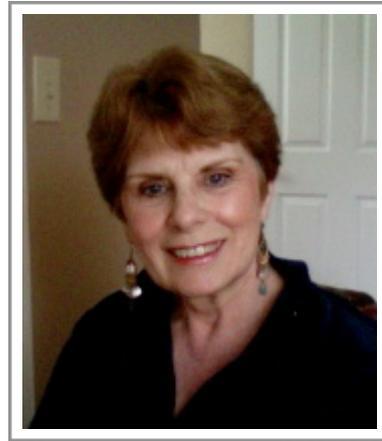


IDM RESEARCH

SCIENCE ■ PHILOSOPHY ■ THE FUTURE



Neil Roberts, Founder & CEO



Doris MacNeil, Founder & CFO

Founded Path Corporation (management consulting) in 1985.
Founded IDM Research (leadership profiles and case studies) in 1991.
Founded GrowthPath Leadership (the career coach industry) in 1992.
Founded Homebase Lifestyle Marketing (brand license) in 2008.

Initially training for a career in Consumer Product Design, Neil won the U.S. Air Force's highest award for his performance in their leadership training program and was honored to accept a leading role in the process of replacing their old air bases in Morocco with a new mobile-radar air training facility in the United States.

Returning to civilian life, he enjoyed continued success by improving the inner dynamics of business leadership. Starting with Xerox, he convinced the corporate world to trade their adversarial selling process for the *Logic of Successful Behavior*, those experiences that became the foundation for *GrowthPath International*.

Neil and Doris discovered their interest in niche markets while finishing their post-graduate studies in Direct Response Marketing (minor in Behavioral Sciences). Accustomed to working with leaders, they created the *GrowthPath Leadership* program to foster and support individuals with the impetus to build multi-location business models.

- They compiled the more than 10,000 case studies that turned their original IDM (international direct) business thesis into the *GrowthPath* program.
- They transformed *GrowthPath Leadership* into the gold-standard for leadership development and the archetype for success in a multi-location business.
- They developed and supported more than a dozen successful name-branded businesses and their associated *DecisionTree* management systems.

Success in life means improving and integrating the whole career decision-making process... *GrowthPath Leadership* is the process of bringing individual performance to its highest level. That success, nurtured by our insight and experience, can give motivated individuals the purpose and ambition to be the best in the world.

[Neil is the author of *Prospectus on the American Dream* (How we changed the world in a single generation and what we plan to do now) -- a self-published study of the 'Baby Boomer' generation: why they've been important in American history, what they've accomplished and what more they can be expected to do before they finally pass from the world's stage. Excerpts are available to anyone who is interested.)]

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