

# GET WIRED FOR Prosperity™

## INTRODUCTION

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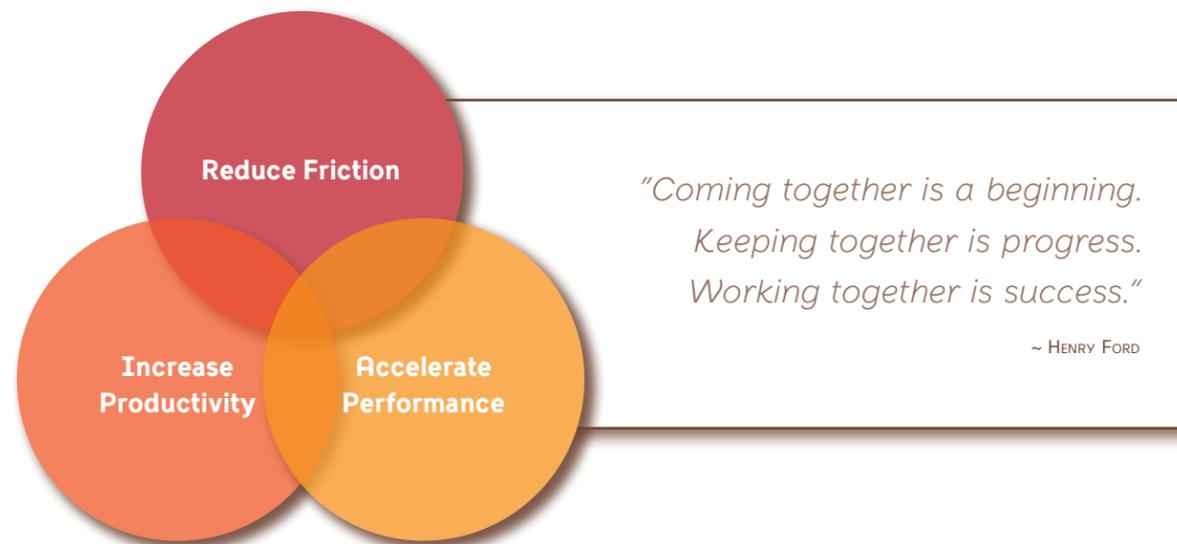
to Market Force



**MARKET FORCE®**  
*Upgrade your humanware™*

## What is Market Force's offer?

At Market Force, we believe that winning in the game of business is equal parts producing better outcomes and enjoying what you do. These two aspects continually either build upon or erode each other. Your ability to successfully manage them in relation to each other over time is what differentiates the good from the great.



Market Force is a single **business execution system** that **combines theory with application** and specifically addresses the following three foundational elements to building winning teams:

### Reduce Friction

Cultural dynamics live at the heart of a team's ability to build trust and hold accountability with each other. Understanding how people communicate differently and behave differently under pressure are the essential building blocks to developing high stakes human dynamics.

### Increase Productivity

Powerful teams coordinate action in such a way that leverages each person's inherent strengths and gets them to perform at consistently high levels. Productivity comes from a team's ability to communicate clearly and its capability to work quickly through breakdowns as they inevitably occur.

### Accelerate Performance

Breakthrough business performance comes from the ability to manage your identity, think strategically, and act effectively in service of the overarching goals for the business. Good players rely on talent and intuition; champions employ sound strategy and effective tactics.

## What specifically is Market Force?

Market Force is a revolutionary, business execution system that gets people performing at ridiculously high levels and winning more in the game of business. The greatest determiners of success in any business are the people responsible for the execution of its strategy, and Market Force consistently brings out the best in people.

Market Force is **Human Performance Technology™**.

In a world where technology and communications are moving at the speed of light, people are struggling to keep up. Advances in technology are no longer the key to breakthrough success in business. In fact it can be argued that technology is making it harder to win at business. Today's greatest business opportunity is upping the game for its people.

The networks are up and running; it is now time to **Upgrade Your Humanware™**.

The Market Force system has been used by already successful businesses for over 35 years in countless industries around the globe. It is centered on the ability to predict human behavior and to use that knowledge to massively improve business processes and procedures. The Market Force system is both scientifically-based and practical. It focuses on the mechanics of communication, coordination of action, and interpersonal dynamics.

Users of the Market Force system are able to achieve breakthrough performance, measured in both their ability to consistently outperform their competition (and even their own expectations) and in their ability to quickly overcome challenges.

- They experience less friction.
- They enjoy better team performance.
- They have greater clarity on, and stronger commitment, to their future.

The Market Force system makes the game of business a whole lot easier. It is simple, easy to learn, and produces value immediately. Market Force has a high "stickiness" factor and once "installed", it makes work "less entertaining" (reducing drama, gossiping and arguing) and a lot more fun (increases in winning, teaming and success).

When you play to win, you better know the rules.

**Prosperity Rules.**

## Who is behind Market Force?



### Travis Carson, JD/MBA: Founder, **Authority**

Travis is the driving force behind Market Force, having lived, used, taught, and coached its principal practices for over 20 years. Travis is a highly sought-after presenter, coach, and trainer. Travis' clients think of him as their "Economic Chief of Staff".

A life-long learner and entrepreneur, Travis has employed the value of Market Force's Human Performance Technology to help run his own businesses as well as to coach hundreds of others. Travis has played business leadership roles in several companies ranging from home health care to energy-efficient lighting to real estate investment. Each of these businesses experienced solid growth and performance under Travis' leadership. It is through these experiences that he has been able to fine tune the Market Force system and help his clients extract the maximum value out of the program.

Travis has executive consulting experience with companies spanning over 20 different industries, ranging in size from start-up to multi-national. With his combination of real-time operations and business ownership experience, plus graduate-level education in law and business, Travis provides business leaders with tools and perspective for solving their most difficult business issues.

Travis earned both his MBA and his JD from the University of Arizona. He was a four time nationally ranked tennis player and a seven time nationally ranked triathlete, as well as a three time Ironman Triathlon finisher. Travis and his wife, Alison, live in Tucson, AZ with their four children.

*"Success is never final. Failure is never fatal.  
It's courage that counts."*

~ JOHN WOODEN



### Tony Cooper: CEO, **Control**

Tony instigates breakthrough performance for businesses through his fascination of playing the "game behind the game". He brings out the best in business leaders by helping them simplify complicated issues and supporting them to gain new skills and insights quickly. Tony has been training, coaching, and consulting since 2002, serving his passion of supporting the entrepreneurial spirit.

Driven by innovation in service of humanity, Tony is a serial entrepreneur who has founded and led businesses in both for-profit and non-profit sectors, doing his best work with "for-purpose" businesses.

Tony began his career on the General Motors' Saturn launch team before working several years as a Silicon Valley product design consultant, contributing ground-breaking innovations to industry-leading startups and Fortune 100 companies alike. Tony then founded and led Splinter Furniture Design, a nationally-acclaimed, high-end, contemporary furniture business serving the interior design industry. Since that time he has played strategic leadership roles in several coaching and training businesses.

Tony graduated with distinction from Cornell University, earning a BS in Mechanical Engineering. He is a certified mediator, an active volunteer for community-based organizations, and loves water sports in all liquid and solid forms. In his youth he was a nationally-ranked diver and Tae Kwon Do martial artist. And now after a lifetime of city dwelling, he is raising his family on a farm in Davis, California.

*"If people are coming to work excited... if they're making mistakes  
freely and fearlessly... if they're having fun... if they're concentrating  
on doing things, rather than preparing reports and going to meetings  
- then somewhere you have leaders."*

~ ROBERT TOWNSEND

*"ALL ACTION  
MANIFESTS INTENTION."*

- JOHN CUNDIFF



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