



# BLUE-COLLAR LEADERSHIP<sup>®</sup>

*Helping Leaders Engage the Front Line to Improve the Bottom Line*

**Are you ready to turn your greatest asset into your greatest advantage?**



## What clients have to say

*"My first words are, GET SIGNED UP! This training is not, and I stress, not your everyday leadership seminar! I have attended dozens and sent hundreds to the so-called 'Leadership-Training.' I can tell you that while all of the courses, classes, webinars, and seminars, had good intentions, nothing can touch what Mack and Ria Story provide. I just wish I had it 20 years ago!"*

**~Sam McLamb, VP & COO, CMP**

*"Joining forces with Mack was a revolutionary opportunity for our company. We have achieved incredible results while witnessing the growth and development of our associates as they have been empowered."*

**~ Justin Saunders, CFO Madix, Inc**

*"Having worked in manufacturing plants for most of my 30 year career, I found Mack Story's Blue-Collar Leadership to be a very practical guide for all who aspire to lead, with or without a title."*

**~ Amir Ghannad, Campbell's Soup & Author of The Transformative Leader**

Blue-Collar Leadership<sup>®</sup> provides leaders with a platform for training and developing their workforce to unleash their potential by taking powerful leadership concepts and packaging them in easy to understand and apply resources for:

- Equipping the Leaders
- Engaging the Front Line
- Encouraging Positive Change
- Empowering Lean/Kaizen Leaders

Mack Story, founder of Blue-Collar Leadership<sup>®</sup>, logged 11,000+ hours leading cross-functional teams and has 25+ years of experience in the blue-collar manufacturing industry. He is a certified leadership speaker, trainer, and author of 11 leadership books, including 10 Values of High Impact Leaders and Defining Influence, as well as the Blue-Collar Leadership<sup>®</sup> Series books.

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