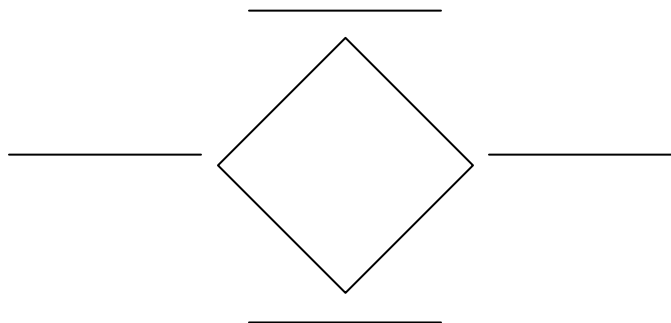


The Riding for the Brand Workbook

This four-page workbook is designed to help you gain the most from your reading of *Riding for the Brand*. The goal is to help you take the principles from the book and make a practical application to your life and organization. Please answer the questions in as much detail as possible.

1. What is the main theme of *Riding for the Brand*?
2. Which character or characters in the book do you most identify with and why?
3. Burns Marcus identified the four critical elements of an individual's or organization's purpose. Diagram them on the diamond below.

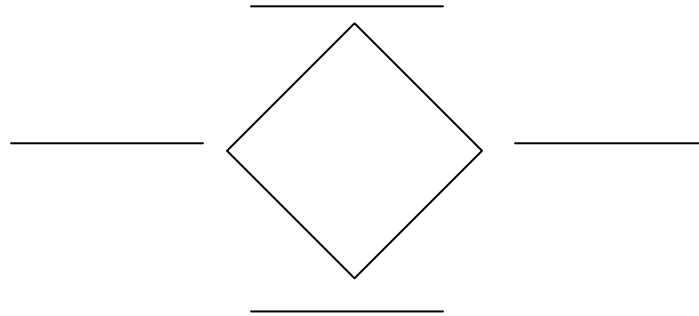


4. What was Diamond Enterprises' purpose?

- 5. What is your organization's purpose?

- 6. Does your organization's purpose meet the criteria of the four critical elements?

- 7. What are the four principles (bases) that Burns Marcus followed to build Diamond Enterprises into the model organization of the 21st century? Diagram them on the diamond below.



- 8. How do or could these principles apply to your organization?

- 9. Burns Marcus described organizations as being driven by three things:
 - a. _____ driven
 - b. _____ driven
 - c. _____ driven

- 10. Which of the above do you believe applies to your organization and why?

- 11. What is intrinsic motivation?

12. What is Team-Actualization?

13. How would you describe purposeful leadership?

14. What is the fundamental principle of livestock handling and how does it apply to human motivation?

15. What is the recurring theme of the Western Story?

16. What is a schema and how do schemas relate to the ability to change and adapt?

17. What was Burn Marcus's formula for organizational development?

18. How does it apply to your organization?

19. How did Burns Marcus describe financial success?

20. How would you design a Cowboy Boot Camp for your organization?

21. Why did J.F. ask organizations to look 30 years into the future?

22. What was Burns Marcus's purpose in life?

23. What was J.F.'s purpose in life?

24. What was Bob Fooshee's purpose in life?

25. What is *your* purpose in life? *The Transformational Power of Purpose: Finding & Fulfilling Your Purpose in Life* was written by Jim Whitt to help you find the answer to this question. It's available at www.PurposeUnlimited.com.