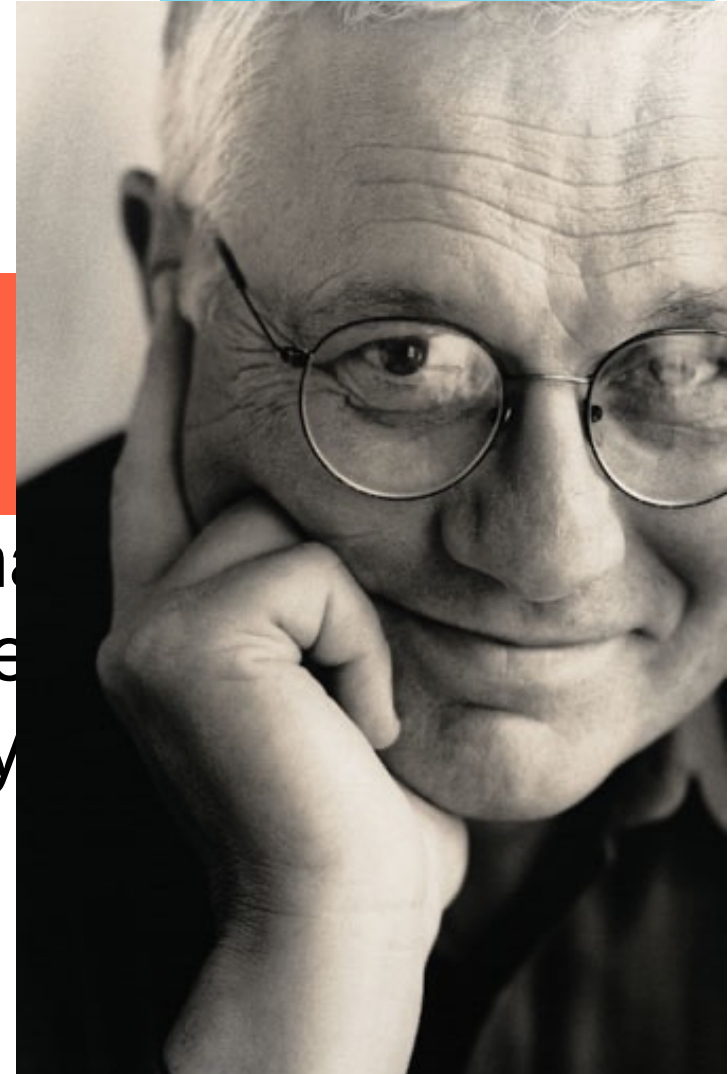


Online club - get what you want at work – *fast*

NORTHROP GRUMMAN



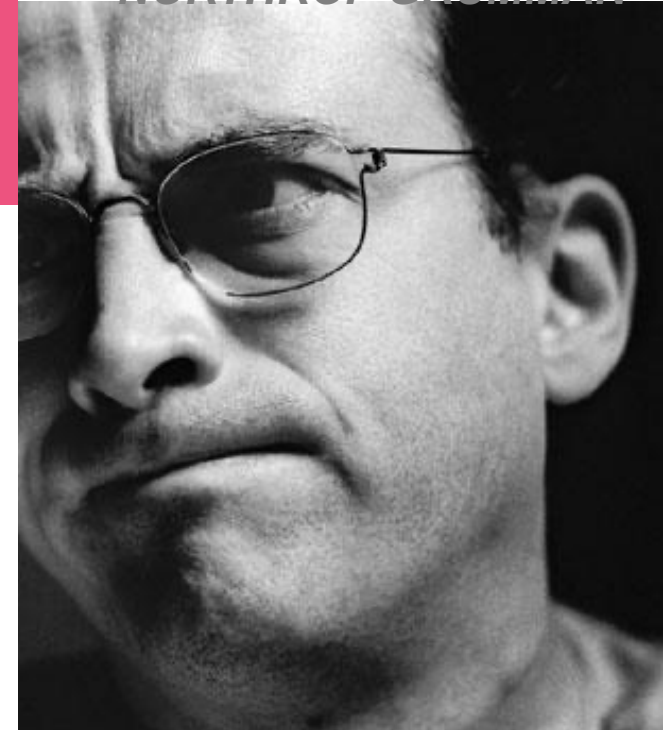
- The Club is a custom website that
- quickly gets people what they need
- to improve their own productivity
- creativity – and enhance their
- satisfaction in your company.

You are a
Northrop Grumman:

- Employee
- Manager



- Ambitious
- Unproductive
- Enthusiastic
- Challenged
- Frustrated
- Curious
- Energized
- Restless
- Swamped



- You want to develop people *and* get other work done
- You want to help people manage their relationships
- You and your boss don't see eye-to-eye
- You want "lessons learned" about important issues
- You need help to make big changes happen
- You want to do more of what matters
- Your email inbox is 75 messages behind
- You're wasting time because of broken systems



So, you tell The Club what you want or need

NORTHROP GRUMMAN



It's fast and focused like *Google*, and it feels like a personal coach. You get relevant, filtered interactions with a community of experts & peers - on demand, only what you want or need in the moment.

You get help deciding best action to take

NORTHROP GRUMMAN



Frustrated – help me sell idea

Content & resources weighted by real world user feedback & original author data – like these “top five.”

- The 30-Second Pitch
- How Stories Sell Ideas
- Purple Cow Marketing
- Directory of NGC Experts
- 5-Minute Persuasion Tips

You get clear on what you want

NORTHROP GRUMMAN

Challenged – too much email

Ask for most popular or favorite resource:

- Delete 75% of your emails – [Bill Jensen](#)

Five-step process - change how you scan information & get disciplined about closing your virtual door.



Coaching you didn't have or

couldn't afford

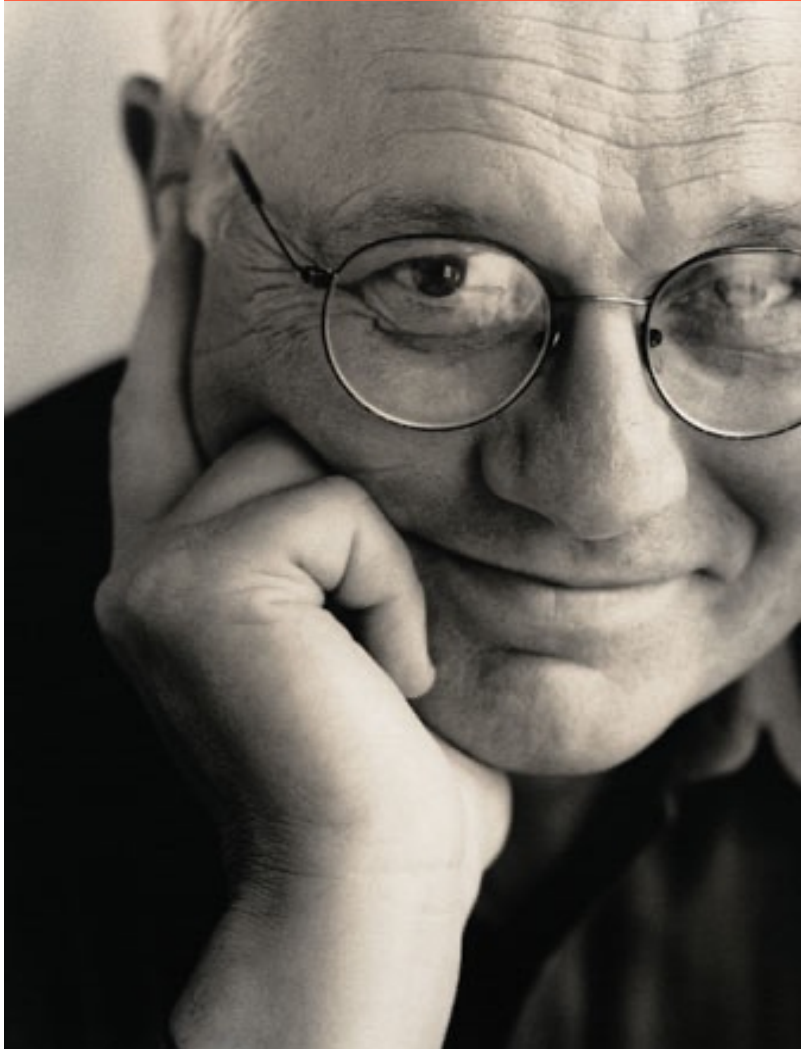
NORTHROP GRUMMAN

You are connected with relevant tools, resources, people & content



Curious - actions to become a leader

Results can include joining or starting a discussion, online conversation or group; finding lessons learned from others; locating leaders in your company, connecting with leadership experts, joining a leader book club, or quick advice on becoming a leader.



I get how it helps individuals.
Company benefits?

Benefit: People solve business

problems faster NORTHROP GRUMMAN

Fact: Emotions matter most in how people solve problems



- Self-reliance
- Fewer negative feelings
- Personal support, personal power
- Self-awareness
- Better choices, better fit
- Control of career

Benefit: People manage selves & others - better

NORTHROP GRUMMAN

- Solve a problem
- Make a decision
- Try a new tool
- Share an idea
- Change an attitude

Feedback Loop: The more people take action, the more self-aware they are, the better results they get, the more confident and productive they are.

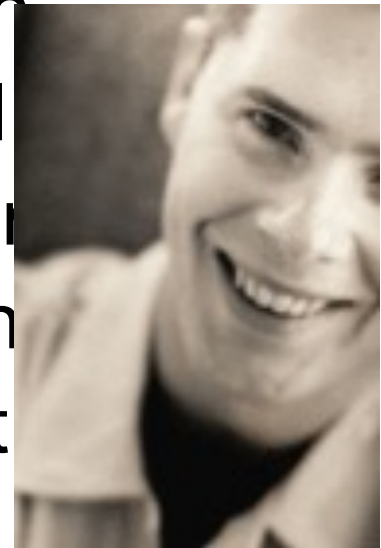


Benefit: People feel safe & more productive

NORTHROP GRUMMAN

Anonymous. Private. Confidential.

- ❑ What people won't tell their boss, they'll tell The Club
- ❑ NGC vision, values, & expectations guide actions
- ❑ Online interactions with people are opt-in
- ❑ Education & business tools are "certified"
- ❑ Conversations are about stuff that matters
- ❑ Learn optimism, self-awareness, empathy
- ❑ Just support - no evaluation or judgment
- ❑ Solutions that save time and "face"
- ❑ Security "of a bank" – private user ID's & pins



Benefit: Every person gets support East Chean

NORTHROP GRUMMAN

- People can feel “known”
- Puts best knowledge in circulation, not in the “closet”
- You save money on the one-size-fits-all solutions
- Best practices generated across sectors, levels, generations
- Managers can accomplish more of what matters
- Experts are located through dynamically linked resources
- Classroom learning can “live on” through The Club



Benefit: Keep & *keep up* with

younger workers NORTHROP GRUMMAN



- ❑ The new requirements: speed, choice, deep support
- ❑ Younger workers are attracted to instant access
- ❑ Club honors multi-generational life & technology models

Benefit: Leaders make more informed decisions

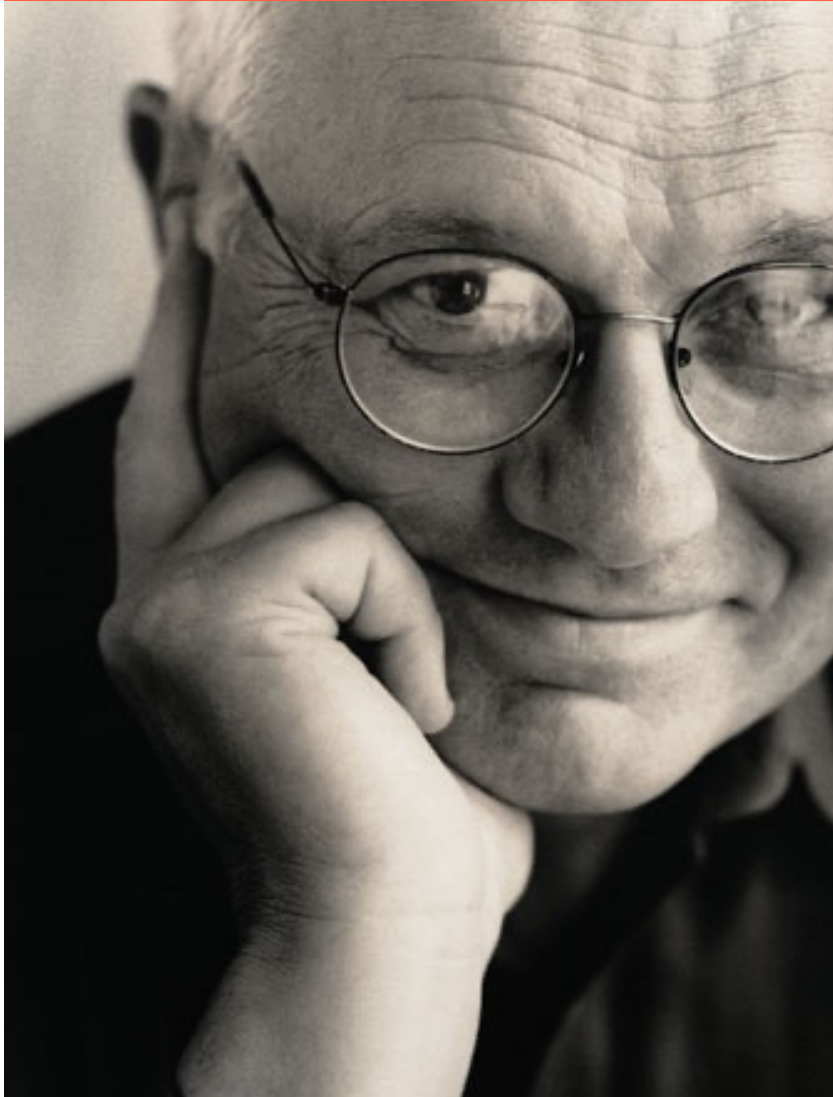
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At the touch of a button, business leaders get an instant “MRI” - a view of the issues & choices driven by worker’s needs.

- Learn more from workers
- Less guesswork, fewer surveys
- New ideas
- Customer needs

Management feature available
Data is anonymous





Tell me more about the content.

We get a whole community of our own people sharing resources, ideas, stories, lessons learned
AND - - -

the best content from a community of hand-selected people & business experts?



Tell me more about the content.

We get a whole community of our own people sharing resources, ideas, stories, lessons learned
AND - - -

the best content from a community of hand-selected people & business experts?

Yes, here's some of the brainpower

behind what you got NORTHROP GRUMMAN

Qualified professionals like these provide resources direct to individuals

David Batstone

www.rightreality.com

Worthwhile Magazine

www.worthwhilemag.com

Bill Jensen

www.simplerwork.com

Beverly Kaye

www.careersystemsintl.com

Jaki Scarcello

www.fpsconsulting.com

Suzanne Beecher

www.dearreader.com

One Smart World

www.onesmartworld.com

Barbara C. Berg

www.barbaracowanberg.com

Audrey Nelson

www.audreynelson.com

Eileen McDargh

www.eileenmcdargh.com

Sharif Khan

www.herosoul.com

Sharon Jordan-Evans

www.jeg.org



Bill Jensen helps you get stuff

NORTHROP GRUMMAN



Author of *Work 2.0*,
Simplicity, *The
Simplicity Survival
Handbook*, and the
new *Why Do I Go to
Work* – coming in
2005

“Mr. Simplicity” is passionate about helping you do less and accomplish more

Bill’s the “*take stuff off people’s plates*” advocate

He won’t let you or others waste the precious 1,440 minutes you get each day

The “*get more stuff done*” guy gives you tools, tips, provocative thoughts to do more of what matters to you.

Suzanne Beecher selects best books for you

NORTHROP GRUMMAN



**Suzanne's innovative dear
reader.com attracts hundreds of
thousands of daily readers**

Another reason to love Mondays

Suzanne serves up free, 5-minute reads every Monday morning in your inbox

Choose the book club category you want – there are dozens

A fresh read every week, just in time to make you smart

Beverly Kaye is your career & talent agent

NORTHROP GRUMMAN

FASTCOMPANY

JANUARY'S FC READERS' CHOICE AWARD

Love It, Don't Leave It: 26 Ways to Get What You Want at Work
by Beverly L. Kaye and Sharon Jordan-Evans



Bev is CEO & founder of Career Systems International

Bev Kaye's passion is keeping talented people "checked in, tuned in, and turned on."

Dr. Kaye (from UCLA) sets you straight on how to manage and "love" your career.

The CEO, speaker, best-selling author, & seminar leader, packages her 30 years of know-how into fun and practical tools.

Dave Batstone helps you stay true to your values

NORTHROP GRUMMAN



CEO of Right Reality, Inc, a founder of Business 2.0, Senior Editor of Worthwhile Magazine. Author of bestseller *Saving the Corporate Soul*

USA Today calls Dave “The World’s Leading Authority on Ethics” because he practices the social responsibility that he preaches.

We call him the “Values Guardian” – helping you do the right thing every day.

The journalist, author, entrepreneur, professor, *and soccer coach* offers new ways to preserve integrity & profitability in your work without selling out.

New national magazine for fulfilling work

NORTHROP GRUMMAN

Worthwhile magazine co-founders Anita Sharpe & Kevin Salwen



worthwhile

WORK WITH
□ PURPOSE
□ PASSION
□ PROFIT

Club members who care deeply about their jobs and are active in embracing change and new ideas, will want the tools, insights, tips & perspectives of the Worthwhile* team.

Practical, hands-on information to inject more meaning and passion in your worklife.

*The first issue of Worthwhile Magazine is available September 30, 2004.
The Club is in conversation with the co-founders to bring content to Club members.

Quality content refreshed by LIVE community

NORTHROP GRUMMAN



Accessing info is a completely new, enjoyable experience with The Club's proprietary, friendly, & precise search interface.

Best practices, tips, & tools developed and adapted 24/7, are categorized in a meaningful & naturally intuitive way.

Content innovators can help more individuals

NORTHROP GRUMMAN

“The Club is a perpetual R&D lab for the worker, the company, and us.”

Bill Jensen, *Simplicity Survival Handbook*

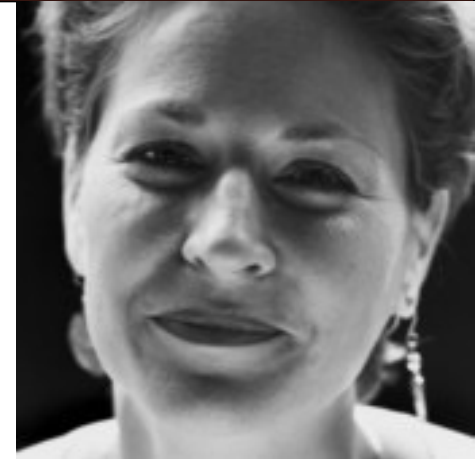
“I’m blown away! The Club will enhance the ability for individual & organizational excellence in whole new ways. This is huge!”

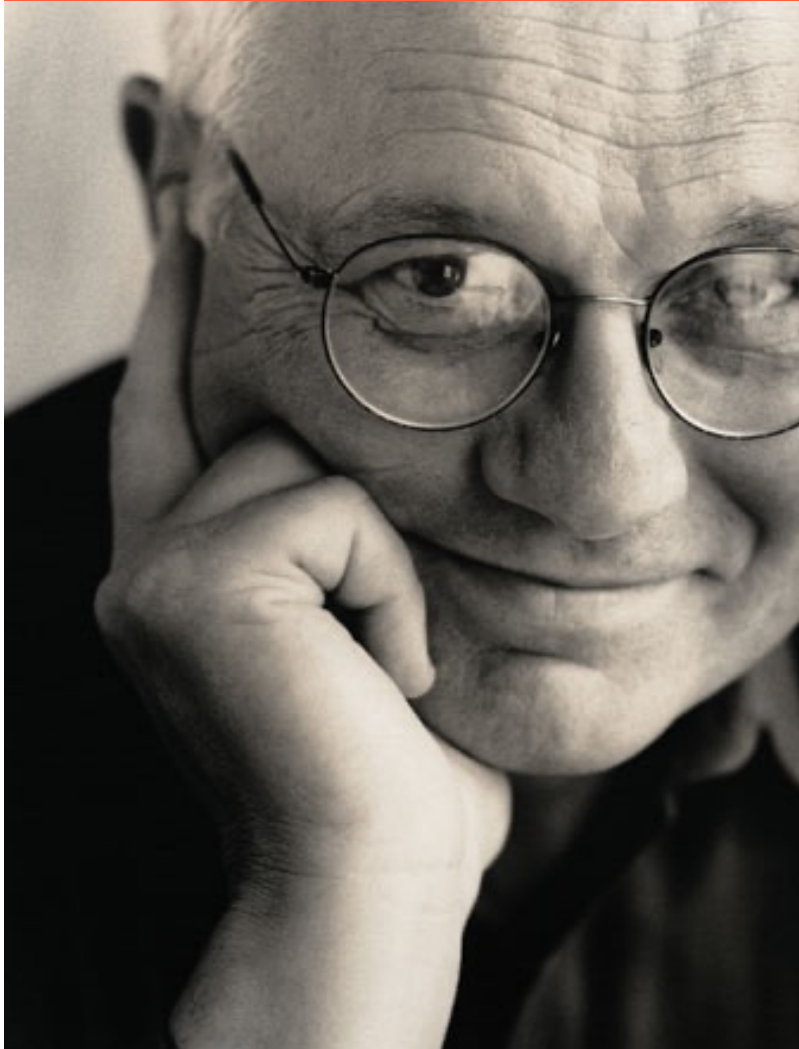
David Batstone, *Saving the Corporate Soul*

“The Club enables companies to make good on their commitment to value the worker & make this principle part of their fabric.”

Beverly Kaye, *Love ‘em or Lose ‘em*

“I strongly believe this is the tool that organizations need to help individuals help themselves succeed, while meeting business goals.”





I understand the content value.
Does Originaliti operate The Club?

Originaliti runs Club so you can run business

NORTHROP GRUMMAN

The Club's content & tools evolve as quickly & differently as individuals do

Individual excellence makes or breaks organizations

- ❑ An individual learns how to sell idea
Company gets influencer & new idea
- ❑ An individual de-clutters email –
Company gains efficient contributor
- ❑ An individual seeks leadership skills–
That's proactive succession planning



Sue Baechler, CEO Originaliti,
inventor of The Club

**30 years of corporate experience
solving organization-wide business
challenges for global companies**

Fortune 500 count on Originaliti to change culture

NORTHROP GRUMMAN

Big names trust Originaliti since 1991:

- Deloitte & Touche
- Unisys
- Hilton Hotels
- Xerox
- Hallmark
- Allied Signal
- Albertsons



Xerox leaders experience an Originaliti simulation strategizing new ways to drive revenues, captured here for *Fast Company* magazine

Fujitsu, Intel, PriceWaterhouseCoopers, Thomson, CVS Pharmacy,
First Card, Fast Company, H&R Block's RSM McGladrey
More case stories: www.originaliti.com

Originality partners: creative technologists & online community experts

NORTHROP GRUMMAN

❑ Data with feeling

Personalized profile makes results relevant to what individuals feel & want

❑ Knowledge brokering

Club becomes trusted guide to valuable, practical, important content

❑ Personal productivity

Fast, flexible, instant access to information that turns emotions into positive actions

Partners:
[NewSof](#)



Originaliti customizes The Club

for NGC

NORTHROP GRUMMAN

Custom build-out to initial launch is 6 months



Closer look

- Demonstrate community & content
- Understand NGC needs

Implementation Plan

- How Club meets NGC needs
- Scope, time, cost to implement
- Customize features & functions
- Engage first member group
- Operations & support
- Expand member group

In all work phases, Originaliti uses the KROW method (WORK backward from customer needs)

Excellence for everyone at NGC – faster, easier, cheaper.

NORTHROP GRUMMAN

Sue Baechler, CEO
949 470 9229
sue@originaliti.com



The Club
Get what you want at work





Additional content examples

One Smart World makes you one smart communicator

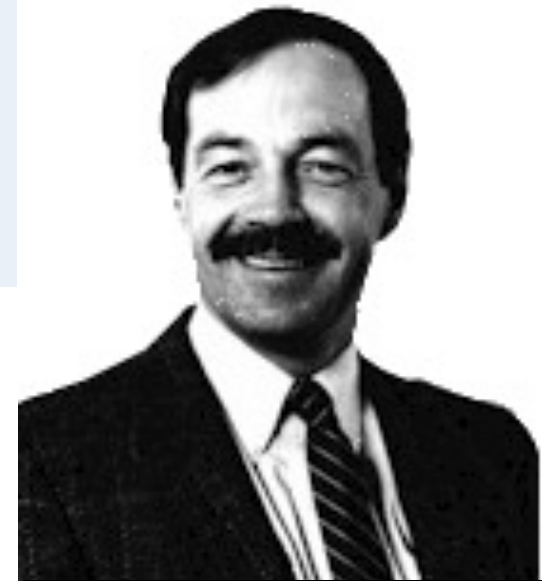
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ONESMARTWORLD
Putting Intelligence to Work

Bob Wiele believes you could be a lot more productive, creative, collaborative & decisive.

His company's online tools make it faster and easier to get your work done – alone, and with others.



**Bob Wiele, CEO & Founder of
One Smart World and the
Centre for High Performance**

Jaki Scarcello raises your spirits & profits

NORTHROP GRUMMAN



Jaki Scarcello's
online peer
coaching tool is
The Big "E,"
available in 2004
from her company
FPS Consulting

This credible leadership coach learned her craft leading people for 25 years.

Thousands in the US & Canada have learned to create cultures where profit & the realization of human potential exist interdependently.

Jaki's tools, articles, tips, & coaching help you get ahead while you increase the quality of your work life.

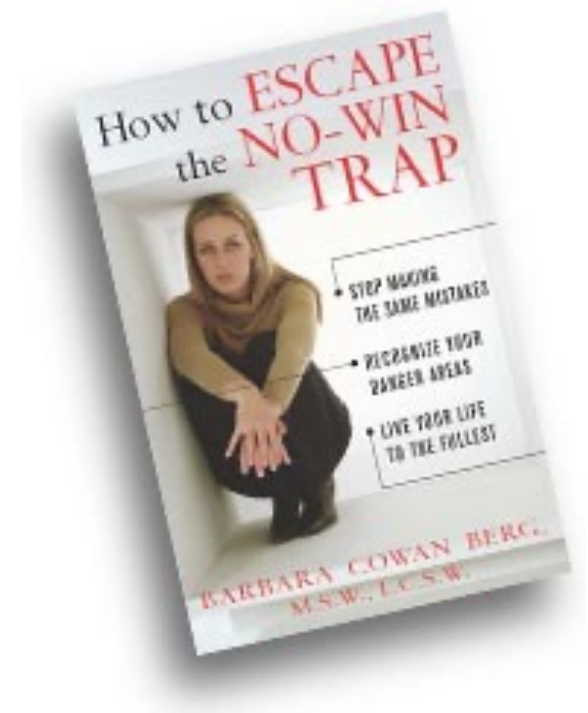
Barbara Berg helps you deal with conflict & fear

NORTHROP GRUMMAN

Barbara teaches you how to get out of –
& stop getting into – no-win circumstances.

Her articles, tips, coaching, seminars,
and tools help you choose activities
and make decisions that give you a
75% or greater chance of succeeding.

Barbara Berg has a Masters in clinical
social work, and advises individuals &
organizations.



Eileen McDargh teaches

resilience & balance

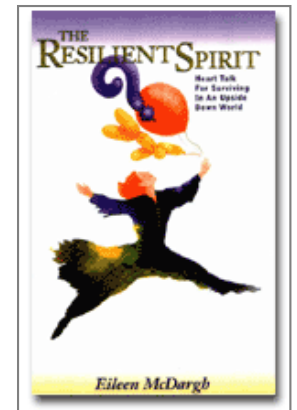
NORTHROP GRUMMAN



Eileen McDargh is founder of McDargh Enterprises, creating courage & commitment in a changing world

Eileen gives you the tools for skillful conversation, self-awareness, and courageous relationships.

She was the first to author a book on worklife balance, and her teachings on resiliency & celebrating the human spirit are broadcast on radio, stages, television, in boardrooms, & classrooms – worldwide.



Sharon Jordan-Evans coaches

our coaches

NORTHROP GRUMMAN

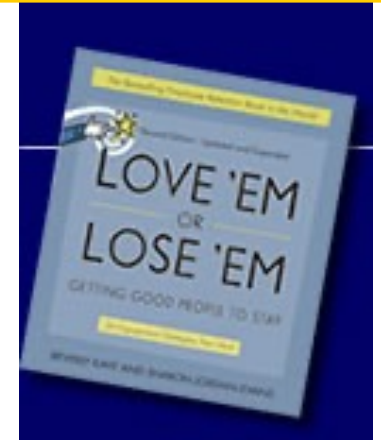
Sharon & Beverly Kaye co-authored best seller
Love 'Em or Lose 'Em, and the new *Love It, Don't Leave It*



Sharon Jordan-Evans, president of the Jordan Evans Group, is an executive coach, workplace consultant, author, and public speaker.

Providing innovative coaching opportunities for every Club member is a challenge Sharon loves.

The corporate executive, 15-year coach, & member of the *International Coach Federation* advises The Club on the talent, tools, & delivery for successful in-person, phone, online, & conference coaching.



Audrey Nelson gives everyone a

“voice”

NORTHROP GRUMMAN

Audrey Nelson believes communication is just mutual understanding.

The personal coach, speaker, author, trainer, helps you improve your interpersonal skills.

You need a “voice” to get what you want at work, and Audrey’s tools give you that strength.



Audrey Nelson, Ph.D, is a real world communications expert whose work spans more than two decades, training in 48 states, Great Britain, Australia, and Canada. Her new book *You Don't Say: Navigating Nonverbal Communication between the Sexes*, 2004 is on bookstore shelves now.

Sharif Khan brings out the leader & hero in you

NORTHROP GRUMMAN



Sharif promotes heroes in the workplace through the pursuit of individual excellence.

His research, writings, and workshops are dedicated to helping people live their “highest life.”

Sharif’s tools & tips help you lead, sell, innovate, manage, & serve others.

Sharif inspires people to take positive action and initiative. The published author – *Psychology of The Hero Soul* – writes, speaks, and teaches leadership, excellence & fulfilling inner potential.