



**WADE FRANSSON**

**(PUBLISHER, SPEAKER, THINKER, WRITER)**

**"THE HUMAN HEART OF BUSINESS"**

**one stop solution for integral success**





*Presents*

## ASTRA ACHIEVER OF THE YEAR AWARD

### LIFE TIME ACHIEVER AWARD 2013



Mr. Wade Fransson

#### FEW LINES ABOUT Mr. WADE

When not authoring and publishing books, Wade manages technology negotiations for Kohl's Department Stores. He holds an M.B.A. from Keller Graduate School of Management, and has focused on the integration of technology into business strategy and operations, including his experience performing strategic planning for Countrywide's Administration and Real Estate Division. Wade previously worked for the Worldwide Church of God, using German, French, Swedish, and Russian language skills to develop global education programs across Europe and behind the Iron Curtain. Wade lives in Madison, Wisconsin, with his wife and two children, who attend the Madison Community Montessori School, where Wade is a board member.

#### THE PROCESS OF CROWNING THIS AWARD TO MR. WADE

We are currently conducting reference checks on nominees for recognition by ASTRA (see below for details). ASTRA recognizes individuals and companies each year, who stand apart by seeking, and employing methods that selflessly promote a better society - a society where business is conducted in the most sincere, efficient and people-friendly manner by people who are positively happy and successful.

We recently reached out to a potential recipient of this award, and you were provided as a reference. Would you be willing to answer four questions about this candidate?

**MR. P.RAMALINGAM, PRESIDENT, ASTRA**

1. How long have you known Wade Fransson, and in what capacity?

**I have worked with Wade for 3.5 years both as a peer and as his manager for the past 2 years.**

2. How would you describe the nature of your relationship?

**I have a very positive relationship with Wade. We collaborate on work efforts on a daily basis. Wade and I live very far apart, so our relationship is limited to a professional relationship.**

3. Would you agree that Wade Fransson deserves personal recognition for conducting himself, at all times, with professionalism, integrity and with respect for colleagues, associates and those on all sides of the table?

**Wade always acts with professionalism, integrity and respect for colleagues and associates. Wade also does this with the vendors that sit across the table from him in negotiations. He strives for Win/Win results.**

4. Do you have a particular example you would be willing to share, which we might reference in the award?

**We have an extremely heavy workload in our group. Recently one of our senior staff members was out for over 6 months due to a liver transplant. Wade picked up 50% of the extra workload which would seem impossible to do. Wade did this while maintaining a very positive attitude and drove incredible results across all of his negotiations.**

**WISHING ALL THE BEST – MR. GREG NOGLE**

Do you have a particular example you would be willing to share, which we might reference in the award?

**There are many examples. One that comes to mind is during the first iteration of the GoHuman.com startup, wherein Wade was a partner and I had a smaller, consultative role. When the company began to fail, Wade fought against a prevailing negative wind with his other partners to make the necessary changes within the company to turn things around, even if those changes would not be convenient or comfortable. Eventually, he was out-voted by his other partners and later, he resigned. When the company inevitably failed thereafter, the remaining partners sought to dissolve the company without a good-faith effort to get maximum value for it in a sale—or to compensate the non-partners and shareholders appropriately. Wade persisted in his fight to ensure that the company sought every legitimate avenue to get some value in a sale, and that the remaining partners communicated with and compensated the non-partners and shareholders appropriately. It was a tough time for everyone involved, but I personally witnessed Wade putting a lot on the line to stick up for the “little guy” in that fight: time, money, and his own relationships with his ex-partners.**

**MICHAEL SCHINDLER- PRODUCER/PARTNER- ROOF TOP MIND**

Wade is an example of how procurement teams can be strategic, fair and emphatic in their behavior. His understanding of IT industry, human behavior and ability to learn new things is phenomenal. He is able to quickly understand the proposal, identify key success factors for Kohl's and then works in a fair manner with vendors (like us) to get a win-win solution. He is very efficient, approachable and friendly. I think his own research in human behavior and understanding of cultures around the world helps him navigate well in such discussions.

**MAHESH  
CLIENT PARTNER – WIPRO TECHNOLOGIES**

## ASTRA LIFE TIME ACHIEVER AWARDS 2013



Mr. Y.GEE. MAHENDRA



Mrs. RANGAM BALAJI

### **PRESTIGIOUS AWARDEES LIST**

**FOR SUSTAINABLE CONTRIBUTION IN THE FIELD OF HRM & HRD**

#### **CATEGORY: CORPORATE**

1. Pushkar Properties Private Limited
2. Rajasri Systems Private Limited
3. Zifo Technology Pvt Limited
4. Naraiuran Controls (India Pvt Ltd)
5. Prumatech Services Limited
6. Multi Vista Global Limited
7. Jayalakshmi Spinning Mills Limited
8. BGR Energy Systems

#### **CATEGORY: EDUCATIONAL INSTITUTIONS**

1. RMK Group of Institutions, Chennai
2. Anna University, Madras Institute of Technology Campus (MIT), Chennai
3. SRM University, Ramapuram , Chennai
4. EGS Pillay Engineering College , Nagapattinam
5. PSNA College of Engineering & Technology, Dindigul
6. Sai Sakthi Engineering College, Kanakammachatram, Andhra Pradesh
7. Sree Sowdambiga College of Engineering, Aruppukottai
8. Anand Institute of Higher Technology, Chennai
9. JBAS College for Women , Chennai
10. Syed Ammal Engineering College , Ramanathapuram
11. Pattukotai Polytechnic College, Pattukotai
12. Immanuel Arasar JJ College of Engineering, Marthandam
13. Manakular Vinayagar Group of Institutions, Pondicherry
14. VINS Christian College of Engineering, Nagerkoil
15. AMS Engineering College

#### **CATEGORY: SPECIAL ACHIEVEMENTS**

1. Sri Matha Trust , Chennai, (Cancer Care )
2. A.K. Kumar & Mrs. Latha Kumar ( Old Age Home)
3. Udhayam Ram, Editor Namuratha Sindhanai