

# ROYWEST

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### **Realize Your Greatness With ROYWEST.**

ROYWEST is a relationship-based, performance-driven company whose mission is to provide customized, fully integrated Talent Management and Employee/Customer Engagement strategies. Strategies that identify the innate, individual talents of your employees, choreograph their emotional engagement with your customers and drive the performance outcomes that most directly impact your ability to sustain growth. Operating as three businesses, ROYWEST provides the following services: WestSpeak, StrengthsAlliance and PathWorks.



[www.royjwest.com](http://www.royjwest.com)

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# Biography



**Roy West** is among the world's foremost experts in the areas of Talent Management and Employee/Customer Engagement strategies and their impact on performance.

Throughout his career, Roy's unrelenting focus on talent has enabled individual discovery and self-mastery for literally thousands of individuals, impacting their lives deeply and permanently. His influence spans the globe, transcending industry and culture.

Roy gained his Talent Management and Engagement experience at Marriott Vacation Club International (MVCI), a wholly owned business of Marriott International where he served in multiple roles culminating as Vice President - Customer Acquisition Talent.

During his last eight years at Marriott, Roy worked along side partner teams/researchers from The Gallup Organization, supporting the needs of MVCI organizational/field leadership by customizing, implementing and measuring the business impact associated with scientifically validated selection tools, individual development tools/programs, training solutions and the Q12<sup>®</sup> Employee Engagement Survey.

This compelling body of work and its return on investment has been featured in magazines such as The Gallup Management Journal, Selling Power, and in a recent Conference Board research report entitled Strategic Human Capital Measures.

Additionally, Roy's leadership in the creation and delivery of two complex Front Line Management training programs as well as the strategic deployment of StrengthsFinder<sup>®</sup>, StrengthsCoach<sup>™</sup> and the Q12 Employee





Engagement Survey, contributed to MVCI's selection as a 3x winner of the American Business Awards, "Best Sales Organization in America" and 3x winner of the "The Gallup Organization's "Great Work Place Award."

Roy's passion for investing in others earned him the titles, JW Marriott Award of Excellence nominee, Marriott's highest award, and Coach of Coaches, the only Marriott associate ever given that honor. Particularly noteworthy is the fact that Roy was the first non-Gallup employee in the world ever designated a Gallup Master Strengths Coach. Today, Roy serves along side a distinguished cadre at The Gallup Organization as a Gallup Senior Scientist.

An accomplished storyteller and futurist, Roy is a highly sought after and entertaining speaker. He has been featured at two Global Strengths Summits, The Gallup Great Work Place Summit, Gallup Key Client events in Europe and the U.S. as well as multiple events and panels at American Resort Development Association (ARDA) conventions. He has also spoken at the request of multiple Fortune 500 Business Organizations as well as at Colleges and Universities across the United States.

Roy is a Gulf War Veteran (operations Desert Shield and Desert Storm) where he authored the plan for the largest surface re-deployment of military equipment in history. His military decorations include, but are not limited to, the Bronze Star, the Meritorious Service Medal and multiple U.S. Army commendation medals, one for saving the life of a German Citizen, one for his successful command of a one of a kind US Army Rapid Deployment Force and one for his actions while rapidly deployed to Somalia.

His expertise in the areas of Talent Management/Engagement and his distinguished performance of duty as an active duty and reserve U.S. Army Officer is complemented with a Bachelor of Business Administration (general business) from Eastern Kentucky University in Richmond, Kentucky.

Roy resides in Orlando, Florida, with Mary, his wife of 23 years, ten-year-old son William and 4-year-old daughter, Nina.

# Letters of Recommendation



# MARS

north america

100 INTERNATIONAL DRIVE  
T+1 973 691 3500  
F+1 973 691 3820

June 1, 2009

RE: Roy J. West

To Whom It May Concern:

I have had the pleasure of being present as Roy J. West has spoken in multiple venues for Mars Inc. over the last 4 years. In that time he has conducted teleconferences, served as the keynote speaker at our global HR Summit and spoken directly to our Executive Committee in a private session.

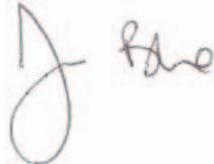
I recently invited Roy to serve as a guest speaker at our "Accelerating Engagement" Line Manager Exchange conducted in Nashville, TN on May 8<sup>th</sup>, 2009. He offered a compelling and entertaining accounting of his experiences in creating and deploying fully integrated, Talent Management/Employee Engagement strategies.

There was not one moment during his presentation that our 125 most senior Line Managers for our Petcare Division were not completely engaged. Not only did he exceed my personal expectations, the entire group was uplifted and energized as a result of their time with him.

Roy combines outstanding platform skills with personal story telling to brand the images of what it takes to build a world-class organization. He intuitively understands the dynamic of human relationships and their impact on business performance. And, he lives it. Few presenters have captured the possibilities and shifted our mindset in a way that Roy has.

I whole-heartedly recommend Roy as a business partner, platform speaker and consultant.

Sincerely,



Jim Brodie  
Regional Director-Mars University





May 20, 2009

Mr. Roy West  
The Roy West Companies  
8845 Southern Breeze Drive  
Orlando, FL 32836

Dear Roy,

On behalf of the 200+ women at Heartland Payment Systems, I wanted to write and express our gratitude and appreciation for the difference your presence made at our National Leadership Women's Conference – "Women on Fire" this year.

The stories that you so vividly shared, left everyone present that day impacted for life. In a troubled economy and at a time of near panic, you provided a welcome relief with your clarity and focus on the principles of relationship and their direct correlation to the quality and wellness of our lives.

We were all searching for the assurance that our future could be better than our present. Your powerful message beautifully illustrated that this aspiration was not only achievable, but, highly predictive if we drew upon our strengths as individuals and as friends. - THANK YOU!

Please add our company to your list of references; this event is been an extraordinary experience and will never be forgotten.

With sincere appreciation,

Irina Haydon  
Executive Director of Sales  
Heartland Payment Systems



May 28, 2009

RE: Roy J. West

To Whom It May Concern:

I have had the pleasure of working with Roy J. West for over 12 years. In that time he led the charge for the recognition, cultivation and development of talent within in our almost \$2B company. On many occasions he had the opportunity to lead hundreds of Marriott leaders in the development and coaching of teams.

Roy spoke most recently to our 750 Marketing and Sales Managers via an event based training program called CoachManShip. Not only did he exceed the advisory committee's expectations [a committee on which I served], his message became the platform on which we have built our future.

Roy's passion and knowledge for talent development are only outpaced by his ability to connect with his audience. I am continually inspired by how he connects with individuals in a large group setting, while also captivating the attention and imagination of the audience at large. He maintains the unique and often elusive capacity to recognize and identify with individuals among a large group, enabling them to feel valued, listened to and ultimately much more open to learning. This is then complemented by his innate ability to then connect the larger audience to those ideas and thoughts shared at the individual level.

All of the foregoing would simply be window dressing if it were not for the foundation of Roy's character. This is the unspoken, yet obvious and powerful element that audiences simply know and feel when working with him. This makes him "real" and that credibility is what opens the door for a tangible impact on his audience.

I recommend Roy as a business partner, impact speaker and colleague. Most importantly I am very fortunate to consider him a close friend and this is the element that audiences most often express; that they always leave feeling as if they made a new friend.

Sincerely,

Tom Cox  
Project Director, Sales & Marketing



PERIOD COVERED: 901221-910818 PART V - PERFORMANCE AND POTENTIAL EVALUATION (Initial)

A. RATED OFFICER'S NAME: WEST, ROY J. SSN

RATED OFFICER IS ASSIGNED IN ONE OF HIGHER DESIGNATED SPECIALTIES:  YES  NO

B. PERFORMANCE DURING THIS RATING PERIOD. REFER TO PART III, DA FORM 87-8 AND PART III A, B, AND C, DA FORM 87-8-1

EXCEEDED REQUIREMENTS  USUALLY EXCEEDED REQUIREMENTS  MET REQUIREMENTS  OPEN FAILED REQUIREMENTS  USUALLY FAILED REQUIREMENTS

C. COMMENT ON SPECIFIC ASPECTS OF THE PERFORMANCE. REFER TO PART III, DA FORM 87-8 AND PART III A, B, AND C, DA FORM 87-8-1. DO NOT USE FOR COMMENTS ON POTENTIAL!

A totally outstanding officer, soldier. Even in the stress of Desert Shield/Storm he drew his personnel together, discussing requirements, selecting courses of action, and establishing goals. He gave willingly of his personal time to further the development of all soldiers in a helpful, but not overbearing, manner. Operating with an understrength staff, and on an extraordinarily stringent timeline, Roy developed the plan for the largest surface redeployment of military equipment in history. He then established the redeployment program of the 7th Trans Gp to expeditiously and efficiently outprocess and return all units to CONUS. His rapport with subordinate and higher headquarters is a standard for any soldier to emulate. He compiled the most thorough after action report of Desert Shield/Storm; his attention to detail superb. Whether as a staff officer or leader, Roy West is a singularly dynamic, outstanding soldier and person, whose contributions to this Group have been numerous, meaningful and sound.

D. THIS OFFICER'S POTENTIAL FOR PROMOTION TO THE NEXT HIGHER GRADE IS:  PROMOTE AHEAD OF CONTEMPORARIES  PROMOTE WITH CONTEMPORARIES  NOT PROMOTABLE

E. COMMENT ON POTENTIAL

Selection for resident CSGC a must for this officer. Give him the most demanding, challenging positions, he will always excel. Promote to Major at first opportunity.

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Desert Shield/Desert Storm, Return Home After 6 Months in Theatre of War

PERIOD COVERED: 921130-930108 PART V - PERFORMANCE AND POTENTIAL EVALUATION (Initial)

A. RATED OFFICER'S NAME: WEST, ROY J. SSN

RATED OFFICER IS ASSIGNED IN ONE OF HIGHER DESIGNATED SPECIALTIES:  YES  NO

B. PERFORMANCE DURING THIS RATING PERIOD. REFER TO PART III, DA FORM 87-8 AND PART III A, B, AND C, DA FORM 87-8-1

EXCEEDED REQUIREMENTS  USUALLY EXCEEDED REQUIREMENTS  MET REQUIREMENTS  OPEN FAILED REQUIREMENTS  USUALLY FAILED REQUIREMENTS

C. COMMENT ON SPECIFIC ASPECTS OF THE PERFORMANCE. REFER TO PART III, DA FORM 87-8 AND PART III A, B, AND C, DA FORM 87-8-1. DO NOT USE FOR COMMENTS ON POTENTIAL!

An absolutely outstanding officer that has provided superb service to the Group and the Army. MAJ West entered active duty as we began planning a mission. He was assigned the initial mission of developing an Operations Plan with many unanswered questions. One week later he was sent to Somalia as our Liaison Officer. He played a significant role in identifying roles and roles for the Joint Task Force and our unit. He was asked to return to Ft. RUSTL and deployed to Somalia. He then developed a transition of port operations. He is highly intelligent, articulate and responsible. MAJ West epitomizes the USAR capability to select the most competent/dedicated officers.

D. THIS OFFICER'S POTENTIAL FOR PROMOTION TO THE NEXT HIGHER GRADE IS:  PROMOTE AHEAD OF CONTEMPORARIES  PROMOTE WITH CONTEMPORARIES  NOT PROMOTABLE

E. COMMENT ON POTENTIAL

Unlimited potential, select for promotion now and select for Incident of Staff College. Whether on Active Duty or in the Reserves, MAJ West is an officer that we need to lead our forces in the future.

PERIOD COVERED: 921130-930108 PART V - PERFORMANCE AND POTENTIAL EVALUATION (Initial)

A. RATED OFFICER'S NAME: WEST, ROY J. SSN

RATED OFFICER IS ASSIGNED IN ONE OF HIGHER DESIGNATED SPECIALTIES:  YES  NO

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Major Roy West is the most outstanding officer and leader I have served with in 20 years. He has no equal as a planner, organizer, writer and executor. He did a masterful job as the 7th Group's staff officer at 3rd Army during the initial planning phase of Operation Restore Hope. After brilliantly coordinating the phased deployment of the 7th Group, he deployed to Somalia and accomplished more key missions than any officer in the Joint Task Force Support Command. Roy West lives the Army ethic and his watch words are Duty, Honor and Country. A phenomenal team player, he is at his best under pressure. Promote him to LTC now, place him on Active Duty, make him a Battalion Commander and send him to the Army War College. He will be a great Brigade-Level Commander.



New Year's Day 1993 in Port of Mogadishu, Somalia

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A. RATED OFFICER'S NAME: WEST, ROY J. SSN

RATED OFFICER IS ASSIGNED IN ONE OF HIGHER DESIGNATED SPECIALTIES:  YES  NO

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## Articles About Roy J. West





Excerpt from pages 24-26

**“Under the direction of Roy West, MVCI’s master strengths trainer and vice president, customer acquisition talent, the company has now trained 1,200 strengths coaches and given over 5,000 of its associates the opportunity to complete the StrengthsFinder assessment.”**

## Strategic Human Capital Measures

Orientation, Accountability, and Communication

RESEARCH REPORT  
R-1417-08-WG



Trusted  
Insights for  
Business  
Worldwide

# GALLUP® GREAT WORKPLACE AWARDS

## SUMMIT OVERVIEW



Excerpt from page 4...

**“Roy West, vice president of customer acquisition and talent development, said MVCI is in hot pursuit of a world-class designation and the company is “knocking on the door” of the 90th percentile of Gallup’s database: 7.1 associates in 10 are engaged, 2.4 in 10 are not engaged, and 0.5 in 10 are actively disengaged. Nearly 8 in 10 of the workgroups across the company are in the 75th percentile and considered high-performing, and more than 4 in 10 are in the 95th percentile.”**

2007

# COACH OF COACHES AWARD 2005



**Roy J. West**

Coach of Coaches is not an annual award. This year, however, MVCI wished to bestow special recognition to Roy J. West for his extraordinary coaching.

Roy's award encompasses all the elements of our Coach of the Year awards (the P<sup>3</sup> formula—Peak Personal Performance) and then some. During his time with us, Roy has trained and developed more than 500 managers and supervisors. With a personal conviction and enthusiasm that extends well beyond the norm, Roy has made a positive impact on our culture, enabling MVCI managers to focus more clearly and effectively on their Associates' strengths and, ultimately, to create a more engaged workplace.

With this award, we recognize and congratulate Roy J. West on his relentless commitment to our Associates, their strengths and our 1-to-1 Relationship approach.



**MVCI's one and only "Coach of Coaches"....Roy J. with Bill Shaw, current Vice Chairman of Marriott International Inc. and Steve Weisz, President Marriott Vacation Club.**

# WILMINGTON NEWS-JOURNAL

One-hundred fifty-fourth year, No. 10

SATURDAY, February 6, 1993

10 pages

## West left for Somalia on Christmas Day

**EDITOR'S NOTE** — First of two parts. Army Reserve Maj. Roy West recently returned from Somalia. A 1974 graduate of Wilmington High School, West was home a few days to visit his mother and stepfather, Nina and Marvin Parr of 360 Westmoor Drive, and provided the following story.

By DANIEL NIXON  
City Editor

Operation Restore Hope no longer dominates the headlines or the nightly news, but it is very much on the mind of Army Reserve Maj. Roy West.

A U.S.-led troop coalition began landing in Somalia Dec. 9, 1992, to restore civil order so food and other relief supplies could be distributed to its population starving from after a year of internecine warfare.

The long-range plan calls for turning control over to a United Nations peace-keeping force and the withdrawal of U.S. troops.

When Desert Shield became Desert Storm, West was in Saudi Arabia authoring the plan for the largest surface redeployment of military equipment in history. And for Operation Restore Hope, he was the primary contributor for the Army's logistics and deployment to Somalia.

It was coincidence that sent him to Mogadishu, capital of Somalia. On Nov. 30 (1992), West arrived at Fort Eustis for his two-week annual training stint. His immediate superior asked West if he wanted to work on training or "this Somalia thing."

"I selected Somalia," he said. "After the third day on active duty, there were rumblings that things were going to go in Somalia. After a week they (the 7th Transportation Group) decided to send me to Third Army Headquarters in Atlanta. My mission there

was to coordinate the deployment of troops and equipment."

West is a primary logistics planner for the group and a special kind of reservist, what the Army calls the individual mobilization augmentation program.

"Even though I'm a Reserve guy, every time I show up, things start going sideways," he said.

For example, in Operation Desert Storm, West coordinated



Maj. West with his men

the logistics that moved forces from 24 military installations across the U.S. to the Port of Newport News, Va., to the Middle East.

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For example, in Operation Desert Storm, West coordinated

# WILMINGTON NEWS-JOURNAL

One-hundred fifty-fourth year, No. 11

MONDAY, February 8, 1993

12 pages

35 cents

## West says Somalia in worse shape than Kuwait

**EDITOR'S NOTE** — Army Reserve Maj. Roy West recently returned from Somalia. Formerly of Wilmington, West was home a few days and provided the following account. Part one appeared Sunday.

By DANIEL NIXON  
City Editor

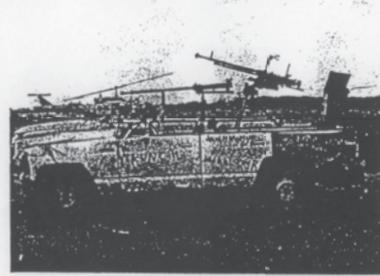
Flying into Somalia the day after Christmas, Army Reserve Maj. Roy West spent the next 10 days observing the country and coordinating the transition of the Port of Mogadishu from Marine to Army control.

West is a primary logistics planner for the 7th Transportation Group at Fort Eustis, Va., the people responsible for the deployment of U.S. forces in Operation Restore Hope, combining 24,000 American troops and 14,000 troops from 23 other countries.

In Mogadishu, the capital, sewage ran along the streets. Anything of value, including copper wire, had been stripped from the buildings. Small trenches along the road sides remained where pipes had been dug out of the ground. Utility lines had been snipped from their poles.

"Driving the streets of Mogadishu was like being part of a black-and-white movie," he said. "Every 30 seconds or so you might see a flash of color — maybe a grove of trees or a house that was recently painted — and you could see that this used to be a cultured, civilized city."

While in the company of a Somali colonel, West said his most frequently asked question of him



A "technical" vehicle in Somalia

touring the city and pointing to its various neighborhoods was "What did this use to be?"

Nomadic refugees had bedded their valuable farm animals in the buildings while fashioning for themselves nearby 'booches' of wire and plastic. Formerly bright and clean seaside buildings were windworn, shattered and pock-marked by artillery fire.

The situation was so absurd that Somalia had even plucked carpet fuzz for trade at makeshift bazaars.

"Any order or discipline that once existed was gone," he said.

In Desert Storm, West saw Kuwait's capital five days after liberation by coalition forces. For all its pillage and vandalism at the hands of the Iraqis, "Kuwait City was a 'Boca Raton' compared to

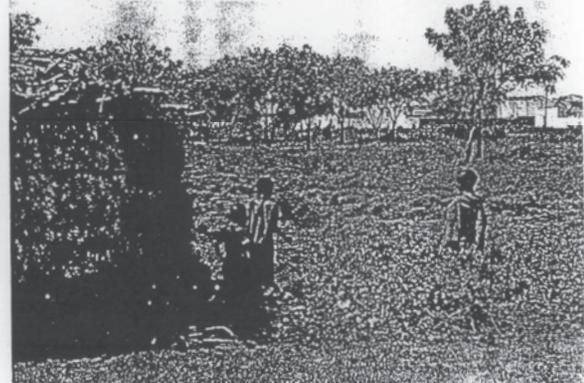
this place," he said.

Outside of the secured Port of Mogadishu, one always kept a weapon at the ready and made sure equipment was well stowed. A stationary vehicle was an immediate target for Somalis intent on stealing anything that they could use or later trade.

"And if you got stopped, and if there was anything in there of value, it was gone."

Unlike Desert Storm, with a clear military objective and enemy identified, Operation Restore Hope placed military patience at odds with its traditional role.

"The rules of engagement were such that if you thought your life was threatened, you had the authority to use deadly force," he said. "We weren't there to 'smooth' the Somalis. They weren't the enemy."



A view of the countryside in Somalia

The perception of threat was constantly being tested where all sense of order had evaporated in that hot, dirty, equatorial country.

In Somalia, the average life span is 47, said West. The median age is 16. "They don't go to school. They don't have a job. They're hungry. They're irritable — and they're kids. If you've just been smacked with a big rock, then you could lose sight of those rules. That's what makes the mission so different. This is a mission that requires extraordinary leadership."

But in the relatively short time he was there, West could see improvement. On the day he left, police had returned to the city's unmonitored intersections to begin directing traffic as before.

There was a sense of hope and enthusiasm visible in the eyes of the children, he said.

"It's a worthy cause," he said, marked by unprecedented cooperation among the Air Force, Army, Marine Corps and Navy. "The net is a lot of positive is coming out of this."

West recognizes that transporta-

tion troops are usually the first in and the last to leave, but he hopes diplomatic negotiations can increase their pace and lead to the return home of his 7th Transportation Group.

And from Somalia, he holds in his mind a vision of what could happen to a society that loses its core values or ignores warning signs of internal strife.

Like one who has just now come to know the meaning of a word he has heard all his life, West simply says, "I've seen 'anarchy.'"

West recognizes that transporta-

# Reserve officer sees successes in Somalia

He says the Army is abundantly prepared to carry out the mission.

By Jon Frank  
Staff writer

FORT EUSTIS — The Somali relief effort is going so well that some ships headed for Mogadishu will never be unloaded, an Army reserve officer said Thursday.

Maj. Roy J. West, who returned Jan. 4 after 10 days in Somalia with the 7th Transportation Group from Fort Eustis, said the military's worst-case scenario for Somalia has not materialized.

"There is no doubt that the Army can accomplish its mission," said West, explaining that U.S. forces are expected to provide security so that food can be delivered to the country's starving people.

West did not speculate on how long a U.S. presence would be required.

West, speaking to reporters at Fort Eustis on Thursday, said the port city of Mogadishu looks like a scene from the Mel Gibson movie "Mad Max Beyond Thunderdome." In the movie, marauding bands of hoodlums drive vehicles bristling with weapons through a desert landscape.

"I can't think of a more accurate description," West said. "It looks like a black-and-white movie with sudden flashes of color. . . . It was not uncommon to see guys walking down the street with AK-47s."

West said that while driving

through the countryside he and his Army colleagues heard gunfire but were never shot at.

He said many of the weapons he saw during his first days in Somalia are no longer visible along the streets of Mogadishu, where a bustling marketplace with hundreds of shops still operates.

The most serious violence has occurred in Somali cities away from the coast, he said. But even some of those cities have gotten much more peaceful since the U.S. forces arrived.

West said one Somali called the inland city of Baidoa a "city reborn" since the humanitarian effort began late last year.

West, who left active duty with the Army in 1986, is one of a few reservists who have been called up for duty in the Somali mission.

He helped the Transportation Group's base in Geledi Mogadishu.

West, who Army mission

duras as we said the Somali model of co-

branches of t About 800 t is have been lia, mostly i the relief eff Twenty sold Jan. 6 in the

About 1,000 are expected

die of this m sonnel are Mogadishu a

goods.



Norfolk/Virginia Beach  
"Virginia Pilot"

# Witness to Somalia's suffering: A lost civilization

## EUSTIS TROOPS

While some reports have Marines heading home from Somalia by Valentine's Day, Army troops from Fort Eustis will likely stay well into the spring, if not longer.

That is the curse of being a transportation soldier, Army officials say.

Ron Johnson, spokesman for Fort Eustis, said the 800 or so Fort Eustis soldiers deployed to Somalia knew going in that they might be there for the long haul — however long that turns out to be. As with Desert Storm and other military missions, Army transportation workers are often the first to go and usually the last to return.

"The transportation guys may not be back until months after the first troops come home," Johnson said. "They and their families know this going in. "From our standpoint the mission is really the same as that in Saudi" even though the goal is much different, he said.

Daily Press

By Mark Davidson  
Daily Press

## FORT EUSTIS

Army Maj. Roy West says there's only one way to describe the 10 days he spent in famine-stricken Somalia.

"Driving the streets of Mogadishu was like being part of a black-and-white movie," West told reporters at a briefing Thursday, three days after his return from the African country. "Every 30 seconds or so

you might see a flash of color — maybe a grove of trees or a house that was recently painted — and you could see that this used to be a cultured, civilized city."

What West and his comrades from the Fort Eustis-based 7th Transportation group saw anything but civilized.

"There was sewage in the streets. They haven't had any garbage pickup in years," he said. "I never felt clean. No matter how good and how often you scrub yourself, you never get that clean feeling."

■ Somalia living in U.S. return to translate. C2.



Army Maj. Roy West talks Thursday about his experiences during a 10-day deployment in famine-ravaged Somalia.  
Dave Bowman/Daily Press

West, an Army reservist with expertise in transportation, was called up for his annual duty just as the Somalia effort was getting under way.

West, 36, said he spent part of his 10 days there combing the streets helping to "set up shop" for the transportation group, whose primary job is to work the

ports loading and unload cargo and provide security for the non-governmental agencies that are getting food to deprived areas.

Mogadishu does have a makeshift business district where vendors had outdoor shops along major streets offering everything from motor oil to flowers.

While West did not see mass-

es of starving children like some TV reports have depicted, he said many of the city's people did seem to be starving for any kind of attention and direction.

"There was some fire, some hope, in the eyes of the children, whereas the adults had a sense of despair and hopelessness."

And though conditions were far less than ideal, West insisted the American troops have been improving their living conditions daily and felt good about their mission, despite the timing.

"I'm sure there wasn't a single person who didn't miss their families and would have rather been back home for the holidays. But they were reminded that every action they were taking was saving a life. I think that gave everybody a higher sense of purpose."

West said the camaraderie among American troops from all branches was strong. One night he was standing next to a Navy man who said he was from Williamsburg — just like West, who is a sales representative for a resort developer. Another man overheard the conversation and said he, too, was from Williamsburg.

# Web Presence



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**What is PathWorks?**

PathWorks, a ROYWEST Company, provides customized, fully integrated strategies that focus on how organizations recruit, select, onboard, train, develop and reward and encourage their staff in a way that encourages the creation of generative diversity within their problem solving, decision making, and customer engagement. Also, encourage and customer engagement has been proven to result directly correlate with customer growth, increased margins and strategic value.

Our Education-Contracting strategies center on how schools recruit, select, onboard, train and develop their students and encourage their staff in a way that encourages the creation of generative diversity within their problem solving, decision making, and customer engagement that serve their role and as a result become more productive, collaborative citizens.

Through the leadership of Roy West, PathWorks is among the most accomplished and experienced consultative organizations in the world relative to customization, deployment, execution and measurement of the following Talent Management and Engagement strategies:

- Targeted Recruiting
- Selection
- Onboarding and New Hire Training (Position Specific)
- Ongoing Training and Development (Position Specific)
- Coaching, Management and Leadership Development Training
- StrengthsCoaching and StrengthsTeam Building
- Reward and Incentive (Job- or Organizational or Position Specific)
- Employee Engagement, Shared Engagement, Customer Engagement
- StrengthsLinked Strategy

In the upcoming year for talent, we believe that employees will most highly identify, articulate, engaged employees more than the other way around. We credit this confidence that are not willing to file the book and beat them as soon, share them with coaches, managers, leaders that are capable of building relationships and staying the course so that they can create emotional connections with every customer, employee, will make us one day and find the talent we need later.

We show you how to synchronize your culture based on Strengths based philosophies inspired by the Gallup Q128 Employee Engagement Survey and its associated Action Planning and Business Impact Analysis™. We Coach your Coaches how to choreograph the development whereby your employees/coaches engage every customer/employee emotionally every time through their own unique talents (Strengths).

We help you know with "certifiable certainty" that you are on the right path.

*Engage • Perform • Grow*

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**Realize Your Greatness With ROYWEST.**

ROYWEST is a relationship-based, performance-driven company whose mission is to provide customized, fully integrated Talent Management and Employee/Customer Engagement strategies. Strategies that identify the innate, individual talents of your employees, choreograph their emotional engagement with your customers and drive the performance outcomes that most directly impact your ability to sustain growth. Operating as three businesses—WestSpeak, StrengthsAlliance and PathWorks, ROYWEST provides the following services:

**COMMUNICATION**

**WestSpeak**  
A ROYWEST COMPANY

*Speak • Be Heard*

At WestSpeak, A ROYWEST Company, we believe that individuals not only want to speak, but, they want to know they have been heard. We provide strengths based, 1-to-1 communication strategies, programs and tools that foster cultures of inclusion, relationship, innovation and performance. WestSpeak seminars and training programs help you develop mastery with listening and speaking techniques that enable you to more effectively engage employees, students, spouses, children and/or managers. Our promise: attend one of our seminars, receive coaching from one of our MasterCoaches and not only change your life, but the lives of all those with whom you speak.

➤ Visit WestSpeak now.

**COACHING**

**StrengthsAlliance**  
A ROYWEST COMPANY

*Do Good • Live Well*

At StrengthsAlliance, A ROYWEST Company, we believe that before you can ever coach anyone else, you must first know yourself. Our coaching seminars and training programs are delivered through Strengths-based, 1-to-1 methodologies that begin with identifying the ways in which you most naturally think, feel, and behave—your talents. And, we coach you how to productively utilize those talents to invest in yourself and others as a means by which to increase your performance and improve your life. Our promise: attend one of our seminars, receive coaching from one of our MasterCoaches and live a life transformed.

➤ Visit StrengthsAlliance now.

**CONSULTING**

**PathWorks**  
A ROYWEST COMPANY

*Engage • Perform • Grow*

PathWorks, A ROYWEST Company, is among the most accomplished and experienced consultative organizations in the world relative to creation, deployment, execution and measurement of fully-integrated Talent Management and Employee/Customer Engagement strategies. Through the use of scientifically validated measurement, we help you identify the key drivers of the outcomes that "matter most" at work and in the lives of your employees. Our promise: attend one of our seminars, work with a PathWorks Consultant and not only synchronize your culture, but achieve and sustain world-class results in the areas of profitability, productivity, customer measures, safety and retention.

➤ Visit PathWorks now.

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## COACHING

### StrengthsAlliance

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At StrengthsAlliance, A **ROYWEST** Company, we believe that before you can ever coach anyone else, you must first know yourself. Our coaching seminars and training programs are delivered through Strengths-based, 1-to-1 methodologies that begin with identifying the ways in which you most naturally think, feel, and behave—your talents. And, we coach you how to productively utilize those talents to invest in yourself and others as a means by which to increase your performance and improve your life. Our promise: attend one of our seminars, receive coaching from one of our MasterCoaches and live a life transformed.

## CONSULTING

### PathWorks

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# Keynote Topics and Fee Schedule



## Relationship is the Key!

“Driving Engagement, Increasing Performance and Improving Our Lives.”

Roy West shares quantitative evidence that relationship is the key ingredient to individual/organizational growth, engagement momentum, increased performance and the overall quality and wellness of our lives.

## The Future of Employment.

“The Pendulum is Going to Swing!”

As the turbulence we are currently experiencing in the global economy begins to wane, Roy West predicts the pendulum will swing with great force in the favor of talented employees. Roy illustrates the imperative for organizations to hire coaches, managers and leaders that intuitively look for what is good and right in their employees and allow them to do what they do best, everyday.

## Now is the Time to Take Inventory

“Your Industry, Your Friends and Your Talents”

Roy West takes you on an entertaining and humorous ride into the inner sanctum of our lives. West portends, “If asked, everyone is open to the notion of something new and great coming into their lives. Unfortunately, if it did, very few would have a place to put it. Their lives, their minds, their garages and their closets are already full.” Stories, metaphors that help you know with certainty, “how to” invite something new and great into your life....and, “how to” prepare for its arrival!

## “Strengths Based Principles.

A Platform on Which to Build Your Life!”

Roy West calls for individuals and organizations to take a stand, declare their intent and commit to driving the practice of “Strengths” related philosophies to a global tipping point. He invites you to join his StrengthsAlliance.



	Domestic U.S.	International
Full-Day Workshop	\$10,000	\$12,500
Half-Day Workshop	\$7,500	\$10,000
Keynote up to 1.5 hours	\$5,000	\$7,500
Multi-Day Retreats	Call for quote	Call for quote



# Products, Seminars and Fee Schedule



### **The “StrengthsIntroduction” (Product)**

At The Roy West Companies, discovering the source of your greatness begins with identifying the ways in which you most naturally think, feel, and behave—your talents. And, our tool of choice for identifying your talents is the Clifton StrengthsFinder®.

Once you have completed the Clifton StrengthsFinder® assessment and explored it’s 40+ hours of associated e-learning, you will participate in a StrengthsInterview with a ROYWEST MasterCoach where you will begin to understand how to consciously add knowledge and skills to your areas of greatest potential. Your talents. You will also receive a one year subscription to StrengthsAlliance.

### **The “StrengthsDiscovery” Seminar (One Day)**

At The Roy West Companies we believe that a meeting, program or seminar does not begin until you hear you own voice...The chance to speak and be heard.

We begin each StrengthsDiscovery Seminar with an exercise called “Focus on You”...And, “Focus on You” is literally what we do for the entire day! At the end of the day, you will know with certainty how to speak the Strengths language, identify and achieve the things that matter most in your life, acknowledge others and draw upon the power of their differences. And, most importantly, you will know how to use these truths, tools and skills to build better relationships, increase your performance and improve the wellness and quality of your life.

### **The “StrengthsMastery” Seminar (Two Days)**

At The Roy West Companies, we believe before you can ever coach anyone else you must first know yourself.

Now that you have completed the StrengthsIntroduction and the StrengthsDiscovery Seminar, you are prepared to pursue the aspiration of becoming a better coach, manager, leader, parent, teacher, spouse, friend. At the end of this highly interactive two day seminar, you will have created a strengths based, Talent management strategy for achieving your individual, team and organization’s performance goals. You will know with certainty that engagement is the key driver of performance and how you can “Do Good and Live Well.”

	Domestic U.S.	International
StrengthsIntroduction	\$250	\$350
StrengthsDiscovery Seminar	\$600	\$1,000
StrengthsMastery Seminar	\$2,500	\$4,000



# How They Feel After a ROYWEST Seminar

“I have taken a lot of seminars from other companies that I have worked for. I have learned more about myself and dealing with people in two days than in the last seminar with my previous company that consisted of eight days.”

## **Kauai, HI**

“Very enjoyable. I often come to courses feeling very dubious about whether I will get any benefit. I felt this course was extremely useful and will help me at work to get more benefits from my team and myself. I felt the way Roy constructs and runs the course keeps you as motivated as possible even when it’s the post lunch slump! As a true English person I rarely give full marks, which shows just how good this course truly was.”

## **London, England**

“Turning the microscope on yourself is often frightening because you have to live with the person you discover. Thank you for helping me see myself through a different lens...the lens called “my talents.” I like the person I am going home with tonight more than ever before.”

## **Orlando, FL**

“Roy is an inspirational speaker. I love his ability to “engage” all the members in the seminar. He has taught me that engagement is an imperative to learning.”

## **Salt Lake City, UT**

“Roy’s passion for what he does, drives this seminar. It is impossible to leave here without feeling fully engaged in this process. I cannot wait to share this with my team and family. I have no doubt it will greatly enhance all of our lives.”

## **Orlando, FL**



# Impacting Lives Through Coaching and Relationship



“Roy has been such a wonderful instructor. His use of stories about personal experiences has really allowed us to be able to relate to him. I hope that in the future, I will be able to touch the lives of people the same way he has touched mine. Thank you.”

**Kauai, HI**

“It was amazing how Roy was able to relate to everyone in the room and how he was able to make everyone feel appreciated. This is an amazing quality.”

**Orlando, FL**

“Roy has a strong ability to captivate his audience in a way that makes them feel special in their strengths. By sharing of himself, he enables you to relate to what he’s teaching. The overall experience makes me feel comfortable passing the information on to my team.”

**Palm Desert, CA**

“I have just realized how important it was for our work group to be able to sit at the same table during the seminar. We all work together at our home resort, but now, we will work “closely” together at our home resort. Roy J., you have brought out the best in us.”

**Honolulu, HI**

“Roy’s ability to build relationships with each participant ensures you personally leave the class with a stronger belief in the tool and yourself. I have learned so very much and believe I am on my way to being a great coach to my team! Thanks again!”

**Hilton Head Island, SC**



# Modeling the Notion of Engagement

Roy used real-life examples to illustrate strengths and branded images on our minds of how we benefit from understanding our strengths and the strengths of others. I came in skeptical of this being another fad at our company, but, Roy has engaged me 100%.

**Orlando, FL**

“Roy is a wonderful facilitator. He held our interest the entire time. I especially enjoyed his storytelling ability and real-world examples (his own personal and professional). These really helped keep me engaged. Roy also had a keen ability to draw others in to participate in a way that made us feel at ease and eager to share.”

**Orlando, FL**

”I have been in many training classes over the years and never has anyone kept my attention for an entire two days, until now. Fantastic stories, analogies and suggestions. Pace of the two days was perfect! Great pre-seminar correspondence and great materials.”

**Honolulu, HI**

“In all honesty, I was not prepared for the level of excitement that I feel about the knowledge and skills that I have gained in this seminar. It has made me conscious of everything that I will say and do with my team, my family and my friends.”

**Orlando, FL**

“While the content is excellent, Roy’s personalized teaching techniques - eye contact - call you out by name - personally greeting you every morning - taking as much time as necessary for questions and answers - keeps you totally engaged!”

**Hilton Head Island, SC**



# Providing Them Tools, Knowledge and Skills to Increase Their Performance



“Surprising truths came through in this course. I was already impressed with the accuracy of my personal results, but wondered how it could be put into practice. I am confident that I can now use this to assist my fellow associates. Roy West is world-class!”

**Marbella, Spain**

“The things I learned in this class will be of more help to me than anything I have learned in my 10 years with this company. This seminar was fantastic and I know that my life (personal and business) will be positively impacted.”

**Orlando, FL**

“I leave with a wealth of knowledge and tools I can use for the rest of my life. Roy J. West makes this an awesome experience. I believe every associate should be afforded this course. Mahalo nui loa.”

**Honolulu, HI**

“Roy was an exceptional speaker. He touched on many hearts with his stories and gave me the opportunity to learn and grow utilizing my talents. Thank you for all of the additional information and tools to take home with us to make the whole process come into play. Mahalo.”

**Honolulu, HI**

“Thank you for all of the knowledge you have empowered us with! I look forward to taking this information back to my team. I believe using these tools we can truly make a difference in our associates’ lives both professionally and personally. Thank you for investing time in me. P.S. Roy, you are wonderful! I always love to hear you speak and the passion you project is very inspiring.”

**Orlando, FL**



## Resulting in a “Commitment to Action”

“I will be taking this info back with me to implement with my team. I learned a lot about myself, how the strengths of my team compliment mine and just how productive we can be in utilizing/ realizing our differences. ROY WAS EXCELLENT! BEST SEMINAR I EVER ATTENDED.”

**Kauai, HI**

“Roy West is the best facilitator I have ever had the pleasure to meet. His belief in what he taught us and his passion for success is an inspiration. I promise I will implement what you have spent your time to teach us. Thank you!”

**Marbella, Spain**

“I’m very excited and energized by this class! I can’t wait to get home to put this into practice at my site.” Thank you Roy!

**Orlando, FL**

“I came here highly skeptical and doubtful, but now I realize that I not only needed this for myself, but, as an essential tool to lead my team and interface with my peers. Roy is simply fantastic.”

**Orlando, FL**

“Roy, this seminar has changed my life! My expectations were met in the first half of the first day and by the end of our two days together, my belief in my company was transformed. Thank you so much.”

**Kauai, HI**

“This course came at just the right time in my career! I will carry this Strengths based philosophy back to my property and begin using it as it was taught.” Roy was brilliant!

**Salt Lake City, UT**



# Helping Them Learn, Grow and Progress Within Their Careers and Lives



“Roy’s presentation during this seminar has been very enlightening. I truly think this is a turning point in my personal and professional life.”

**Kauai, HI**

“Roy is an excellent coach. The lessons that I have learned in this belief building session will be useful to me for the rest of my professional and personal life. Thank you so much, Roy, for helping me find (or be aware of) my talents..”

**Orlando, FL**

“So motivating, reaffirming, exciting, positive. I do not think that I am a specialized enough writer to explain in words the experience I had over these two days. Roy West is world-class. He is really onto something here and I am excited because I honestly believe this is just the beginning. Thank you for investing in me!”

**Orlando, FL**

It is great to step away from our core responsibilities to fuel our engines with new information and knowledge. Roy, you have given me the gift of rocket fuel and I promise to share it with others.”

**Orlando, FL**



“The seminar was extremely helpful, the materials valuable and the examples very illustrative. Roy presents it in a fun and educating manner, humanizing and exemplifying the key points. I see this tool as a means to not only maximize my team’s performance, but also to develop my talent of “individualization” to acknowledge, recognize and make everybody I come in contact with (professionally and personally) feel special and unique.”

**Orlando, FL**