

LEADERSHIP SUMMIT & INDUSTRY EXPO

RIA's 66th ANNUAL CONVENTION

The **Wisdom of We**

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**MARCH 8-11, 2011
THE BROADMOOR
COLORADO SPRINGS, CO**

What Should I Do?



Unleashed!



We the People



Continuum

WE



Us/Them

Tell a Story...



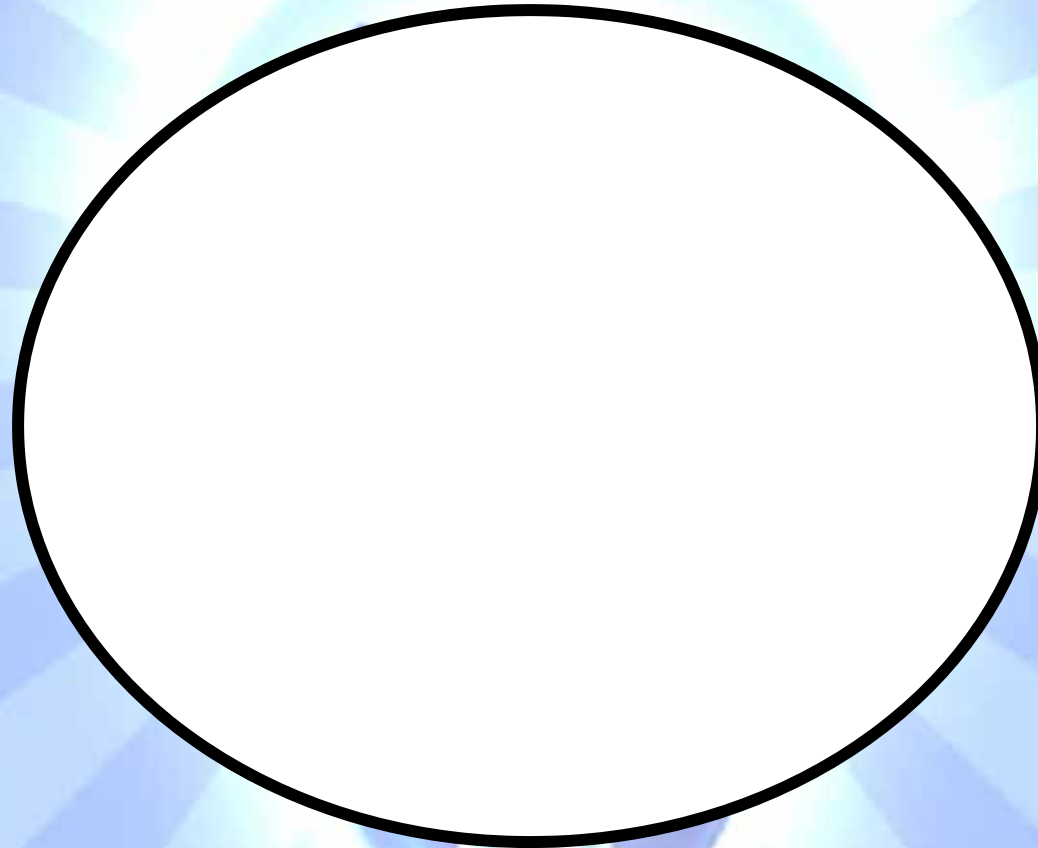
Why We?

- **Grow the Pie**
- **Get Smarter**
- **Increase Your Net Worth**
- **Loyalty** of Customers, Employees & Vendors
- **Peace of Mind**

A Piece of Trash



We Determine the Size our WE...



What Creates Us / Them

- **Scarcity**
- **Not My Job**
- **Right & Wrong**
- **It's Business, It's Not Personal**
- **On the Bus**

How can WE help you fly?



A Killer Conference

- **Ask for Help / Seek to Help**
- **Ask Them About Their Story**
- **Go Grass Roots**
- **RAKs & Rogues**
- **Be a Connector**
- **Move Beyond Your Circle**

Is This Mine?

The Ingredients of We

- **Choose WE**
- **Speak WE**
- **Live WE**
- **Risk We**
- **Give WE**

What are we really building?

