



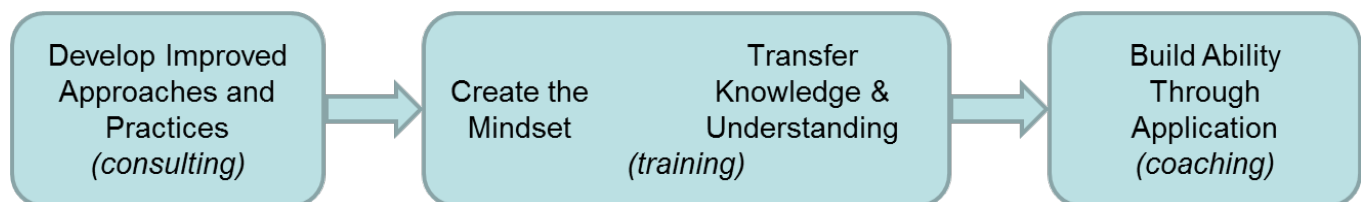
Your Link to Reaching Peak Potential

Alpine Link is a boutique consulting company founded in 2005 by Mike Hawkins. Alpine Link provides **leadership development workshops, executive coaching, consultative sales training programs, and management consulting services** that are based on extensive practical experience in helping individuals and organizations reach peak performance.

Our capabilities share a common core - delivering results through influencing human behavior. Because leaders sell, sales people lead, and everyone performs their best by having an ability to positively influence others, our core focus underpins two areas of specialization related to the art and science of influence:

- **Leadership Development** - Learning to lead, setting the example for others to follow, communicating effectively, coaching leaders to lead as coaches, imparting ownership, leveraging partnerships, promoting collaboration, and executing with excellence.
- **Sales Performance Improvement** - Selling as a consultant, becoming a strategic advisor, implementing customer service best practices, delivering a high-impact value proposition, developing sales resources, and creating alignment in the sales ecosystem.

Alpine Link is founded on the principle that reaching your peak potential is an individual journey, not a mass-produced event. It requires taking action in four areas: 1) developing improved approaches and practices, 2) creating the enabling mindset, 3) transferring knowledge and understanding, and 4) building ability through application. Our consulting, training, and coaching services span these four areas providing the customized capability and integration our clients require.



Organizations and individuals who are successful are those with the ability to execute in these four areas. Success happens not to those with the best ideas, but to those who translate their ideas into abilities and actions. Alpine Link engages in targeted work that enables results, not merely knowledge acquisition. We help our clients execute with excellence and confidence, not dependence.



Alpine Link Products and Services

Leadership Development and Self-Improvement Services

- **Leadership and Management Training** that helps executives learn the SCOPE of Leadership™, develop a coaching approach to leadership, and activate behaviors that bring out the peak potential in their teams, organizations, and themselves.
- **SCOPE of Leadership™ Workshops** that helps leaders learn and apply specific SCOPE of Leadership™ competencies that great leaders possess.
- **Executive Coaching** that enables executives to develop their SCOPE of Leadership™, hone their leadership skills, and enhance their individual performance.
- **Activating Your Ambition™ Workshops** that creates a success roadmap for goals that move ambitions to realities.

[See Alpine Link's brochure on leadership development and coaching services.](#)

Sales Performance Improvement Services

- **Sales Value Chain Discovery and Assessment** that creates transparency into sales performance improvement opportunities.
- **Peak Potential Selling™ Process Innovation and Reengineering** that establishes direct sales and in-direct channel go-to-market best practices.
- **Peak Potential Selling™ Consultative Sales Coaching and Training** that builds consultative selling skills through winning selling principles – not selling tactics.
- **Consultative Sales Training for non-Sales Personnel** to help consultants, non-sales executives, project managers, and other non-sales personnel apply the art and science of selling.
- **Sales Pursuit and Account Penetration Workshops** that create competitive differentiation and winning results in targeted opportunities and accounts.
- **Marketing and Sales Conduit Generation** that creates new opportunities that feed the sales funnel and fill the pipeline.
- **Sales Enablement** that gives sales professionals targeted tools, techniques, value propositions, messages, and compensation plans to sell specific offerings.

[See Alpine Link's brochure on sales improvement services.](#)



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Business Improvement Services

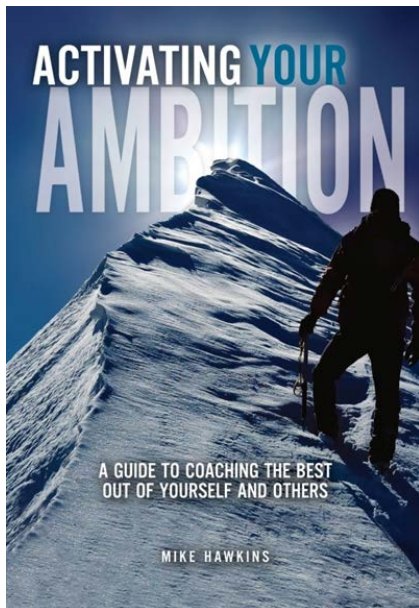
- **Operational Effectiveness Assessment** that identifies and implements operational improvements that improve overall business performance.
- **Organizational Change and Best Practice Deployment** that captures, establishes, and institutionalizes ongoing best practices.
- **Peak Potential Business Strategy and Business Planning** that helps business unit leaders create strategies and action plans that achieve near-term objectives while building long-term competitive advantage.
- **High-Impact Offsite Meeting Facilitation** that moves mundane management meetings to meetings that produce results - includes team building programs and team dynamics intervention.

[See Alpine Link's brochure on business improvement services.](#)

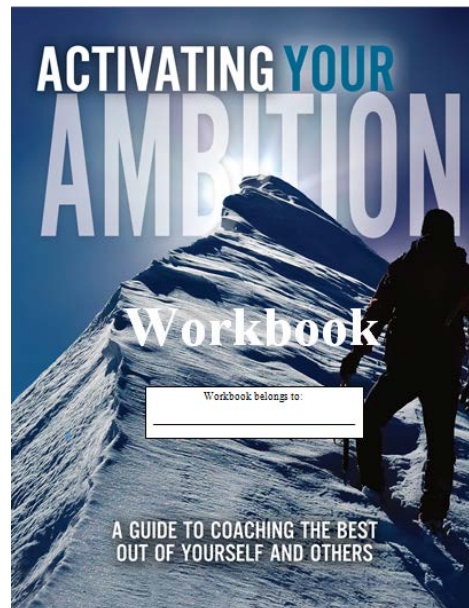
Books and Workbooks

Activating Your Ambition

A Guide to Coaching the Best Out of Yourself and Others



Hardcover



Workbook

For more information, visit www.ActivatingYourAmbition.com.

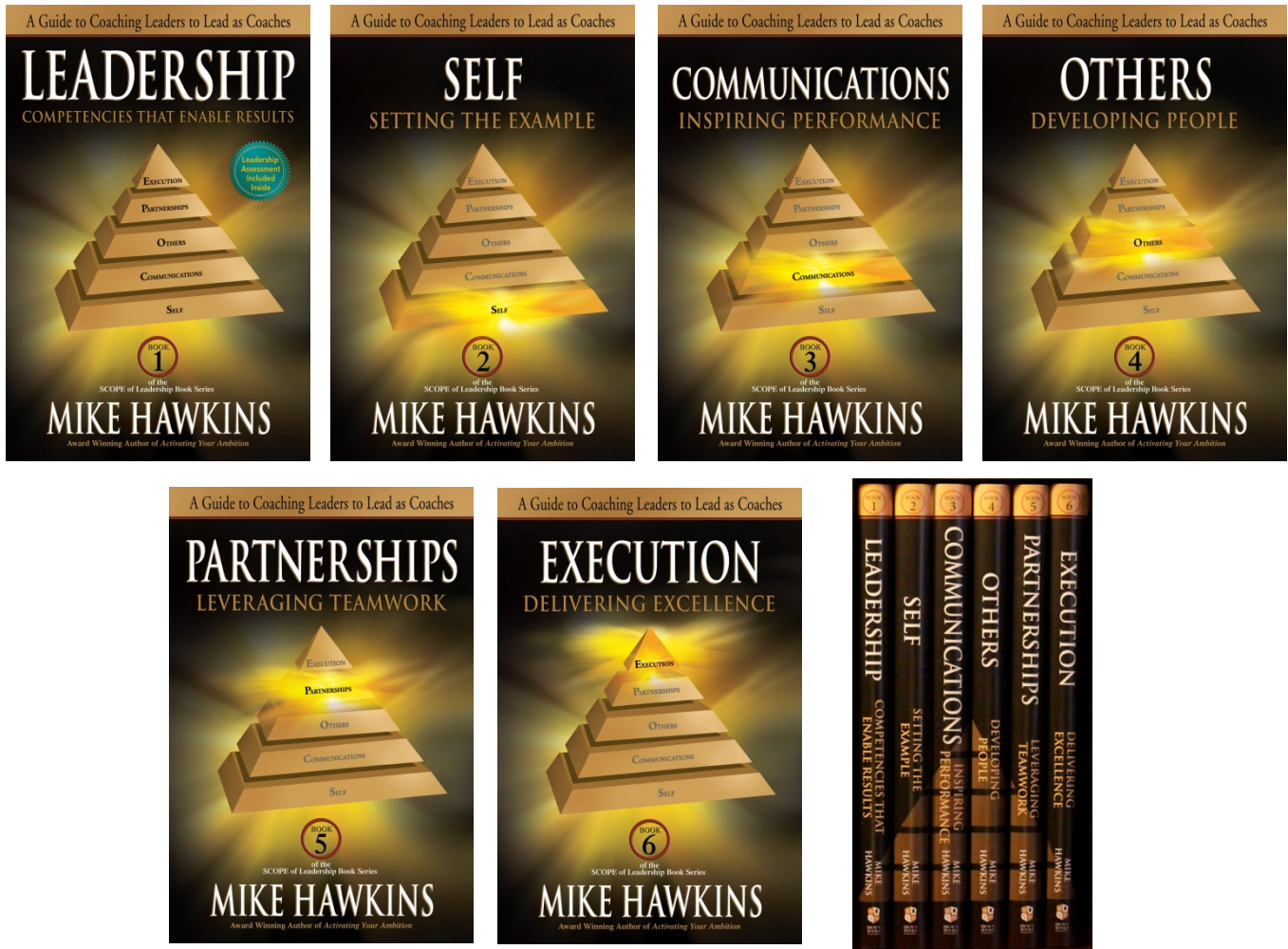


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The SCOPE of Leadership

A Guide to Coaching Leaders to Lead as Coaches



Hardcover books and six-book set in executive black/copper kevlar case

For more information, visit www.ScopeOfLeadership.com.

Alpine Link tools, templates, and articles available at

http://www.alpinelink.com/Leadership_Sales_Management_Consulting_Papers_Tools_Templates.aspx



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Mike Hawkins



MIKE HAWKINS is president of Alpine Link Corporation (www.alpinelink.com), a management consulting and leadership development company specializing in lifting organizational performance. Mike is a seasoned executive coach, speaker, and thought-leader on leadership, self-improvement, and business improvement. He has a reputation for consistently leading organizations and individuals to higher levels of performance.

Prior to founding Alpine Link, Mike excelled as an engineer in product development with Halliburton. He was a successful salesman and marketing executive with IBM. He worked as global general manager for Scient, a fast growing e-Business Systems Innovator, and held the position of executive vice-president for LogicaCMG, a global consulting and IT solution provider. He has worked in multiple industries including management consulting, information technology, financial services, manufacturing, construction, telecommunications, utilities, and non-profits.

Throughout Mike's career, he has accepted the toughest assignments and excelled in overcoming challenging issues. He truly understands not just what to do and why to do it, but how to do it. In his executive coaching experience and in turning around underperforming businesses, he has uncovered recurring root cause issues that limit performance. As a result, Mike has refined several frameworks including the SCOPE of Leadership™, Activating Your Ambition™, and Peak Potential Selling™ to help organizations and individuals break through their limitations and reach their goals.

Mike has a Bachelor's of Science in Mechanical Engineering from the University of Texas at Arlington and attended a one year advanced management program with the Harvard Business School.

Mike lives in Breckenridge, Colorado where he owns the Alpine Villa Retreat, an executive conference center and vacation venue (www.alpinevillaretreat.com). When not working, he spends time snow skiing, mountain biking, hiking, motorcycle riding, fitness training, golfing, traveling, wine tasting, and wood/metal working.

Mike is the award winning author of *Activating Your Ambition: A Guide to Coaching the Best Out of Yourself and Others* (www.ActivatingYourAmbition.com) and the six-book series on coaching leaders to lead as coaches (www.ScopeOfLeadership.com).

To contact Mike, e-mail mike@alpinelink.com.



Q&A with Mike Hawkins

- **With what qualifications did you establish Alpine Link?** Having an education and deep experience in the typically disparate fields of engineering, sales, and general management, I developed an ability early in my career to solve complex problems on two levels—at a task level and a people level. It has enabled me to expertly help individuals and organizations overcome challenging issues regardless of the level at which the issues need to be solved.
- **What are Alpine Link’s core capabilities?** Because my team and I have extensive industry experience in multiple domains, we provide consulting, coaching, and training services that span the organizational ecosystem. The areas we engage most often are related to leadership development and sales performance improvement, but we also engage with clients on improving customer service processes, creating operational excellence, and managing change initiatives. In all, we help people and organizations overcome obstacles and improve so they can reach higher levels of performance.
- **What perspectives do you gain from your executive coaching?** I have been fortunate to work with many great leaders and get to know them very well. It has enabled me to gain first-hand insight into the attitudes and behaviors that consistently correlate with great results. None of my education, consulting experience, or management experience compares with what I’ve learned by becoming deeply involved in helping people overcome their challenges and develop their leadership competence.
- **Why did you write your first book?** I wrote *Activating Your Ambition* to help people identify their inner ambitions and turn them into realities. It is a self-help book for anyone interested in improving themselves whether stopping a bad habit, creating a new habit, developing their skills, or simply staying focused on achieving a goal. It is based on applying eight principles I’ve found that set people on a straightforward path of growth and change.
- **What made you write the SCOPE of Leadership book series?** I wrote the *SCOPE of Leadership* book series specifically for people in positions of influence who aspire to be great leaders. The books guide leaders in developing five specific categories of leadership competence I’ve found in great leaders consistently. There are thirty-eight competencies in all that enable leaders to achieve desired results through people by employing a coaching approach to leadership.



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- **What makes you different from other authors, coaches, and consultants?** I uniquely understand both what to do and how to do it. I work at a strategic level as well as an operational level. I integrate a big picture perspective with a detailed understanding of processes, systems, and behavioral science. This has enabled me throughout my career to engage in the most complex and challenging of assignments. My knowledge and skill aren't based on theoretical concepts or working from an indirect staff role but rather from very direct and practical experience.
- **What can clients expect when they work with you?** I see problems as challenges and opportunities. I truly enjoy consulting, training, and coaching. I seek to work with clients who are eager to disrupt the status quo and take their performance to a higher level. Clients who work with me can expect a customized solution that targets their specific needs. I constantly develop my content, approaches, and knowledge to provide the most advanced, yet practical solutions possible. My clients will always receive high-impact and high-value solutions from Alpine Link. I treat my clients and their businesses as if they were my own and always strive to exceed my client's expectations.
- **If you could leave people with one message, what would it be?** Don't succumb to *busyness as usual*. Don't allow yourself or your team to become machines of execution. Set aside time and resources for strategic endeavors. Invest in developing yourself, developing your team, and improving your business. If you merely execute your day-to-day tasks, you'll ultimately find yourself irrelevant if not obsolete.

Client Testimonials:

"We engaged Alpine Link to speak at our sales meeting. Expectations were high; particularly given the strong recommendation for Mike Hawkins from one of my managers. After sitting through his presentation, I came away very impressed with Mike's knowledge, delivery, and most importantly inspiration. He clearly exceeded my expectations. Further, my view was shared by all the other participants in the presentation. I look forward to continued work with Mike and the significant impact he can have on our sales and management." **Salvatore Cangialosi, President Metavante**

"Mike and his team at Alpine Link provided some of the best consulting, training and coaching services our company has ever received. They worked closely with us to develop a customized sales approach. Working together, we created a training workbook for our sales team and future new hires. They also provided coaching workshops, complete with materials, for our global sales management team. During the past seven months, they led nineteen workshops training over 600 people that consistently produced comments such as 'Alpine Link's sales training programs were the best I've ever participated in'. We use Alpine Link because they deliver high-impact services and consistently exceed our expectations." **Doug Wride, President and COO, Websense Inc.**

"Mike has been an incredible asset to my growth as a leader. His insight from a "been there done that" perspective is both gritty and insightful. Knowing that he has been where we are adds so much weight to



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his guidance. Working with Mike has helped me to be much more open to others ideas and learn to communicate in a way that, while making my point, is not abrasive or offensive. One of the things I remember from our first talk was when I made the statement "I have a hard time when things are not right". Well Mike let me have it.... questioning me on who says what I think is always right and others are wrong. It was like a sledge hammer and has changed the way I think and approach almost all of my duties, both internally and externally to the company." **Stuart Rothenberger, Senior Vice-President STV, Inc.**

"During my business career I have utilized consultants and coaches to help in a number of different capacities. Never have I worked with someone as capable as Mike, his real world success combined with a skill set that simplifies even the most complex systems, and the vast knowledge that he has gained from his academic pursuits cause him to be a resource unlike no other. Mike leaves me energized and empowered after our coaching sessions. Most importantly, Mike puts himself in my shoes as we tackle the challenges in my business. I would highly recommend Mike to any executive that needs a second set of eyes on their business challenges!" **Mark T. Neely, CFP, ChFC, CLU, MBA, Executive Vice President AXA Equitable**

"During my career as an attorney I have participated in various programs as a participant as well as had group business coaches. Mike's personal style combined with his understanding of business have provided the most transforming coaching experience I have ever encountered. While coaching all of our partners he has intuitively identified the weaknesses in our fundamental value proposition and our marketing strategies. Not leaving us with the mere identification of the problems, he helped us work through a discussion of the issues resulting in implementing impactful solutions. Our initial short term engagement of Mike has evolved into our team relying upon his regular coaching and guidance. I would highly recommend Mike to anyone who wants to seriously address personal and organizational hurdles that they face." **Bill Dismuke, Senior Partner Dismuke, Waters & Sweet Attorneys and Counselors at Law**

"Mike did a great job in helping our management team develop key leadership competencies. His one week SCOPE of Leadership™ boot camps energized our team and renewed their passion for becoming better leaders, both professionally and personally. His SCOPE of Leadership™ program provides a unique experience to allow leaders to step back from the busy day to day grind and sharpen their leadership skills. Most of our managers and executives that attended the workshop felt it was the best leadership development program they attended in their careers." **James Lewandowski, Executive Vice President McAfee Inc.**

"Thank you Mike very much for the insights and coaching that you shared with me. Not a week goes by that I don't think of your comment that they are all "A players" and I have worked much harder to help them discover their strengths to succeed. We just completed a project that is being considered one of the most successfully executed in many years, and I was lucky enough to shepherd it from inception to a successful completion. The teamwork on the project was unique, special, and at times almost magical, and I wanted to say thank you, because the knowledge that you gave me contributed to creating a great experience for over 2,600 people working on the project." **Chris Heger, Project Manager Turner Construction Company**

Additional client testimonials can be found at:

http://www.alpinelink.com/Leadership_Sales_Management_Consulting_Clients.aspx



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Media, Press Releases, Book Reviews



[Activating Your Ambition Exemplary Business Book Award](#)



[ASTD Book Review of Activating Your Ambition](#)



[SCOPE of Leadership Press Release June 2013](#)



[SCOPE of Leadership Press Release July 2013](#)

What others have to say about *Activating Your Ambition*:

*"With laser-like focus and a matter-of-fact style, Mike Hawkins outlines what it takes for people and organizations to succeed. Read *Activating Your Ambition* and prepare yourself for new heights of success!"* - **Marshall Goldsmith**, NYT and WSJ #1 best-selling author of *What Got You Here Won't Get You There* and the recently published WSJ best-seller *Succession: Are You Ready?*

"This is a life-changing book! It shows you how to get more out of yourself and fulfill more of your potential than you may have thought possible." - **Brian Tracy**, author of *How Leaders Lead*.

"Mike Hawkins' book on ambition is based on sound principles of behaviour change and is written in a clear and lucid style." - **Ian H Robertson** - PhD MRIA, Professor of Psychology, School of Psychology and Institute of Neuroscience, Trinity College Dublin and author of *Mind Sculpture: Unlocking Your Brain's Untapped Potential*

"A comprehensive distillation of sound advice and practical research that will benefit a wide range of readers." - **Jack Zenger**, co-author of the best-selling *The Extraordinary Leader* and *The Inspiring Leader* and CEO of Zenger Folkman.



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What others have to say about the *SCOPE of Leadership*:

"Mike Hawkins has made an extraordinary contribution to the leadership literature. He has left no stone unturned. His effort is thorough, meaningful, and compelling." - **Jim Loehr, Ed.D.** Best-selling author and renowned performance psychologist

"The SCOPE of Leadership Book Series by Mike Hawkins is a stunning achievement. I'm amazed at the breadth and depth of this work. This is the most comprehensive treatment of leadership I've ever seen by one author. Each book by itself is full of insightful assessments, useful tools, and practical tips. Written for the practicing leader, there's something of value on every page. The entire collection is a rich resource that will become a staple in the development of leaders for years to come." - **Jim Kouzes, coauthor of The Leadership Challenge**, and The Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University

"The SCOPE of Leadership book series identifies the competencies required of great leaders and provides a straightforward path for leadership development. Mike Hawkins clearly demonstrates that leadership is a learned skill. We can all use the detailed content in this series to be better leaders." - **Tony Bingham**, CEO American Society for Training & Development

Links to audios and videos:

- View Mike Hawkins' video on the effectiveness of adopting a coaching approach to leadership - [Learning to Lead video](#)
- Hear Mike Hawkins talk on business radio about society's need for great leadership and the SCOPE of Leadership book series - [click here](#)
- Mike Hawkins Discussing *Activating Your Ambition* on Talk Radio - [click here](#)

