

FOR IMMEDIATE RELEASE

## **Rainforest Business Institute Conference in Central America Models Dynamic Ecosystem for Successful Business Strategies**

**July 6, 2009** – Beverly Lewis, LifePoint Executive Trainer and Business Coach, attended a Rainforest Business Institute Conference in the Republic of Panama from June 26-30<sup>th</sup> at the Gamboa Rainforest Resort.

The Rainforest is the fastest growing, most abundant, diverse and profit-drenched money-making business model on the planet. Yet all of this is accomplished with very limited capital - poor topsoil. The lessons of the Rainforest can be applied directly into the business realm to fuel growth and success.

Michael Pink, author of *The Rainforest Strategy*, hosted the training to offer his team of success coaches the opportunity to transfer the lessons of the Rainforest from the classroom into first-hand observation and experience.

Team exercises included hiking in the Darien Rainforest with guides from the indigenous tribe of Emberan Indians and an afternoon in their village observing how they have successfully utilized the Rainforest for sustenance and provision for hundreds of years.

In facing the challenges of the current economy, wise businesses are looking for fresh ideas to optimize efficiency in order to survive and thrive. Beverly Lewis teaches the 21 High Growth Factors that can cause your business to flourish. Vision, belief, design, work mastery, relationship skills and metrics are all specifically addressed in the lessons of the Rainforest. Attention is given to the threats that can take any business down, including the pests, pathogens and parasites particular to your enterprise.

Zig Ziglar comments, "The Rainforest Strategy reveals simultaneously remarkable facts about the rainforest and effective leadership skills. It offers good insight along with practical, workable suggestions, policies and processes. The procedures it recommends can be applied to virtually any business of any size and purpose."

For information on booking a presentation on The Rainforest Strategy for your business or organization, visit <http://lifepointspeaker.com> or contact Lewis at 850-773-0004.

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