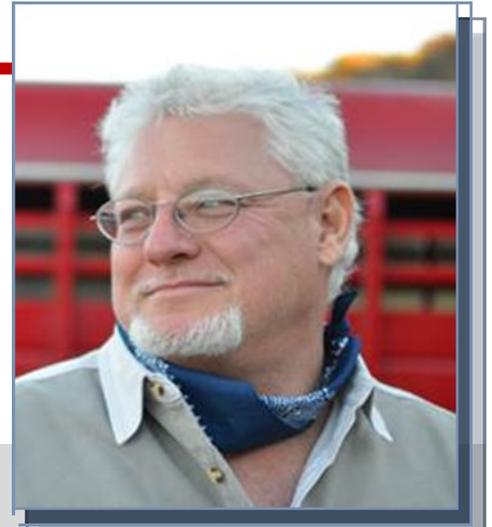


MORGAN STORY

In 1986, coming from a diversified background of multi-unit retailer and restaurateur, Peter Leffkowitz landed in a 40-desk search firm in Kansas City Missouri. Accounting and finance. He struggled for 6 months with zero production and was in constant threat of being fired. In month number six, the light bulb turned on. He reversed almost all the methods he had learned, and decided to run his desk from the perspective of the candidate and the client. Not his own agenda. He started pulling, not pushing.



For the next three years, **PETER LEFFKOWITZ** became the top biller in a system of 150 recruiters, refined his methodology, spread it out to the rest of the staff and enjoyed, along with his team mates, substantial success.

He had looked where everyone was going, and moved in the opposite direction. This became the core of **Morgan Methodology**.

Fast forward. Asked to speak at state and national level conferences, Peter began to concentrate on refining his methodology and more importantly, developing his style of teaching. People responded to his honesty, his Midwest work ethic, and his ability to alter his style to the individual student. Most say the brilliance of his techniques were rooted in integrity. No games. When in doubt he demonstrates the phone call, on a live speaker phone, with a company or candidate provided by an audience member. Peter became known as the only staffing industry trainer that walked the talk. Even in front of hundreds of people.

The company grew. Eight seminars a month. 200 people in a room. North America. Tokyo. Johannesburg. Auckland. Hong Kong.

In 1995, Peter became a single dad, with two sons - 4 and 6. Traveling stopped. In 1996, he built the Tall Pony Ranch in Kansas City, Missouri and told his students, "If you want training, you need to come to my house." They did.

To date, over 20,000 recruiters, representing over 2,700 firms have walked through the gates of Peter's 75 acre campus and been trained in the best staffing industry methodology in the world.

In 1998, Tricia Tamkin took her first class in Morgan Methodology. It would not be her last. Over the next 10 years, she followed Peter, relentlessly. Her core was Morgan, but her passion was technology. She knew that adding legal and ethical hacking to the linguistics of Peter's methodology was a recipe for massive production. She proved it. It took her a decade to convince Peter to integrate her shortcuts to the best candidates, into Morgan Methodology. In 2009, their collaboration began.

In 2011, Peter and Tricia launched eSSentials: An Introduction to eSourcing, and once again, Morgan Consulting Group set new standards in internet recruiter training. Existing high producing recruiters started to add 60-75% increases to their billings. Why? eSSentials made them lightning fast in finding the candidate. 80% faster. All they had to do *now* was get on the phone.

Morgan Methodology is not meant to appeal to the masses. It's more expensive. It's harder work. Yet there is no competition on the extra mile.

THE MORGAN MOVEMENT CONTINUES.
