

Davis M. Woodruff, PE, CMC

Speaker, Consultant & Author

SPEAKING & CONSULTING TESTIMONIALS:

"You are simply the best outside resource I have ever worked with."

M. L., Tyco

"Your ability to communicate a commonsense practical approach to continuous improvement and customer service proved to be an outstanding highlight of our exposition and convention in Indianapolis."

T. G., NPCA

I appreciate your guidance and direction, but I also appreciate the confidence you had in me. Not only did you provide suggestions, you got in there and helped us get it done.

J. D., TSTNA

The quality of your work and the dynamics of your classes reflect your in-depth knowledge of management. Your professionalism and integrity provided our managers a thorough understanding of the topics presented.

G. W., CAS

I have been in business for myself for the past fifteen years and I have met many people, however I have met only one that has accomplished not only what he said he would do, but went the extra mile time and again; this person goes by the name of Davis Woodruff.

W. J., MCM

"I wanted to express my appreciation for speaking at our Quality Voices program. The information you provided will help the center better define and implement its continuous improvement program."

A. A. M., NASA

The hottest subjects among executives today are how to be the low cost, high quality, environmentally responsible, safety conscious leaders in their industry. Davis M. Woodruff speaks on these subjects! Based on his research and experience, Davis has identified the essential elements for being the leader in your industry.

Davis Woodruff is an experienced, energetic, and enthusiastic speaker who uses real world examples, visual images, and humor to present concepts and practical applications with depth based on his manufacturing and consulting experience and research.

Davis' topics include:

Common Sense Business Success: The Ten Essential Factors

The Ten Essentials for business success are commonsense principles that have been developed by Davis and used by scores of organizations around the world. He includes a checklist for evaluating any business or service to identify where improvements are needed. Every business that knows and applies these ten essentials will have a competitive advantage in the marketplace.

6 Critical Leadership Issues for Every Business

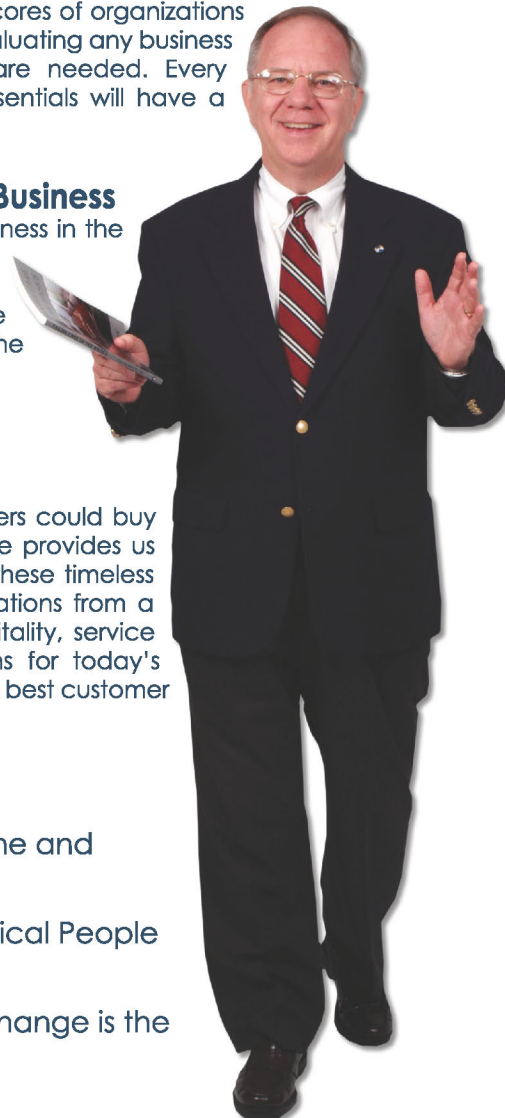
These six critical issues affect virtually every business in the world today. This program helps managers and leaders understand how to capitalize on their understanding of these six critical factors in the real world of competition, cost pressures, and the changing business environment.

7 Golden Rules of Customer Service: Lessons from a Country Store

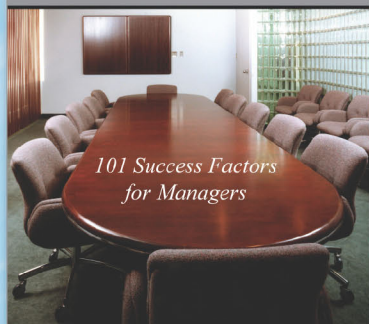
The old fashioned country store where customers could buy anything from horse feed to clothes to gasoline provides us with seven valuable customer service lessons. These timeless principles, illustrated with actual events or situations from a real country store, are relevant for retail, hospitality, service and other businesses. You'll learn applications for today's fast-paced society that will help you provide the best customer service in your industry.

Other Most Requested Topics:

- From Strategy to Results: How to Define and Implement Your Strategic Plan
- From Numbers to People: How Technical People Succeed as Leaders
- Yesterday, Today, and Tomorrow—Change is the Constant



TAKING CARE OF THE BASICS



Davis Woodruff, PE, CMC

Davis' book ***Taking Care of the Basics: 101 Success Factors for Managers*** is a different approach to business success that challenges managers to incorporate spirituality and sound principles. Many business leaders today are scrapping complicated strategic initiatives in favor of simpler business plans focused on the people and processes that really matter. The shift is hardly news to Davis Woodruff, PE, CMC, as he has been coaching managers and executives for more than two decades. The results of those efforts can now be found in his new book, ***Taking Care of the Basics: 101 Success Factors for Managers***.

(now available through www.barnesandnoble.com, www.amazon.com, www.authorhouse.com, www.bamm.com and other booksellers).

Taking Care of the Basics provides managers and leaders with simple, easy-to-apply tools and tips in digestible quantities. In addition, Woodruff draws upon his education, three decades spent in management, leadership, and consulting, plus a deep spiritual insight to provide a one-of-a-kind approach to dealing with this popular topic.

"I'm using this book in our managers' meetings to help us improve the way we lead and manage the company. The 'to do' format is really helpful to us."

W. J. President, Manufacturing Company

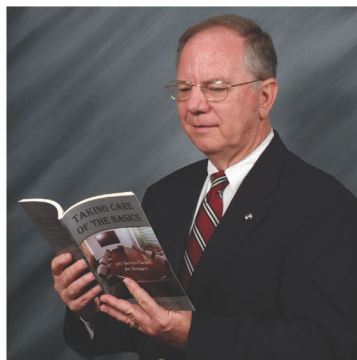
"Every school principal and superintendent needs to read this book."
A. W., Middle School Teacher

"Awesome book with applications in the workplace. Great application of scripture to the real world of work. I'm planning to buy copies for my managers."

M. S., VP, Operations

Client List:

Amoco; Cooper Industries; GM; 3M; BP; Wagner; Central CPVC; DuPont; Steelcase; Protologic; NASA; CAS, Inc.; Kuhlman; Automatic Screw Machine Products, Inc.; Disctronics; CTT; Amoco-Malaysia; American Tube; Tyco; Bruderer; CGR; BPI Transport; Catawissa Lumber & Specialty; National Copper Products; Marketplace Concepts; Coulson Oil; RTI; Benchmark Electronics; Brownlee-Morrow Engineering; Truman Arnold Companies; Charter Terminal; TS Tech; Virgin USA; Metal Component Mfg; Endure Medical; ChiefSeahawk Transport; MAPEI, Corp.; Cerrowire; FugroEarthData



Associations & Chambers of Commerce:

AR Oil Marketers; American Society for Quality Control; Huntsville Chamber; Hartselle Chamber; National Precast Concrete Association; North Alabama Purchasing Managers; National Telephone Co-op Association; International Woodworking Fair; American Association of Business Women; McMinville Chamber; AMA; Alabama Association of Home Health Agencies; Decatur Chamber; National Association of Photographic Manufacturers; CEO Forum; Photo Lab Expo Association; Cullman Chamber; Civitan Int.; National Rural Electric Cooperative Association; PERA; Technical Ceramics Manufacturers Association; American Hardware Manufacturers Association; Wood Component Manufacturers Association; Independent Liquid Terminals Association; International Business Forms Institute; Concrete Reinforcing Steel Institute.

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"Blessed is he who trusts in the Lord."—Proverbs 16:20

Davis M. Woodruff grew up on a family farm in rural southern Alabama. His family also owned and operated a "country store." From this background he earned an engineering degree from Auburn University, became a Professional Engineer and Certified Management Consultant. He was a manufacturing executive with 3M for ten years and became the youngest manufacturing superintendent in the company; led the team that produced the first home video films in the U.S., and assisted with a plant start-up in Europe.

Davis formed a management consulting company, Management Methods, in 1984, which is now in its third decade. **He specializes in showing companies how to be the low cost, high quality, environmentally responsible, and safety conscious leader in their industry.** From Vermont to Malaysia, Davis' clients include BP, GM, Endure Medical, 3M, Tyco, and many other large and small companies.

He has spoken for dozens of associations such as NRECA, NAPM, NPCA, AHMA, IWF, IBFI, PERA, WCMA, and NDMA.

Davis is a **nationally published author** with over three dozen articles to his credit. His articles have appeared in national publications, including the prestigious *Encyclopedia of Chemical Engineering*. His video "Focus on Fundamentals—a Manager's Guide to the Ten Essentials" aired on Business Vision Network, along with programs by Dr. W. Edwards Deming, Tom Peters, and Ken Blanchard. His book, ***Taking Care of the Basics, 101 Success Factors for Managers*** was published in 2005.

He has been listed in *Outstanding Young Men of America* and *Who's Who Worldwide Registry of Business Leaders*. He has been a Certified Management Consultant since 1990.

Davis and Lynn have been married since 1970 and have two daughters, a son-in-law and two grandchildren. He is actively involved with his family, in his community, and in his church where he teaches a Bible Study class of adults each Sunday.