



# About Root Learning

We're going to have to ask you to remove those rose-colored glasses for a moment. Believe it or not, 70% of all change initiatives in companies fail due to "people" issues. Studies show

## **7 out of 10 people aren't engaged in their work.**

And even though most investors believe executing a strategy is more important than market position, innovation or even the quality of the strategy itself – 90% of all strategies are not optimally executed in organizations. Fortunately, that's where Root can help.

Root is a strategic learning company that knows how to engage and connect employees to create real results. First, they figure out these things they call "canyons" – the huge gaps that exist between where employees are now and where you'd like them to be. Then, they use these beauties to develop customized solutions that work for everyone involved. It's kind of like an extreme makeover for using your strategy.

Remember, Root is an old hand at this new approach. Their unique, field-tested methods allow employees to get excited about your company's goals in a way that's natural, compelling and memorable. Once they know how they fit into your organization, what the big picture is, and how they can put your strategy into action every single day, things start to change for the better. For instance?

## **Employees tend to get really, really productive.**

Another nice thing about Root is that Root is all about you. Everything they do is focused on and organized around their clients. They find out who you are and what you want. And their methods are designed to be quick, efficient and - *gasp* - interesting.

Which also explains why Root offers a rare mix of talent as eclectic as the world of business itself.

## 95 people strong,

the company includes MBAs, instructional designers, artist programmers, print specialists, graphic designers, strategy interpreters, writers and educators. Together, they will spark revolutionary ideas and deliver results around learning, communications and strategic change for your organization.

A very good thing, indeed.



Root has been working its magic since 1987 with more companies than you can shake a stick – or whatever you like to shake – at. They've helped more than four hundred Fortune 500 and Global 2000 companies worldwide in specialties from distribution and manufacturing to financial and more. Here are just a few of Root's customers:

Aetna U.S. Healthcare • American Heart Association  
• AT&T Wireless • Avera McKennan Hospital &  
University Health Center • Bausch & Lomb •  
Bank of America • Citigroup • Delta Air Lines •  
Dow Chemical • GlaxoSmithKline • Hewlett Packard  
• Humana • IBM Corporation • IKEA International  
InterContinental Hotels Group • JCPenney  
• JPMorgan Chase • Mattel, Inc. • Maytag Corporation  
• Mercedes-Benz • Nationwide Building  
Society • PepsiCo • Pfizer, Inc.  
• Proctor & Gamble • Reuters •  
Time Warner Cable • UPS •  
Veterans Health Administration



Now, enough about Root.  
Isn't it time to start talking about you?

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