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### The Business Edge

Archives Available

April 24th 2013: Structuring Business for ROI

How is your business vision tied to measurable and manageable key business objectives? How do you engage with your employees and instill in them the same passion you have for your company? How would your company function differently if all your employees, from entry to senior level, had goals that were aligned to your business' core values? Michael Rose's innovative, game-changing approach to communication is born of his unorthodox viewpoint that turns business organization on its side. He teaches leaders and management a new way to achieve personal growth and business success through effici

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### Featured Guest



#### Michael Rose

A scientist by training, teacher by nature, and entrepreneur by spirit and drive, Michael Rose brings both clients and audiences his unique perspective on business organization and communication. Michael is the founder of Return on Energy® Inc. (ROETM), author of the book ROE Powers ROITM, and CEO of both Mojo Media Labs, a digital marketing agency, and Marketing Candy, a promotional agency. When Michael isn't traveling for Return on Energy® speaking events or working in the office, he's networking with other business leaders and spending quality time with his wife in children. Michael serves on the board of directors for the Pro Players foundation, is a long-standing member of the Entre

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