



## Magis invites you to an 'Intimate Conversation' with former MoneyGram CEO Tony Ryan

Thursday, September 23, 2010 7:30–9:00 a.m.

HOSTED BY: **PLATINUM BANK**

7667-10th Street North, Oakdale, MN [www.PlatinumBankMN.com](http://www.PlatinumBankMN.com)



**Tony Ryan**

Former CEO, MoneyGram

### Purpose and Profit

Tony's leadership experience in transforming MoneyGram to become BOTH purposeful and profitable will provide practical strategies (best practices) and inspiring stories.

Join our conversation with business owners, CEOs and local executives and take away ideas for your organization today!

### VALUES-LED™ RECESSION TO RECOVERY

Over the past couple of years many companies have navigated difficult seas. Many companies found the need to downsize, shift strategies and reassess many aspects of their business.

The costs of short-term decision making have been experienced globally.

As you look to the future:

- *What role do values and ethics have in making the recovery long term and sustainable?*
- *What are strategies to revive your work force in the wake of difficult challenges?*
- *What impact does the purpose of your company (beyond making money) have on your long term success?*

Magis Ventures invites you to an "Intimate Conversation" with former MoneyGram CEO **Tony Ryan**.

In an interview and dialogue forum, Diane Nettifee, president of Magis Ventures will facilitate a conversation with business owners, CEOs and Tony to explore the role of core values and purpose on taking a company from peril to prosperity.

Tony Ryan is the former CEO of MoneyGram International, a publicly traded \$1.3B consumer payments company. During his 14 years with the company, revenues grew from \$160M to nearly \$1.3B. The company's services are distributed through a global agent network of more than 190,000 locations in 190 countries and territories. While at MoneyGram, Tony was responsible for turning around the struggling Global Funds Transfer business unit as Division President, growing revenues from \$380M in 2001 to \$821M in 2006.

To lead the turnaround, Tony was seeking motivation beyond simply creating return for shareholders. Tony believed that there were many other constituents that mattered including customers, employees, business partners and regulators. A turning point for Tony was when he read Jim Collins book, "Built to Last" which focused on core purpose and values. This resonated and inspired Tony to act courageously. He took his team through the process of developing a purpose-driven, values-based organization. It proved to be transformational as the employees of the organization began to focus more on providing value to the end consumer and managing all constituents. This led to the highest growth period for the company. The focus on purpose and values also proved essential to surviving the financial crisis in 2007.

Please R.S.V.P. to Diane Nettifee  
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