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***New Book Guides Corporate America's Leadership By Illustrating  
"The Power of Purposed Performance"***

**DALLAS – May 14, 2003** – “The Power of Purposed Performance,” a new book by Allen Tappe, is now available online at [www.tappegroup.com](http://www.tappegroup.com). The book addresses new and productive thinking concerning the true mainframe of any business: its people.

“The Power of Purposed Performance,” outlines 12 convictions corporations must embrace to take people’s productivity to the next level. These convictions address challenges such as selling, service, conflict and work-life balance. Each conviction initiates the progression from philosophy to perspective, and ultimately, to life performance. All 12 progressions are generated from a common thought: A person must cross the line from the bondage of being a victim to the freedom of being a purposed performer.

“People represent unique power. Unfortunately, they don’t know it,” Tappe explained. “They do not engage conflict in their lives because they don’t believe they have the power to do so. They don’t accept responsibility as leaders because they don’t recognize themselves as leaders. Purposed Performance is about putting ‘power’ into the empowerment of people.”

For over 20 years, Tappe has used the principles of Purposed Performance to help people and corporations overcome various struggles. He believes people don’t have to be victims of life’s circumstances and have the power to make choices. Tappe demonstrates through Purposed Performance how people can take control of situations and live life on purpose. By incorporating his suggested series of vital progressions, any individual can achieve personal satisfaction and success, which in turn translates into higher revenue figures for corporations.

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While companies are spending millions of dollars on Customer Relationship Management (CRM) system implementations, they fail to spend a fraction of that cost on training their people to actually engage customer relationships. A system without motivated and qualified users is a waste of technology. “The Power of Purposed Performance,” equips people with the insight and drive to dramatically improve customer relationships by exceeding customer expectations.

Throughout the book, Tappe offers affirmations he believes people should repeat regularly to keep themselves focused on purposed living. These one-sentence reminders equip readers to be their own daily performance coach.

### **The Tappe Group**

Allen Tappe, author of “The Power of Purposed Performance,” is the owner and president of The Tappe Group. He is a master speaker, trainer, and coach. For the past eight years, he has worked with over 35 different industries and professions, addressing challenges ranging from cultural development and communications to sales and customer service. Allen has worked with a diverse client base that includes doctors, lawyers, teachers, accountants, technology specialists and corporate executives. His diversity in background allows him to relate to people right where they live and work.

If you would like to learn more about Allen Tappe and the operating system of Purposed Performance, contact The Tappe Group:

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-Purposed Performance-

# OUTLINE



## *The Power of Purposed Performance* *12 Progressive Steps to Purposed Living* by **Allen Tappe**

### **Introduction**

To some degree, we all struggle with the temptation to play the victim. Each time we make an excuse or find someone to blame for our failure, we are falling into that victim's role. This book is about the alternative. It is about living life on purpose. This book presents twelve convictions that are at the heart of purposed, productive, and powerful life performances. Each conviction progresses from philosophy to perspective and finally to life performance.

### **Chapter 1: *Freedom to Choose***

Choice, our most precious life gift, is the place to begin. Before we will ever be able to approach life with any sense of purpose, we must embrace the power to choose as our personal philosophy.

**Philosophy:** *We always have the power to choose.*

**Perspective:** *Because of this belief, we recognize responsibility for the choices we make.*

**Performance:** *As a result, we accept and anxiously assume the leadership roles we play.*

### **Chapter 2: *The Power of People***

One constant in each of our lives is the presence of people- they are all around us. We need them. We *are* them, and we can't escape. Yet in order to live with any sense of purpose, we must see people as a life asset.

**Philosophy:** *We believe in the power of people.*

**Perspective:** *Because of this belief, we recognize the greater potential in people.*

**Performance:** *As a result, we begin to enjoy more meaningful and purposed relationships with the people in our world.*

### **Chapter 3: *The Heart of Motivation***

Motivation is essential to any significant performance we give in this life. Without it, life can seem meaningless and dull. Intrinsic motivation comes from a powerful connection with our reason why and flows from our conviction about life.

**Philosophy:** *We have a personal clarity about our why in life.*

**Perspective:** *Because of that clarity, we have a greater enthusiasm about living.*

**Philosophy:** *As a result, with new energy and passion we experience greater life success.*

#### **Chapter 4: *The Communication Connection***

Communication is the greatest challenge we face as people. Because we are in the midst of people every day, it is vital to connect with them. Communication must not be taken for granted.

**Philosophy:** *We believe that we need to connect with the people around us.*

**Perspective:** *Because of that need, we see communication as a daily priority.*

**Performance:** *As a result, each day becomes a relational discovery experience.*

#### **Chapter 5 ... *Creative Conflict***

Conflict is something we each experience every day; yet it is the one thing most people would want to avoid if they could. Each day conflict brings us opportunity to learn and grow. That, in turn, leads to a more creative life.

**Philosophy:** *We believe that conflict is an essential force in creating life value.*

**Perspective:** *Because of this belief, life challenges can be seen through eyes of hope.*

**Performance:** *As a result, we live more positive and creative lives.*

#### **Chapter 6 : *The Selling Lifestyle***

Selling is the art of influencing the thinking of people by helping them clarify their choices. So, with that as our personal philosophy, we have purpose every day. We see life through eyes with a responsibility for influencing the thinking of those around us.

**Philosophy:** *We believe that each day we are representing who we are and what we believe.*

**Perspective:** *Because of this belief, we see each day as being a purposed experience to help people make the choices they need to make.*

**Performance:** *As a result, we anticipate and prepare more effectively for the life performance we will give.*

#### **Chapter 7: *The Reality of Team***

Team represents the reality of how we relate as human beings. We need one another. We are mutually dependent upon one another. With this new perspective, the concept of synergy can be put into motion.

**Philosophy:** *We believe that team is our life reality.*

**Perspective:** *Because of this belief, we see people as being essential to our lives.*

**Performance:** *As a result, we join hands and work more effectively in relationships.*

#### **Chapter 8: *The Servant Minded***

Customer service represents the power of people helping people. As we begin to see customers as anyone we depend on for our success, suddenly, our family, our friends, our colleagues, and our customers take on a new significance.

**Philosophy:** *We believe in the power and purpose in serving others.*

**Perspective:** *Because of this belief, we have a new sense of opportunity in serving others.*

**Performance:** *As a result, we serve people more patiently, positively, and productively.*

## **Chapter 9: *Balancing Life***

Balancing life begins with a belief that it can be done, and then it proceeds to a respect for our holistic nature. With a holistic perspective, we can begin to do things on purpose. We can determine priority in our lives. We can begin to chart our course.

**Philosophy:** *We believe we can lead and manage our lives.*

**Perspective:** *Because of this belief, we begin to see our lives in all of its dimensions.*

**Performance:** *As a result, we begin to plan and live our lives with purposed priority.*

## **Chapter 10: *Success Through Failure***

Life is filled with paradoxes. Here is one of life's most perplexing puzzles: *We have to fail in order to succeed.* We have to mess it up in order to get it right. When we begin with the philosophy that failing is essential to succeeding, we can embrace life without the fear of messing up. We cease playing life not to lose, and we begin to play it to win.

**Philosophy:** *We believe that failure is essential to success.*

**Perspective:** *Because of that belief, life is seen as a constant learning opportunity.*

**Performance:** *As a result, we are set free to fly.*

## **Chapter 11: *The Profile of a Professional***

In order to truly be professionals, we must choose the proactive life approach. Our feelings are not allowed to lead. They are recognized and then disciplined. We anticipate our challenges and then create the strategies necessary to meet them. We move in life from a script that has been prepared, practiced, and proven to be effective.

**Philosophy:** *We believe life is to be lived proactively and with integrity.*

**Perspective:** *Because of this belief, each day is seen as an opportunity to showcase excellence.*

**Performance:** *As a result, each day's performance is professionally and purposefully staged.*

## **Chapter 12: *The Learning Advantage***

The only competitive advantage any of us will have as we face the future together is our capacity to continue to learn and grow. Through eyes of humility, we believe we can learn from everyone and everything. The result of this life vision is maturity and wisdom.

**Philosophy:** *We believe in the power of change through continuous learning.*

**Perspective:** *Because of this belief, we approach life humbly and with great anticipation.*

**Performance:** *As a result, we begin to live life in search of our next opportunity to learn and teach others.*

## **Conclusion**

Doing life on purpose requires an understanding of life's progression. It all begins with how and what we think. Our philosophy creates a mindset and vision of our world. It becomes our perspective. Our perspective then results in our life response, or reaction. Life performance is always the bottom line. What we think leads to what we see which results in what we do. It is that simple yet that complex.



## O U T L I N E

### ***Selling Real Estate On Purpose!*** by **Allen Tappe**

***Selling Real Estate On Purpose*** is the first of the Purposed Performance Application Series authored by Allen Tappe. This hard-hitting book is not for the weak hearted. It is, however, for anyone who wants to be a successful residential real estate performer. Success is guaranteed for those who follow the system and scripts they are given.

**Introduction:** Purposed Performance is a system that calls for a passionate and professional response to life. The opening insights explain what it means to sell real estate as a purposed performer.

**Chapter One:** Most people will fail in their attempt to sell real estate because their thinking is wrong. Their expectations are off target so they never really have a chance to succeed. This chapter serves to get the reader's thinking lined up for purposed success.

**Chapter Two:** Selling real estate is a challenging job. Agents have tasks that need to be completed every single day. But with very little structure in the life of a real estate agent, the sense of urgency needed for success is missing. This chapter makes the vision correction necessary for purposed success.

**Chapter Three:** With the proper mindset and the corresponding vision essential to success, purposed performance is the end result. This chapter identifies the daily essentials to success as a real estate professional.

**Appendix:** Scripts and dialogues essential to prospecting and presentational success are found in this practical section. A recommended reading list is also provided to create an ongoing fitness plan for success.



## BIOGRAPHY

### *Allen Tappe*

Allen Tappe is the owner and President of The Tappe Group. He is a professional speaker, trainer, and coach whose mission is to equip people with the skills and knowledge necessary to achieve the success they choose to pursue. His style is interactive and listener friendly while his message is challenging and inspiring. Tappe is a member of the National Speaker's Association and has been featured as the keynote speaker for various conventions and workshops.

Tappe is the creator of Purposed Performance, an operating system for personal performance, growth, and development. The anchor message of Purposed Performance that Tappe consistently teaches to all audiences is that an individual must "cross the line" from the bondage of being a victim to the freedom of being a purposed performer in order to achieve any real life success. Tappe provides valuable strategy and useful tools to help individuals make that vital choice. Tappe explains the Purposed Performance operating system in his two books, "The Power of Purposed Performance" and "Selling Real Estate on Purpose".

For the past eight years, Tappe has worked with over 35 different industries and professions, addressing challenges ranging from cultural development and communications to sales and customer service. He has worked with a diverse client base that includes doctors and lawyers, as well as teachers and accountants. He has worked with technology specialists, along with corporate executives. His diverse background allows him to relate to people right where they live and work.

Tappe began his professional career as a collegiate tennis champion, then later became a winning collegiate coach. His background includes mortgage banking, counseling and ministry, real estate, sales training and management. He is a graduate of Abilene Christian University. He has been married to Barbara Tappe for the past 30 years. He is the father of three beautiful daughters and has two exceptional grandchildren.



## FACT SHEET

**Description:** The Tappe Group is about helping people make empowered, responsible choices in every dimension of life. Purposed Performance, the operating system designed by Allen, has proven to be the system for bringing powerful and positive reality to the changes corporations and people face in the 21<sup>st</sup> century. The Tappe Group brings the response of discipline, accountability, and purposed productivity to the marketplace.

**Leadership:** Allen Tappe, President  
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**Services:** The Tappe Group offers a wide variety of services ranging from keynote speaking to corporate training and coaching. The Tappe Group services are customized for each client. No two speeches or training sessions are alike. A few of the topics that Tappe addresses based on client request include:

- ◆ Leadership and Management
- ◆ Selling
- ◆ Customer Service
- ◆ Conflict Management
- ◆ Team building

**Products:** In addition to customized services, several valuable products created by Allen Tappe are available on The Tappe Group website. These products include:

- ◆ *The Power of Purposed Performance:* Tappe's latest book outlines 12 convictions corporations must embrace to address daily challenges, and instructs readers on how to cross the line from victim to purposed performer.
- ◆ *Selling Real Estate on Purpose:* This power-packed book teaches real estate professionals how to create selling habits that spell success. In this book, Tappe addresses the thinking, vision, and performance necessary to become a purposed real estate performer.

**Industries:** Over the past 8 years, Allen Tappe has worked with companies in over 35 different industries and professions, ranging from real estate agents and doctors to technology specialists and corporate executives.