

## My Rhinoceros Ladder of Success

### SPIRIT

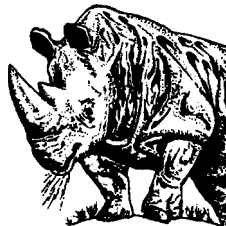
- ▲ Get excited about life
  - ▲ I believe in "Me"
    - ▲ Anything in life worth having is worth working for
    - ▲ Keep my positive outlook on life
    - ▲ Practice my "Rhino" spirit

### MIND

- ▲ Write down my professional and personal goals
  - ▲ Motivation is strength – start my daily exercise now
    - ▲ Plan my attack - then - attack my plan
    - ▲ Life's challenges maximize my potential
    - ▲ Success needs failure fertilizer to grow

### BODY

- ▲ Ensure periodic medical check-ups
  - ▲ Humor is great medicine for the body, too
  - ▲ Smile and be happy
    - ▲ Remember my "Crash of Rhinos"
    - ▲ Treasure life's greatest gift– ME



## Keep Charging Enterprises

Charlie Tyrian  
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Charlie  
Tyrian



"Rhinoceros Leadership  
– It Starts with You"

- Motivational Speaker
- Leadership Trainer
- Management Consultant

## Charlie Tyrian Motivates People to "Keep Charging"

"... the meeting was a great success...your presentation was very insightful, enthusiastic and dynamic."

– Mark Antis, Director of Operations  
Domino's Pizza of San Diego

"I have been overwhelmed with positive feedback from the employees and management staff here. Your motivational and team building seminars have impacted like intravenous shots of enthusiasm."

– Terry J. Ebbert, Director  
Security and Fire Protection  
Boeing Petroleum Services, Inc.

"The presentation on 'How to Be the World's Happiest Rhino' had an immediate effect on our employees. Morale, motivation, and an increase in positive attitudes were all a direct result of your inspirational and humorous talk. You certainly know how to inspire people to take action for a better life."

– John A. Hurley, Jr., Director of Personnel  
Highline Community College

"Following your recent presentation, I have noticed the following phenomena occurring at our Branch: Snorting jungle sounds are being heard; The carpet is being pawed to death; the Rhino Sign has replaced the handshake;...We are even a more highly motivated sales and client satisfaction force as a result of your outstanding presentation. I have highly recommended your presentation to my fellow AT&T Branch Managers!"

– Harold W. Brazier  
Branch Manager, AT&T

"sure makes a person get their second wind in life, a real message, to point us in the right direction in this life struggle."

– Joe R. Minter, Head Football Coach  
Park Hill Senior High School  
Seventh KCI Football Clinic

"I wanted to express my appreciation for an outstanding motivational presentation at the conclusion of our sales meeting. The manner in which you were able to weave in material I had furnished you, made it all the more effective and enjoyable."

– Gerald E. Smith, Marketing Communications  
Filtration Products Group  
Snyder General Corporation

"Thank you for your recent motivational presentation. Our largest conference audience in recent memory took your 'Keep Charging' message to heart. At the time of your presentation, Michigan's membership program was ten thousand behind schedule. Two months later we have made up our deficit and appear ready to surpass last year's all-time high achievement."

– Hubert B. Hess  
State Adjutant, Department of Michigan  
The American Legion

"It has been our pleasure in the Vancouver Public Schools to use one of the most dynamic consultants in the U.S. in conjunction with our efforts to restructure the public school experience. Charlie Tyrian and his 'Rhinoceros' philosophy are just what the doctor ordered! He is an exceptional speaker, trainer and consultant, and his straightforward message is relevant for our times."

– Jim Parsley  
Superintendent and Chief Rhino  
Vancouver Public Schools

"The 'Rhino Presentation' appeals to our individuals' personal goals and desires to succeed. This in turn benefits the company and manifests itself by renewed dedication and increased productivity of each of the employees...your presentation absolutely had a positive motivational effect on all the attendees at our meeting."

– D.W. Driggs, A Motivated Rhino  
American Air Filter

The motivation you provided, along with your splendid slide presentation, was sufficient to carry us through the day - and, I am sure, well into the days, weeks and months which lie ahead of us."

– Barbara O'Hare, President  
Dana Point Chamber of Commerce

The 'rhino' philosophy is certainly appropriate in these times when the world is changing so rapidly. I think that all of us who attended can attest to the power of your presentation."

– Robbin Boston  
Associate Director, Evergreen Chapter  
Data Processing Management Association

# "Life-Motivating" Presentations

## KEYNOTE: "Rhinoceros Leadership – It Starts with You"

This high-impact, fast-paced, motivational presentation will help your group achieve greater success in the jungle we call "life". It will get your people excited and commit them to action. Charlie leads you on a safari of discovery that teaches "living" strategies for a happier and more productive life.

Through humorous anecdotes and a highly visual and interactive format, Charlie Tyrian motivates audiences to create a more "balanced" life at work and at home. Your group will move toward their goals and objectives with new clarity and focus after this dynamic presentation. *Practical tactics for the body, psychological skills for the mind, and renewed energy for the spirit* are Charlie Tyrian's gifts to your group.

## RHINOCEROS LEADERSHIP/TEAM-BUILDING TRAINING

Let Charlie Tyrian help you create a hard-charging, high performance "Rhino" team. Foster a team spirit through a stronger commitment to the organization, through vision, goals and objectives. The "Keep Charging" total quality leadership approach will build *a team that understands the roles, responsibilities and contributions of effective leaders*. Discover your team strengths and improvement areas. Create team process awareness in giving and receiving feedback, handling conflicts, stimulating vitality and open communication. Discover team decision making processes, understand and develop interpersonal dynamics, and create an improvement plan for action.

## RHINOCEROS CUSTOMER SERVICE TRAINING

Your employees will discover and learn the meaning of service oriented to the customer. This focus represents a total paradigm shift for many organizations. *Establish an intense sensitivity toward customer service*, discover skills that effectively improve customer service in highly competitive markets. Identify key organizational dynamics underlying exceptional customer service, examine the bottom line financial impact of poor customer service, create a real and lasting commitment to quality service. Establish a program of continuously improving customer service: focusing and developing viable strategic and tactical customer service plans for the future successes of your organization.

## CHARLIE TYRIAN

■ A motivational *keynote speaker and trainer* for audiences in both the private and public sectors for over thirty-eight years—Charlie has traveled extensively across the country "Re-Charging" organizations with his contagious "Rhino" spirit. ■ Charlie holds a Masters Degree in Human Resources Management from Pepperdine University. Serving as a commander and leader in the United States Marine Corps for many years, Charlie retired as a Colonel in 1989. In addition to serving in combat, he motivated and trained Marine recruiters at the state, regional and national levels. ■ Audiences get more out of life, both personally and professionally, after experiencing Charlie's "Rhino-Charged" programs. Joining the National Speakers Association in July 1989, Charlie continues to energize his audiences to get more out of life personally and professionally. His "Rhino-Charged" programs continue to motivate people to unleash the power within themselves, to create and commit to their plan of action, and to "Keep Charging"

## Charlie Tyrian



*Dynamic Motivational Speaker;  
Trainer and Consultant*

### CHARLIE TYRIAN BRINGS YOU:

- ◆ Renewed Dedication and Increased Productivity
- ◆ Vivid Real-World Examples Creatively Presented
- ◆ Increased Pride and Self-Confidence
- ◆ Effective and Enjoyable Learning Experiences
- ◆ A High-Impact "Re-Charge" for Volunteer and Service Groups

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MEMBER



NATIONAL  
SPEAKERS  
ASSOCIATION

## "Rhino-Charged" Clients Include:

### BUSINESS and INDUSTRY

American Air Filter  
AT&T  
Boeing Petroleum Services, Inc.  
Domino's Pizza Inc.  
Kentucky Fried Chicken  
Pfizer Pharmaceutical Corporation  
Puget Power  
Snyder General Corporation  
United Parcel Service

### EDUCATION

Grand Rapids Public School District  
Highline Community College Staff  
Michigan Association of School Administrators  
National Association of Student Councils  
Toledo Public School District  
University of Washington Staff  
Vancouver Public School District  
Washington State Joint Assistant Principals  
Conference

### ASSOCIATIONS

American Legion  
Data Processing Management Association  
Federal Managers Association  
Naval Audit Service, Department of Defense  
Naval Electronic Systems Engineering  
Command  
Phoenix Council Navy League  
Rotary International  
San Diego County Workshop for Mayors  
Texas Association of Former Marines  
United Way, Kitsap County, Washington

**"Rhinos" are people who take the initiative and don't let failures stop them. There's nothing wrong with failures, we all fail sometimes. The important thing is to keep moving toward our goals, to "Keep Charging".**

— Charlie Tyrian