

The Initiative equips leaders to help people . . .

Think of others more often, and with *Respect, Appreciation, Ideals* and other *12 Seeds* values. Transformed thinking leads to transformed relationships.

Communicate in ways that express *12 Seeds* values. Words of *Encouragement* and *Hope*, for example, have great power to build people and relationships.

Serve in ways that demonstrate *Integrity, Nurture, Synergy* and other *12 Seeds* lifeskills. Each seed helps fill a human need; each seed is a gift we can give as we serve.



The 12 Seeds Core Values Initiative **Launching First Quarter 2012!**

**Partners invest \$50 per month
to support the Initiative.**

To join us, contact Norm Andersen at
612-866-5927 or norm@12seeds.com

12Seeds™

12 Seeds International equips leaders to promote the growth of 12 core values that transform character, relationships and life.

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GOOD RELATIONSHIPS: important in your company?



GOOD RELATIONSHIPS with and among ...

- Employees
- Suppliers
- Prospects
- Customers
- Others

Valuable benefits for all!

The 12 Seeds Core Values Initiative **Launching First Quarter 2012!**

12Seeds™

The 12 Seeds



Core values for quality relationships.

The Need: Some people never learned to apply these core values. Others ignore them, contributing to costly consequences for individuals, families and businesses.

The Opportunity: There are valuable benefits when these values grow. Wise leaders help people learn, remember and live by these values.

“People need to be reminded more often than they need to be instructed.”

– Samuel Johnson

The 12 Seeds Core Values Initiative

Values-oriented companies planting and cultivating the 12 Seeds in business and beyond.

The Initiative has 3 main components:

The 12 Seeds Online Leadership Center:

Reminds leaders of why it's so profitable to develop a culture of quality relationships. The Center introduces each of the 12 Seeds, then explains what each one actually means and why it's important. The Center also has tools and tips for leaders to help them plant and cultivate the seeds.

The Center is available at no charge to leaders in all fields.

Lifeskills for Life Transformation:

Equips leaders in recovery ministries as they help addicts and criminal offenders to transform interpersonal behavior. The lack of relational lifeskills contributes to addiction and crime, with massive costs to individuals, families, businesses and society.

Over 25 ministries have already used 12 Seeds materials in their lifeskills training.

Core Values Initiative Partner Companies:

Partners support the Initiative financially and also seek to grow a “12 Seeds culture” of quality relationships *with* and *among* employees, suppliers, prospects, customers and others. Partners receive inspirational posters and other tools, including copies of the booklet, *12 Seeds for Successful Business Relationships*, plus discussion guides for staff meetings, and more.

Partners are recognized on the 12 Seeds website for financially supporting the Initiative, and for promoting quality relationships in their own businesses and beyond.

7 Things Every Leader Should Know about Relationships

Profitable Insights for Values-Oriented Leaders



NOTE: Though this report was written for business leaders, these insights also apply to a variety of industries, from Retail, Government, Public, Non-Profit, Social Media, Customer Manager, Supervisor, Director, Professional Services, or Consultant/Contractor.

The Center offers this free report.



Reasons to be an Initiative Partner

To grow teamwork and productivity through an ongoing focus on 12 proven principles for better interpersonal relationships.

To provide an employee benefit that includes a positive culture and practical training in values and lifeskills that enrich life at work, at home, in the community.

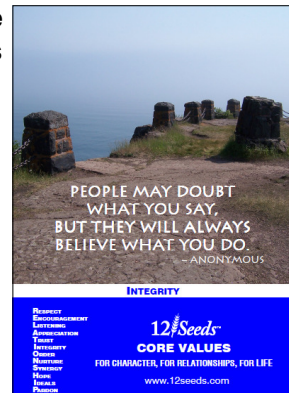


To get more referrals through employees, suppliers and others. What they say about you, how they “represent” your company, is highly influenced by your core values and by how you treat people.

To take steps to avoid costly consequences.

Poor relationships contribute to strife, stress, grievances, employee turnover, sick time, low productivity, loss of customers, employee theft, addictions, family dysfunction, crime and more.

To build goodwill and favorable exposure among other leaders through recognition in the Leadership Center for your support of the Initiative. Special mention is made for your help in providing lifeskills training in recovery ministries. Your listing on the 12 Seeds website includes your complete contact information.



12 Seeds inspirational posters help plant the seeds.

“The 12 Seeds are core values in our business. I am not aware of any other set of standards for personal relationships in business. We hold one another accountable to these standards. This has made a real difference in our company.”

– Fred Bills, President/CEO
Nelson Wood Shims