

# Green Bay Businessman Launches Program To Help People Connect Better With Co-Workers, Spouses And Children



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Author: Joe Kiedinger  
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Green Bay, Wisconsin – (April 10, 2010) – Joe Kiedinger, founder and Brander-in-Chief of Prophit Marketing of Green Bay, believes that the number one killer of employee job satisfaction and workplace engagement is tension caused by unhealthy relationships and perpetual misunderstandings.

To help employers reduce tension and ultimately increase the level of employee satisfaction with their lives at both work and at home, Kiedinger is launching the About Me Card Program, an employee engagement system combining breakthrough communication approaches with supporting software.

The core of the About Me Card Program involves a practical personal assessment that reveals individuals' fundamental motivations that are most essential to their happiness. With this information, human resources staff, business owners and managers can better understand what drives employees at the deepest level and can assist them with performing their jobs in a more meaningful and productive way.

Kiedinger is holding a premiere event for the launching of the About Me Card Program at 3:00 p.m. on Tuesday, April 27, at the Meyer Theater in downtown Green Bay. The event is free and open to the public and is being held in partnership with Junior Achievement. The event will include a presentation by Kiedinger, a demonstration of the software, a panel discussion, and live entertainment featuring Let's Be Frank Productions.

Appearing on the panel will be Mark Skogen, President/CEO of Festival Foods; Dan Swift, General Manager of Dahl Automotive Group; Angela Owen, President of TBL Leadership Partners; Tom Thibodeau, Director of the Servant Leadership Program at Viterbo University; Chris Elliott, Managing Director of About Me International; and Kiedinger.

At the event, attendees will get a glimpse of two About Me Card Programs that will be released in 2011, About Me Kids and About Me Teens, as well as several technological enhancements involving social media.

According to Kiedinger, the About Me Card Program offers important benefits for employers. "When this program is applied to a business, it allows people to communicate clearly without misunderstanding, reduce conflicts, cut tension, hire right and match employees to jobs that fit their talents. In short, this tool creates a whole new level of cooperation and connection between people at work," he says.

Kiedinger adds that "while all of these factors contribute to increased profitability, what is special with this program is that it helps employers do the right thing—make life better for their employees." In addition, he says the program is also unique in that it helps facilitate the development of leaders across organizations.

Kiedinger says the most notable feature of the About Me Card Program is its simplicity. "I like to call it a 'Monopoly' property card except that instead of being about property it is about a short list of rules to help people successfully connect with one another. The software enhances the experience by allowing people to communicate effectively at the click of a mouse. No other assessment offers this level of immediacy and practicality while providing relevant individualized information," he says.

Kiedinger says the About Me Card Program is an ideal culture-building tool that can easily become a company's training program or be integrated into an existing training program. He also says the program can help improve employees' personal lives by minimizing if not eliminating workplace tension that they would typically bring home with them at the end of the workday.

The About Me Card Program is already being used by a wide array of organizations, and the initial results have been very positive, according to Kiedinger. Organizations that are currently using the program include the United Way of Brown County, Festival Foods, Trig's, Dahl Automotive, Al Huss Auto & Truck, The Selmer Company and TBL Leadership Partners. In addition, the program is scheduled to be used by a Campbell's Soup Company plant in Texas in May.

Kiedinger notes that the About Me Card Program continues to draw inquiries from a variety of interested parties, including some organizations from China.

A white paper on the About Me Card Program is available. "How to Produce Highly Motivated and Engaged Employees in the Face of Today's 'What's In It For Me? Workforce' " is available at [www.aboutmecard.com](http://www.aboutmecard.com)

### **The About Me Card Program Premiere**

**When:** 3:00 p.m., Tuesday, April 27.  
**Where:** Meyer Theater, 117 S. Washington Street, Green Bay.  
**Admission:** Free and open to the public.  
**Pre-registration:** Pre-registration is appreciated. Send an e-mail to [info@aboutmecard.com](mailto:info@aboutmecard.com) and include name, organization and number that will be attending. Please note "About Me Card Program Premiere" in the subject line. For more information: Contact About Me International at (920) 435-4878.

### **Joe Kiedinger and About Me International**

Joe Kiedinger is founder of About Me International, which he launched in July 2009 to promote the About Me Card Program through a global network of authorized representatives. In addition, Kiedinger is co-owner and Brander-in-Chief of Prophit Marketing ([www.prophitmarketing.com](http://www.prophitmarketing.com)), a unique vision-driven marketing organization that helps small to medium-size businesses succeed in the marketplace. He is also author of The Brander-In-Chief, a fictionalized, entertaining presentation of 7 practical, easy-to-understand and yet critical fundamentals for business success.

About Me International is located at 321 St. George Street in Green Bay. More information is available at [www.aboutmecard.com](http://www.aboutmecard.com).

**Contact Details:** Joe Kiedinger  
Brander-in-Chief  
Prophit Marketing, Inc.  
321 St. George Street  
Green Bay, WI 54302  
(920) 217-7610  
[joek@prophitmarketing.com](mailto:joek@prophitmarketing.com)

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