




Hite Resources, Inc.
Linking Behavior to Results

Based on Susan's Train Your Brain Series™ 

Hite Resources, Inc. Capabilities Statement

Hite Resources, Inc. offers customized, professional development training programs specializing in, but not limited to, leadership, team building, communication and service excellence with the objective of linking behavior to results.



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Hite Resources, Inc. Company Profile and Areas of Expertise

Hite Resources, Inc. is a training company that specializes in asking, listening and assessing, then creating, developing and delivering professional development programs designed to link behavior to desired and projected results.

Featuring **Susan's Train Your Brain (TYB) Series™** as a unique, 7-step principally based foundational tool for personal and professional growth, **Susan Hite**, a journalist by trade and a graduate of The University of North Carolina at Chapel Hill (BA '89, Major in Journalism, Minor in Speech Communications) initially developed her TYB Series in 1994 and then trademarked her TYB Series and incorporated as Hite Resources in May 2001.

Since then, **Susan Hite**, who is also an author, talk radio show host, and licensed facilitator of *Psycho-Geometrics®*, a scientific-based tool designed to strengthen and improve communication, has traveled and delivered professional development training programs in more than 80 U.S. cities, as well as in Canada, Puerto Rico and the Bahamas, contracting and partnering with nationally renowned authors, speakers and facilitators to help customize and deliver her TYB Series in primarily the areas of leadership, team building, communication and service excellence.

Hite Resources, Inc. offers expertise in the following areas:


- Creation, Customization, Development and Delivery of Professional Development Training Programs that link Behavior to Results in the following top four, but not limited to, areas:
 - a. Leadership
 - b. Team Building
 - c. Communication
 - d. Service Excellence
- Coaching and Counseling
- Individual and Team Assessments
- Consulting and Strategic Planning
- Visioneering and Creation of Mission Statements
- Establishing and Maintaining Accountability Measures linked to Performance
- Empowering, Enabling and Equipping Leaders and Managers to positively influence others through Character, Commitment and Competency

Hite Resources, Inc. is experienced in partnering with a diverse clientele, including work with county, state and federal government organizations to small business groups and large corporations ranging from such industries as software, healthcare and education to pharmaceuticals, manufacturing, service and retail.

Susan Hite also writes and produces a weekly **radio show** for Clear Channel that is currently being syndicated and formed a non-profit organization in 2006 called **The Peak Foundation**.



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The Hite Resources, Inc. Team consists of:

- **Susan Hite, *President and Founder***
- **Ken Hite, *Content Developer*** – An educator for more than 20 years and small retail business owner for 7 years, Ken Hite has a BS in Mathematics from The University of Southern Colorado at Pueblo (1981) and has participated in the master's programs at The University of Mississippi and The University of North Carolina at Chapel Hill, while serving as a graduate assistant football coach at each university.
- **Kim Bolick, *Designer and Contributing Writer*** – Kim Bolick received her B.A. in Commercial Art/Graphic Design and a Communications minor from Appalachian State University in 1991. She produces all of the print materials for Susan's Train Your Brain Series™.

BOOKS

by **SUSAN HITE**

What's In It For Me?

Features the 7 Steps of Susan's Train Your Brain Series™ which covers everything you need to know for Survival, Success and Significance in your life.

Drinking the Punch

A book on how to make money, deal with people, and set yourself up for success.



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Hite Resources, Inc. Client Testimonials

- **2006** – In 2006 Hite Resources partnered with Cotton, Inc. and wrote, developed and delivered a team-building program which featured team training programs, individual performance assessments and one-on-one coaching by HRI.

“Susan instilled a sense of awareness among our team members that did not previously exist. The ability to appreciate each individual's characteristics and how they apply in the workplace is integral to a functional team. We are looking forward to continued training and coaching sessions with the Train Your Brain staff.”

- Kim Kitchings, Director Supply Chain Planning, Cotton Incorporated

- **May 2006** – HRI conducted a Leadership training program in May 2006 for the Department of Homeland Security's US-VISIT division at an offsite location in Easton, Maryland.

“Susan, your presentation was one of the most enjoyable discussions I have ever experienced and our entire US-VISIT team agreed this will help us greatly individually and as a team, in both our professional and personal lives. Thank you very much!”

- Jim Williams, Director, US-VISIT (2006)

Currently serving as Commissioner of GSA's Federal Acquisition Services

- **2005** – HRI was instrumental in the successful merger of IBM's personal computing division to China-based Lenovo.

NOTE: Tom Looney made this statement below after Susan Hite spoke to his sales team in Tampa, FL. Mr. Looney is referring to Lou Holtz, who spoke before Susan.

“I have gotten really good feedback on the session. I look forward to determining our next steps. I greatly appreciate the time you spent with the folks who were having personal issues with the merger. I need everyone's head in the game. You are helping me get that final 10% over the line. Most speakers do their hour and move on, it is clear you have a unique and effective message. Lou was great but I got more out of your message.”

- Thomas Looney

Vice President of North America Sales, Lenovo

- **2005-2006** – HRI enjoyed working with the leadership team of a 200+ employee law firm with four offices in North Carolina.

“We are already seeing changes since our intense efforts began a few months ago.

Our departments are volunteering to help areas of the firm that are struggling to keep up with the volume of work in their area. Individuals from different departments are helping with training as well. Our small group met yesterday and it was a very good meeting. I think that these sessions are going to be very helpful as you give us all more resources to work with.”


- Carol Stephens, Firm Administrator

The Law Firm of Hutchens, Senter & Britton, Fayetteville, NC



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- **2005** – HRI conducted a 12-month leadership training program for the newly formed Hospira, a manufacturing division of pharmaceutical products, as a result of its spin-off from Abbott Laboratories. Objectives were to provide stability during the transitional period for top executive leaders, then outline a strategy for growth, while also conducting training programs to boost morale and overall performance for its 2,500 employees at its top performing site in Rocky Mount, NC.

“Susan has heightened the awareness of management staff regarding teamwork and the importance of each individual’s input to improve the work areas. Susan’s influence has been a positive ring in our changing company. The training has helped us think outside the box, to believe in ourselves, to better communicate with those around us through the Psycho-Geometrics® training, and sometimes just to help us re-focus on our purpose at work.”

- Joy Register, R.N. CCM, Disability Case Manager Employee Health
Hospira, Rocky Mount, NC

- **2005** – Susan and Hite Resources were chosen to work with the Customer Interaction Center at SAS, a world-renowned software company based in Cary, NC, to boost overall performance. The CIC was performing so well that in the spring of 2006 it merged with the national sales division of SAS.

“A recent Harvard University study identified 4 key competency areas for successful sales organizations, and individuals -- attitude, information, intelligence and skill set. Their research revealed that attitude is 90% of the success formula, and the remaining three total only 7%. This Harvard study says to me, that making investments in how to impact attitudes makes good business sense. Susan Hite’s Train Your Brain Series will empower you and your organization to reach new heights.”

Colleen Jenkins, General Manager

SAS Americas, Cary, NC, Customer Interaction Center (CIC)

Susan has conducted various programs for SAS since 2003 and continues an ongoing working relationship with Ms. Jenkins.

- **2004-present** – Susan Hite and her team were chosen to participate in the Continuous Improvement Conference for Wake County Public Schools System (WCPSS) for two consecutive years in 2004 and 2005, and continues to work with WCPSS, as well as with two other NC school systems, in the area of leadership, new teacher and lateral entry teacher training, and the Superintendent’s Teachers’ Advisory Council (STAC).

“I believe in Susan Hite and her message.”

- William McNeal

Former Superintendent (2000-2006) and National Superintendent of the Year (2004)
Wake County Public School System, NC

- **2003-2008** – HRI enjoyed linking behavior to results with national healthcare company, NextCare.

“Susan Hite with her ‘Train Your Brain’ philosophy has instilled a great deal of enthusiasm in our organization, which has been ‘catching’ wherever you go in our company. This has translated into a winning customer service attitude and has resulted in an improved bottom-line, increased awareness of our objectives and lower turnover. Susan is great to work with and a wonderful, embracing speaker. She has instilled a positive attitude throughout our company and her insightfulness has made us better.”

- Larry Benuck, Regional Vice President, NextCare
Locations in AZ, CO, GA and NC and expanding



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■ **2003** – Susan Hite was chosen to conduct a series of state-based programs for state employees of North Carolina to improve overall morale, linking behavior to results.

“We asked for a speaker and we got a powerhouse of a trainer who gave our staff the gift of tools and knowledge in her dynamic way to enable them to reach for more peaceful, balanced, and productive lives!”

- Thomas Wright, NC State Personnel Director, Raleigh, NC

Susan and her team have conducted a variety of programs for the State of North Carolina since 2003.

■ **2001-present** – Susan is one of six National Performing Business Artists for REDKEN Fifth Avenue, NYC.

“I’m hard pressed to find someone more enthusiastic and passionate about her message than Susan Hite. She brings great new ideas to our industry, ideas that you’ll want to implement in your business today!”

- Tim Forbriger, Vice President, Field Sales & National Accounts

Redken, Fifth Ave. NYC

A SAMPLING OF OTHER RECENT AND ONGOING HRI CLIENTS:

- | | |
|---------------------------|--|
| Cisco | Triangle Apartment Association |
| Scynexis | North Carolina Medical Board Association |
| GlaxoSmithKline | Equity Residential |
| McDonald’s | Fonville Morisey Realty |
| Clear Channel | Rex Healthcare |
| Cumberland County Schools | Murad |
| Harnett County Schools | |

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For a complete listing of programs that can be customized, visit www.SusanHite.com

Susan and her team also love to create programs from scratch using her 7 TYB principles to meet, and hopefully exceed, your objectives.



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Susan Hite's Top 3 Requested Programs



1. Personal and Professional Development - What You Need to Know for Survival, Success and Significance

Susan blends the 7 Steps from her Train Your Brain Series into one **powerful, positive, yet realistic message** when it comes to taking care of you, taking care of others, and making a difference while you live your life! This message can be customized to address specific challenges, changes or objectives within any organization, while sharing proven strategies and tools for professional success and personal significance.

2. Communication, Team Building and Sales Skills - It IS What You Say, and HOW You Say It!

Susan believes **WHAT** you say **IS** important, but that no one will listen unless you know **HOW** to say it! This program will strengthen your communication, team building and/or sales skills through a tool called **Psycho-Geometrics®**. Susan is a licensed facilitator of *Psycho-Geometrics®* which uses shapes and colors to determine various combinations of personalities. Susan will teach you how to "flex" to each shape or combination of shapes to raise the probability you are more productive in the areas of communication, team building and/or increasing sales!

3. STRESS - Burn On, Not Out!

In a corporate world where we are constantly being asked to do more with less, Susan shares her formula for **Burning On, instead of Burning Out**. Learn what causes your stress, how to identify your symptoms of stress and what you can do to cope with the stress in your workplace and in your life. In this session Susan shares the importance of **blending, instead of balancing**, and doing what you have to do, so you can do what you want to do!

PSYCHO-GEOMETRICS® by Susan Hite

Talk about being at the right place at the right time AND taking advantage of it! It's one thing to be in the right place at the right time, but quite another to KNOW IT, SEIZE IT and USE IT!

I had been asked to deliver a message to a group of employees at GlaxoSmithKline (GSK) in Research Triangle Park, NC.

I arrived early to make sure everything was set up properly. In this case the "right time" - was being there early. The group, with which I would be sharing a message, was watching a video of Dr. Susan Dellinger, PhD as she presented her *Psycho-Geometrics*®, which is the art of understanding yourself and others. My contact person at GSK invited me to "sit in" and watch some of this "Psycho Video." This is where the "right place" comes in.

I was there at the right time, was in the right place, and took advantage of the opportunity. I could have easily declined the offer to "sit in," but as someone who LOVES to learn, I wanted to see what this "Psycho thing" was all about! I was introduced to Dr. Dellinger's work and knew right away it was a great blend and a great tool for what I am teaching and sharing within my Train Your Brain Series.

I contacted Dr. Dellinger in the summer of 2004, and in 2005 became a licensed facilitator of *Psycho-Geometrics*®. Dr. Dellinger has been all over the world sharing this work, and her program is now being translated in many different languages, as well.

Here's a very basic overview of how it works.

Pick the shape that best represents you:



Now pick your second favorite shape that represents you.

Each shape represents a personality, and it is believed we have five personalities within us, but that we have one dominant personality and one secondary personality that we use the most.

According to Dr. Dellinger, 83% of the time the shapes you have just chosen will accurately represent your primary and secondary personalities.

Following are the definitions of what the shapes mean.

BOX

- Represents Structure
- Most organized of all the shapes
- Tidy, Logical, Practical, Focused, Detailed
- "Clean Desk – Organized Mind"
- Loyal, Dependable, Perseverance, Patience
- Hardworking, Committed, Work Late
- Can be a loner in the workplace, small circle of friends. Prefer own workplace, not "natural" team players.
- Love rules, schedules, data, procedures, flow charts and spreadsheets.
- Need predictable environment, no "surprises."
- Resistant to change. Slow decision makers.

CIRCLE

- Represents Harmony, Unity and Balance
- Nurturers, caregivers, stabilizers, own needs last.
- Paperwork strewn on desk, photos/plants on desk.
- Focused on well being of others and maintaining harmony. Can be too accommodating.
- Need to feel needed and are people pleasers. Don't like or cope well with conflict. Will back down from arguments. Take problems home.
- Good team players and communicators, can read non-verbal.
- Best listeners, empathetic and sensitive to others' needs. Caring, fun, happiest when those around them are enjoying themselves. •Colleagues are "friends."
- Their memos may include a little smiley face or words of encouragement. Love

the Team. "Let's get together and work this out! Let's sit down and talk."

TRIANGLE

- Represents Ambition and High Achievement
- Triangle shares some BOX Traits: Organized, Focused.
- Goal Setters, High Achievers, Competitive
- Fast Thinkers, Decision Makers, Strong Opinions
- Quick to get to the Point, Fast Paced Life
- Bottom Line, Don't Want a lot of Details.
- Can't stand wishy-washy people.
- Politically Correct
- Know How to Work the System
- Want to be in control

RECTANGLE

- Rectangle represents Change and Inner Growth.
- State of change or transition. Temporary. Not certain about the future. Can produce a feeling of confusion and insecurity.
- Caring, Empathetic, Supportive.
- Growing, Introspecting, Questioning.
- Don't want to be "pinned down."
- When under stress: lack of focus, indecision, inner conflict, mood swings, forgetfulness, or inconsistency. Need support and approval.
- "When I grow up..." or "Is this all there is? Is this what I want to be doing the rest of my life?"

SQUIGGLE

- Represents High Energy, Animation, Sense of Humor, Creative Intelligence.
- Powerful like the Triangle. Creative, flamboyant, playful, spontaneous, dramatic, witty, innovative idea people, bored quickly by routine, march to a different drummer. Need constant stimulation.
- Idea Producers, Intense and Volatile when Excited, not good team players. However, motivate others to action.
- Unique, challenge status quo, rebel. Flustered, harassed and in a hurry, rarely finish a task.
- Messiest and Least Organized. Poor Listeners because they are so eager to share their ideas. "Self-centered."
- Frequently break the rules, can't understand why they have to be at work on time.
- Direct, honest in their communication style. Don't like deadlines/follow-up.
- "Why do we have to do it that way?"

I was recently working with a healthcare company. I was able to "shadow" a doctor, who was a Box. He was very efficient with each patient. At the end of our time together, I complimented his Box characteristics, and also suggested that he might want to put a Circle around his Box sometimes.

For example, when the patient says, "Doctor, I've been up all night," the poker face Box Doctor would normally reply with a question: "What are your symptoms?"

Instead I suggested that the Box Doctor stretch his personality to include the Circle and say with a comforting smile, "I am sorry to hear you've not been able to sleep. We will take care of you. Now, what are your symptoms?"

This is a good example of how you can BLEND the box with the circle! Most patients that I know and observe want doctors who KNOW and CARE.

We work with all shapes and live with all shapes. It is important we know how to communicate with all shapes, too.

We've all heard the saying, "It's not WHAT you say, it's HOW you say it." Well - I don't think that's necessarily true. I think WHAT you say is important, it's just that no one will listen if you don't know HOW to say it to different people, who hear messages differently.

You can use *Psycho-Geometrics*® for teambuilding, resolving conflict, increasing sales and even increasing communication in your home!