business, marketing and operational insight and an ability to motivate teams to perform to new levels."

- E. Michael Thoben, CEO, Interlink Electronics, Camarillo, CA

"Tom taught me the importance of clarity in vision and mission. He strengthened my ability to focus and fostered my loyalty. Most importantly, he instilled in me the valuable ability to listen to and value all other members of our team. Tom's influence has been, and will continue to be, invaluable to my future success. Tom's ability to stimulate personal growth in these extremely valuable core attributes is utterly amazing."

- Doug Workings, SVP, Outside Plant & Facilities, OEN, Inc.

"Tom is absolutely passionate about helping people gain clarity of their unique purpose and passion. He and his wife, Frances, have developed programs that can really help both organizations and individuals, particularly those at the early stage of developing self-awareness, know how to articulate clearly what they are all about."

- Dawna Jones, President, InSight Out Consulting, Inc.

"Thomas and I participated in the same CEO round table, and he was the organizer/chairman of our monthly Group. The fact that Tom was able to keep the same group of CEOs together for over four years speaks highly of his skills in working with company leaders."

Martim Shum, Chairman, President & CEO, Aprisa, Inc.

"Tom's CEOing program has completely reshaped the way I build and lead teams. His approach creates a level of organizational vision, sense of purpose and strength rarely seen elsewhere. If you are looking to break new ground as a leader, or even just re-energize your organization, start here."

- Keith Van Ness, Co-author, Being There without Going There - Managing Remote Teams

Tom's CEOing program had a dramatic impact on my company, career, and personal life. I can directly attribute a significant improvement in company culture, a promotion, and several positive changes in my personal life to Tom. I highly recommend Tom to any company or individual who desires a breakthrough improvement."

Stephen Goldsmith, former Product Manager, Business Engine

"Tom led us through some difficult times as we re-evaluated the strategic path for our start-up company. His guidance was always appreciated, and he was highly regarded. Tom is highly skilled at helping you get what it is that you truly want and removing hidden obstacles."

- Joseph Trahan, President & COO, OEN, Houston, TX

"Tom Voccola transformed a dysfunctional executive team during a time of crisis at Business Engine into a cohesive and effective team. He made a significant positive impact on our business. Tom is a superb leader and consultant, and the processes he created and implements at CEO^2 work! I recommend his company and him highly."

- Bill Marshall, Former VP Quality, Business Engine

Tom Voccola is truly an inspiration. My experience with him has been very rewarding. Knowing and spending time with him, along with reading his book, has allowed me to look at life from a fresh perspective and given me a motivational outlet. Tom showed me how to find my Purpose and Passion: Working from a heart-driven focus versus an ego-driven focus has allowed me to be more successful in business. I know that Tom cares about everyone he

meets. He strives to help the person as well as shape the community and the business as a whole.

Jonathan Kravatz, CEO/Broker, Kravatz Realty, Woodland Hills, CA

I will never forget Tom pulling me aside and telling me that I was underachieving in the organization. That led me to some soul-searching, during which I realized that the only things holding me back were Fear, Uncertainty, and Doubt. I printed the letters FUD on a piece of paper and taped them to my office computer monitor and bathroom mirror. They continually reminded me to take risks, push the envelope, and live into my Purpose and Passion. I would never have risen to VP of Product Strategy and Marketing at BE or started my own business had he not led me to realize who I really am, what is important to me, and what is holding me back. I will be forever grateful for the impact Tom has had on my life and my desire to help change the lives of others.

Stephen Goldsmith, former Product Manager, Business Engine, Aug. 2007

"Tom and Frances are amazing and gifted human beings. In one three-day session, they transformed our organization, bringing each individual to clarity of their own passion and purpose. That individual clarity became a clarity of vision as individuals came together in unity, defining our mission and core values as a community and a company. It is absolutely amazing to see what we can accomplish together when we are fully aligned with who we are as individuals and as a company. I strongly endorse and urge you to experience CEO^2."

Brett Modesti, President/CEO, Wind Star Mortgage

"Tom is a person who came into my life in a time of hardship. Through Tom's guidance and with the help of his wife Frances, I was able to find courage in the least place I expected: within me. Tom has enabled me to be in tune with my gifts and to rely on them as a source of strength. He helped me create my Purpose & Passion statement: 'Legacy & Grace - Through choosing love over fear and peace over conflict, I guide myself and others to be at peace with ourselves and live in the moment so that we create a path of clarity and shining light for others to follow.' Thank you, Tom!"

Rosalynn Addis, Inventor

"CEO^2 has a unique way of cutting through the personal frustrations and emotions that can cripple a company and focus that energy on solutions. For me, this has resulted in the

creation of a happy, focused, extremely productive team that is leading the charge for our company's growth".

Lisa Pomerleau, Directing Manager, Bachrach & Associates, Inc.

"It's been an interesting journey, to say the least. 18 months ago, BAI management was not a concern at all; it was non-existent for the most part. There was little regard for a 'higher self' attitude or approach. Since that time, through your leadership, training and guidance, the following has been accomplished: